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# Adobe Delivers Creative Suite 5 Design Premium

**Radical Advancements in Interactive Publishing and Digital Content Creation Anchor Major Release of Best Selling Creative Suite**

**SAN JOSE, Calif., — April 12, 2010** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Creative Suite® 5 Design Premium, the ultimate toolkit for expressing and publishing ideas in print, on the Web, as interactive content and on mobile devices. Adobe Creative Suite 5 Design Premium includes all new versions of Adobe Photoshop® CS5 Extended (see separate release), Adobe Illustrator® CS5, Adobe InDesign® CS5 (see separate release), Adobe Flash® Professional CS5, Adobe Dreamweaver® CS5 and Adobe Fireworks® CS5, as well as Adobe Acrobat® 9 Pro, integration with new Adobe CS Live services (CS Live Services are complimentary for a limited time)\* and Adobe Flash® Catalyst™ CS5 (see separate release) for interaction design without writing code. A new version of Adobe Creative Suite 5 Design Standard will also be available.

"Producing a Creative Suite capable of designing fantastic visuals is expected of Adobe but, in our view, that's no longer sufficient," said John Loiacono, senior vice president and general manager for Creative Solutions at Adobe. "With content going mobile and a publishing market poised for a new generation of devices, publishers and designers are relying on Adobe to also now deliver the functionality and precision to develop amazing work for display across virtually any medium. That's why Creative Suite 5 is such a compelling release."

#### **Create Interactive and Digital Content Without Writing Code**

Adobe Creative Suite 5 Design Premium gives designers the power to create a range of interactive and digital content without writing code. The all-new Adobe Flash Catalyst CS5 enables those familiar with Photoshop and Illustrator to quickly transform their artwork into interactive user experiences. This comes in advance of the much anticipated release of Flash Player 10.1, which is optimized for high performance on mobile screens and designed to take advantage of native device capabilities for a richer, more immersive user experience. Digital documents, publications and presentations can be enhanced with new features in Adobe InDesign CS5 that allow users to design with interactivity, motion, sound and video to connect people to content in compelling new ways.

"The smooth integration between Adobe Illustrator CS5 and Flash Catalyst CS5 makes it easier for us to transform our Illustrator artwork into interactive designs," said Tyler Moore, principal at Markatos|Moore, a graphic design and strategic marketing firm specializing in brand identity, print, packaging, motion, interactive and environmental design for clients such as the Discovery Channel, GAP, Nokia, Coleman and Tahoe Mountain Resort. "It's a genuine breakthrough for us. Now, we can produce many interactive design elements on our own."

#### **Express Creative Concepts Quickly, Intuitively and Without Compromise**

More than 150 new features anchor Creative Suite 5 Design Premium. Advanced painting and drawing techniques in Illustrator CS5 and Photoshop CS5, combined with features that offer increased power and precision, allow designers to quickly, intuitively express creative concepts for print and digital media. New Refine Edge selection technology in Photoshop CS5 makes complex image selections possible by precisely detecting and masking the trickiest types of edges, such as hair and foliage, while eliminating background color contamination. Once a selection is made, the image element can be removed and Content-Aware Fill replaces the missing pixels in a quarter of the time it used to take manually, matching lighting, tone and noise so it looks like the deleted content never existed. InDesign CS5 features new and enhanced tools and on-object controls that speed up and simplify repetitive everyday page layout tasks. With a single tool, users can select, align, distribute, rotate, reposition, crop and

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scale frame and frame content to intuitively modify page design in almost half the time. InDesign CS5 is also powering the transition to digital publishing with new features, such as enhanced EPUB support. Illustrator CS5 includes new stroke options, enabling users to dynamically create and edit strokes with variable widths.

### Review and Test Designs with Greater Efficiency

Adobe Creative Suite 5 Design Premium integrates with new Adobe CS Live\*, a set of five online services that accelerate key aspects of the creative workflow and enable designers to focus on creating their best work. CS Live online services are complimentary for a limited time and currently include Adobe BrowserLab, Adobe CS Review, Acrobat.com, Adobe Story and SiteCatalyst® NetAverages™ from Omniture. Adobe CS Review allows Design Premium users to quickly publish a review of Photoshop comps, Illustrator graphics or InDesign page layouts to the Web from within the originating Creative Suite software. Peers or clients can then view and comment with easy-to-use annotation tools that are automatically displayed in Photoshop, Illustrator or InDesign within the context of the design.

### Pricing and Availability

Adobe Creative Suite 5 Design Premium and Standard are scheduled to ship within 30 days with availability through Adobe Authorized Resellers, the Adobe Store and Adobe Direct Sales. Estimated street prices for the Creative Suite 5 Design Premium and Creative Suite 5 Design Standard editions are expected to be US\$1899 and US\$1299 respectively. Upgrade pricing and volume licensing are available. Design Premium CS5 integrates with Adobe CS Live Services, which are complimentary for a limited time.\* For more detailed information about features, OS support, policies, pricing and international versions, please visit [www.adobe.com/go/creativesuitedesign](http://www.adobe.com/go/creativesuitedesign).

### About Adobe Systems Incorporated

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