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# Adobe and Qualcomm Bring Full Flash Player to Next-Generation Mobile Devices

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## Accelerated Flash Player 10.1 to Enable HD Video and Rich Web Experiences on Smartphones and Smartbooks

LOS ANGELES — Oct. 5, 2009 — At Adobe MAX, Adobe's worldwide developer conference, Adobe Systems Incorporated (Nasdaq:ADBE) and Qualcomm Incorporated (Nasdaq:QCOM), a leading developer and innovator of advanced wireless technologies, products and services, today announced the two companies are working together as part of the Open Screen Project to optimize and dramatically increase performance for Adobe® Flash® Player 10.1 for Qualcomm's chipsets targeted at smartphones and smartbooks. The first consumer devices ready to support Flash Player 10.1 will be smartbooks and smartphones from companies such as Toshiba and will be based on Qualcomm's Snapdragon™ chipset. Qualcomm will introduce broader support within its product portfolio for Flash Player 10.1 when the beta version of the player becomes available before the end of the year.

Adobe Flash Player 10.1 is the first browser-based runtime to come out of the Open Screen Project and provides a consistent runtime that delivers uncompromised Web browsing of expressive applications, content and HD video. Unveiled at Adobe MAX today, Flash Player 10.1 leverages the power of the GPU on supported devices — such as Snapdragon with its integrated high-performance graphics core — for accelerated video and graphics while conserving battery life and resource utilization.

"Adobe has a longstanding relationship with Qualcomm as one of the first participants in the Open Screen Project," said David Wadhvani, vice president and general manager, Platform Business Unit at Adobe. "With Adobe Flash technology being the No. 1 platform for video delivery online, Qualcomm's chipset portfolio, which includes the innovative Snapdragon platform, will help bring the latest, most innovative Web experiences created using the Flash Platform to next-generation smartphones and smartbooks."

"Qualcomm is continually looking to enable richer multimedia experiences on mobile devices, and the Adobe Flash Platform technologies will be a significant part of that effort moving forward," said Rob Chandhok, vice president of software strategy for Qualcomm CDMA Technologies. "As mobile devices increasingly become a primary method of

accessing the Internet, our collaboration with Adobe provides our device manufacturing customers with the ability to deliver even more compelling and full-featured products to the market."

Qualcomm's chipset portfolio offers a wide range of solutions that feature an industry-leading level of integration — enabling slimmer, sleeker devices with higher-end functionality that redefines the possibilities of a mobile device. The company's product lines include the Snapdragon platform, which offers an unprecedented combination of mobile processing performance, optimized power consumption, ubiquitous connectivity and powerful multimedia in a single chip. Snapdragon is enabling smarter smartphones, as well as a new class of devices called smartbooks that delivers the best aspects of a smartphone experience. Smartbooks last all day on a single battery charge and offer constant connectivity, instant-on functionality and customizable and intuitive interfaces — all in a device with a large-display form factor.

### **About Adobe Flash Platform**

The Adobe Flash Platform is the leading Web design and development platform for creating expressive applications, content, and video that run consistently across operating systems and devices and reach over 98 percent of Internet-enabled desktops. Flash Player 10 was installed on more than 93 percent of computers in just the first ten months since its release. According to comScore Media Metrix, approximately 75 percent of online videos viewed worldwide are delivered using Adobe Flash technology, making it the No. 1 format for video on the Web. Major broadcasters and media companies including Disney.com, MLB.com and DIRECTV rely on the Adobe Flash Platform for delivering video on the Web and the platform powers social network sites such as YouTube and MySpace. For more information about the Adobe Flash Platform visit [www.adobe.com/flashplatform](http://www.adobe.com/flashplatform).

### **Open Screen Project**

Led by Adobe, the Open Screen Project includes close to 50 industry leaders working together to provide a consistent runtime environment across mobile phones, desktops and other consumer electronic devices. The initiative addresses the challenges of Web browsing and standalone applications on a broad range of devices, and removes the barriers to publishing content and applications seamlessly across screens. For more information visit [www.openscreenproject.org](http://www.openscreenproject.org).

### **About Adobe Systems Incorporated**

Adobe revolutionizes how the world engages with ideas and information — anytime, anywhere and through any medium. For more information, visit [www.adobe.com](http://www.adobe.com).

### **About Qualcomm**

Qualcomm Incorporated (Nasdaq:QCOM) is a leader in developing and delivering innovative digital wireless communications products and services based on CDMA and other advanced technologies. Headquartered in San Diego, Calif., Qualcomm is included in the S&P 100 Index, the S&P 500 Index and is a 2008 FORTUNE 500® company. For more information, please visit [www.qualcomm.com](http://www.qualcomm.com).

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