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FOR IMMEDIATE RELEASE

Adobe Photoshop Hits Twenty

Community Celebrates Software that Changed the Way We View the World

SAN JOSE, Calif., — Feb. 18, 2010 — Adobe® Photoshop®, the software product that redefined creativity in the **digital age**, turns 20 on Feb. 19, 2010. Around the world, Photoshop fans are celebrating the impact their favorite software has had across **photography, art, design, publishing and commerce**. In the United States, the **National Association of Photoshop Professionals (NAPP)** will be hosting a special **Photoshop 20th Anniversary** celebration for over a thousand attendees in San Francisco at the Palace of the Fine Arts Theater today. The event will feature Adobe's senior vice president of Creative Solutions, John Loiacono, as well as vice president of Photoshop Product Management, Kevin Connor, Photoshop co-creator Thomas Knoll and famed Adobe creative director and Photoshop evangelist, Russell Brown. To be a part of this celebration and view the live Webcast, visit: www.photoshopuser.com/photoshop20th.

The festivities continue overseas in Japan, Southeast Asia and throughout Europe. In honor of the 20th anniversary, Adobe Germany will host a special 20-hour online marathon, featuring over 15 local Photoshop "gurus" demonstrating their favorite tips and tricks live for Photoshop fans. In India and France, digital imaging contests will be held to showcase the work of Photoshop users. A special **Adobe TV** broadcast will also air on the anniversary date at <http://tv.adobe.com/go/photoshop-20th-anniversary>, reuniting the original "**Photoshop team**" for the first time in 18 years, to discuss their early work on the software and demonstrate **Photoshop 1.0** on a rebuilt Macintosh computer.

The **Photoshop community** is also sharing their favorite stories online, with the product and its over 400,000 fan-strong Facebook page, the hub for a worldwide look at the product's impact. A new "Celebrate" tab directs users to a 20th anniversary logo, which many have already personalized with Photoshop and used as a replacement for their profile image. Connect with the Photoshop team at www.facebook.com/Photoshop or <http://twitter.com/photoshop>, and add the tag **#PS20** to tweets about the anniversary.

"For 20 years Photoshop has played many different roles – it has given creative people the power to deliver amazing images that impact every part of our visual culture and challenged the eye with its ability to transform photographs," said Shantanu Narayen, president and chief executive officer at Adobe. "It's no exaggeration to say that, thanks to millions of creative customers, Photoshop has changed the way the world looks at itself."

The **impact of Photoshop** is everywhere – billboard signs, magazine covers, major motion pictures, even the logo on the coffee cup you drink out of every morning. All have likely been touched by the software. Over 90 percent of **creative professionals** have Photoshop on their desktops and today Photoshop is used by **professional photographers, graphic designers and advertisers**, as well as **architects, engineers** and even **doctors**. Whether it's bringing **visual effects** to life in the blockbuster film Avatar, helping save lives in partnership with **forensics** departments and the **Center for Missing and**

Exploited Children, or challenging the human eye to determine if an image is **real or fake**, Photoshop continues to find new uses and advocates. ([See Customer Quote Sheet.](#))

How It All Began

In 1987, **Thomas Knoll** developed a pixel imaging program called Display. It was a simple program to showcase grayscale images on a black-and-white monitor. However, after collaborating with his brother **John Knoll**, the two began adding features that made it possible to process **digital image** files. The program eventually caught the attention of industry influencers, and in 1988, Adobe made the decision to license the software, naming it Photoshop, and shipping the first version in 1990.

"Twenty years ago, Adobe predicted that it would sell 500 copies of Photoshop per month," said Thomas Knoll, co-creator of Photoshop at Adobe. "I guess you could say, we beat those projections! It's amazing to think that millions of people use this software today. We knew we had a **groundbreaking technology** on our hands, but we never anticipated how much it would impact the images we see all around us. The ability to seamlessly place someone within an image was just the beginning of Photoshop's magic."

Over its 20-year history, Photoshop has evolved significantly from a simple original display program to a wildly popular application that has over 10 million users worldwide. With each release, Adobe has introduced **technological innovations** that defy the impossible. **Layers**, introduced in Photoshop 3.0, gave designers the ability to create complex compositions easier than ever before. The **Healing Brush**, another groundbreaking feature introduced in Photoshop 7.0, allowed users to magically retouch images by seamlessly removing blemishes and wrinkles, while preserving lighting and texture. Photoshop tools like **crop**, **eraser**, **blur** and **dodge** and **burn** have become part of the creative vernacular worldwide.

The Photoshop team thrives off its rich **beta tester** program, with active and vocal users who have submitted requests and helped shape the development of features throughout the years. Adobe has maintained a strong connection with its customer base through blogs, user research, customer support, forums and feedback from Adobe "**evangelists**" who travel the world to engage with Photoshop users.

Helpful Links

- Photoshop Customer Quote Sheet
www.adobe.com/aboutadobe/pressroom/pressreleases/201002/0211810PS20AnniversaryQuoteSheet.html
- National Association of Photoshop Professionals (NAPP) Photoshop 20th Anniversary Celebration:
www.photoshopper.com/photoshop20th
- Adobe TV Photoshop 20th Anniversary Broadcast:
<http://tv.adobe.com/go/photoshop-20th-anniversary>
- Photoshop Facebook Page:
www.facebook.com/Photoshop
- Photoshop Facebook Page:
www.facebook.com/Photoshop
- Photoshop Twitter:
<http://twitter.com/photoshop>
- Photoshop Family Page:
www.adobe.com/products/photoshop/family

Adobe Photoshop Family

Building upon Photoshop's history of **innovation** and **leadership**, Adobe offers a line of Photoshop desktop and Web-hosted solutions for every level of user. Each product in the Photoshop family gives users across the spectrum of digital expertise the power to manage, edit, create and showcase images.

Photoshop CS4 and **Photoshop CS4 Extended** software are at the heart of the Photoshop family, providing unrivaled power and editing freedom. **Photoshop Lightroom**® addresses the workflow needs of serious amateur and professional photographers, helping them find, manage, enhance and showcase images in powerful ways. **Photoshop Elements** software provides accessible tools and sharing options for photo enthusiasts. Snap-shooters can quickly and easily share and edit photos with simple gestures on their iPhone or Android devices. Photoshop.com completes the Photoshop line providing an online photo sharing, editing and hosting resource for all.

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