



**Press/Analyst Contacts**

Stefan Offermann  
Adobe Systems Incorporated  
415-832-2246  
[sofferma@adobe.com](mailto:sofferma@adobe.com)

Denise Styerwalt  
Adobe Systems Incorporated  
408-536-6393  
[dstyerwa@adobe.com](mailto:dstyerwa@adobe.com)

FOR DISTRIBUTION

## Adobe Drives EPUB Adoption With More Than 100 Industry Leaders

---

### Adobe's End-to-End Digital Publishing Solution Enables Partners to Deliver and Monetize eBook Content

**SAN JOSE, Calif. — Dec. 9, 2009** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that more than 100 publishers, book retailers and libraries have adopted Adobe® Content Server 4 software to protect PDF and EPUB eBook content and support the distribution to thousands of retail, libraries and other channels across the globe. In addition, nearly 20 device manufacturers have licensed the Adobe® Reader® Mobile software development kit (SDK) to enable PDF and EPUB support on dedicated reading devices. This furthers industry efforts to accelerate eBook standardization on the open EPUB eBook format, enabling companies to create, deliver and monetize eBook content on smartphones and devices using Adobe's eBook platform. Core technologies of Adobe's end-to-end digital publishing solution include Adobe InDesign® CS4, Adobe Digital Editions, Adobe Content Server 4, and the Adobe Reader Mobile Software Development Kit (SDK).

With these core technologies, Adobe delivers a platform that allows readers to consume engaging content across PCs and devices, and enables publishers to both cost effectively produce standards-based eBooks and monetize them using Adobe's content protection technology. Industry leaders that have integrated Adobe Content Server 4 to date include Barnes & Noble, Random House, WW Norton, OverDrive, Ingram Digital, Shortcovers, British Library and many more. Device manufacturers including Barnes & Noble, Sony Electronics and iRex have licensed the Reader Mobile SDK and started to ship eReader devices with support for Adobe technology. For more information on Adobe's partners, visit [www.adobe.com/devnet/readermobile/partners.html](http://www.adobe.com/devnet/readermobile/partners.html).

Adobe's eBook initiatives also come at a time when the company is exploring new digital publication formats with leading publishers such as Conde Nast, The New York Times Company and others. Adobe® AIR® technology allows publishers to create rich Internet applications (RIAs) outside the constraints of the web browser, bringing high-quality Web experiences directly to the desktop and providing a closer, consistent connection to users. With these new types of unique, branded experiences users can engage with rich content whether they are connected to the Web or not.

"With support of the open EPUB standard across our digital publishing solutions, publishers can integrate eBooks into their digital content distribution strategies and build new businesses around their creative assets," said John Loiacono,

## Adobe Drives EPUB Adoption With More Than 100 Industry Leaders

senior vice president, Creative Solutions at Adobe. "New eBook hardware is exciting consumers this holiday season and Adobe technology will ensure there will be new digital titles coming on the market every week to help grow this market."

"We're excited to see the wide proliferation of the open EPUB format in millions of titles as the standard for eBook production and distribution," said Michael Smith, executive director of the International Digital Publishing Forum. "Major publishers and distributors across all verticals — trade, education and professional — have adopted the format to help their readers eliminate juggling multiple proprietary formats and reading applications. Ultimately, this clarity on a standard serves to benefit the industry as a whole."

Adobe InDesign CS4 software, part of the Adobe Creative Suite® 4 family, is the preferred design and authoring tool for creating compelling content for both print and digital channels including eBook devices. Designers and publishers can leverage their existing skills to create EPUB and other standards-based digital content, repurpose print layouts for the creation of eBooks and deliver immersive reading experiences by embedding rich content and interactivity created using Adobe Flash® software. By reducing the cost of creating content for multiple channels, publishers are able to stay competitive while growing the base of customers interested in consuming eBooks on different screens. For more information on standards-based authoring with InDesign CS4, visit [www.adobe.com/products/indesign](http://www.adobe.com/products/indesign).

"Standardizing on the open EPUB format has simplified our eBook production workflow by reducing the number of formats to which we output," said Charlie Redmayne, chief digital officer at leading global publisher HarperCollins. "Distributing our titles in EPUB allows readers greater choice in where they buy their digital books and also enables them to view and transfer content across a variety of devices."

With the Reader Mobile SDK, Adobe enables companies to deliver smartphones and reading devices that can easily download, manage, and display PDF content and EPUB based eBooks. The technology assures secure and reliable digital rights management for publishers, book retailers, content aggregators and libraries. An enhanced version of the SDK includes compatibility for content purchased from BarnesandNoble.com, in addition to other performance and rendering improvements. Combined with Adobe InDesign CS 4, Adobe Content Server 4 and Adobe Digital Editions, the Reader Mobile SDK provides an eBook platform that allows consumers to access and view content from booksellers or retailers of their choice across multiple screen types and devices.

"Since BarnesandNoble.com uses Adobe Content Server 4 to protect digital books, our customers can read eBooks across the greatest number of devices — including the new Barnes & Noble nook — wherever and whenever they want," said William J. Lynch, president of Barnes & Noble.com. "We are thrilled to work closely with Adobe and offer a truly open platform that both offers our customers options and delivers a seamless and rich user experience."

### Availability

Adobe Digital Editions, Adobe Content Server 4, and Adobe InDesign CS4 as part of Creative Suite 4 Design Premium and Adobe Creative Suite Master Collection are available today. For more information visit [www.adobe.com/products](http://www.adobe.com/products) or follow the team on Twitter. (@AdobeEbook). The Enhanced Reader Mobile SDK is expected to be available to licensees worldwide in December 2009. For more information visit [www.adobe.com/devnet/digitalpublishing/barnes\\_noble\\_fa.html](http://www.adobe.com/devnet/digitalpublishing/barnes_noble_fa.html).

## Adobe Drives EPUB Adoption With More Than 100 Industry Leaders

### 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).

###

---

© 2009 Adobe Systems Incorporated. All rights reserved. Adobe, Adobe InDesign CS4, Adobe Content Server, Adobe Flash, Adobe Digital Editions, Adobe Reader Mobile SDK, and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.