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FOR IMMEDIATE RELEASE

# Enterprise Edition of Adobe Digital Publishing Suite Now Available

## Hosted Tablet Publishing Solution Tailored to Individual Needs of Publishers Worldwide

**SAN JOSE, Calif. — March 7, 2011** — [Adobe Systems Incorporated](#) (Nasdaq:ADBE) today announced the immediate availability of the Enterprise Edition of Adobe® Digital Publishing Suite, a turnkey set of hosted software services and viewer technology to create, distribute, monetize and analyze digital magazines, newspapers and publications. With output aimed at Android tablets, including Motorola Xoom and Samsung Galaxy Tab, as well as RIM PlayBook and iOS tablet devices, the Enterprise Edition allows large publishers to implement a custom tablet publishing solution without disrupting existing publishing processes and infrastructure. Today's news follows the [announcement](#) that Adobe Digital Publishing Suite will support both Apple App Store Subscriptions and Google One Pass for magazine and newspaper publishers.

"The publishing industry is energized by the emergence of tablet devices that showcase magazines and publications in new, exciting formats that engage readers and offer advertisers high-impact interactive placements," said David Wadhvani, senior vice president, Creative and Interactive Solutions, Adobe. "By working with some of the biggest names in publishing during an extensive prerelease program, the Enterprise Edition of Adobe Digital Publishing Suite has been battle-tested and we can now look forward to even more great content coming to a device near you."

The Enterprise Edition of Digital Publishing Suite allows publishers worldwide to implement a tailored digital publishing solution built on the foundation of Adobe Creative Suite® 5 tools that tightly integrate with the Adobe Online Marketing Suite, existing backend editorial publishing platforms and third party subscription systems. A robust set of enterprise-level services allow publishers to cost-effectively create and distribute visually immersive digital content on a broad set of tablet devices, leverage editorial and advertising analytics to optimize their business and take advantage of flexible commerce models. Publishers can distribute digital editions through their own website, content aggregators or leading mobile marketplaces, including the Apple App Store and Android™ Market.

Aimed at large publishers, the Enterprise Edition of Adobe Digital Publishing Suite has been adopted by leading publishers worldwide – including Bonnier, Condé Nast, Globo Media Group, Martha Stewart Living Omnimedia and National Geographic – to bring some of the world's most iconic titles to tablet devices.

"National Geographic is known for its award-winning content spanning more than 100 years," said Drew Onufer, vice president, Interactive and Digital Products, National Geographic. "With Adobe Digital Publishing Suite Enterprise Edition and Adobe's creative software, we are building on a legacy of inspiration and reader loyalty by enabling consumers to enjoy content across a range of tablet devices. With Adobe tools, we can amplify the reach of our content while transforming its presentation in new and engaging ways. We have already published 50 Greatest Photographs for app users and have many more titles for tablet devices in the works. It's an exciting time for National Geographic and for the mobile publishing industry as a whole."

"We have adopted the Adobe Digital Publishing Suite as an integral part of our News+ platform," said Tore Fjaertoft, head of IT Development, Bonnier. "Leveraging the abilities to produce and distribute digital editions of our daily newspapers using the Digital Publishing Suite has been a key element of the success of the News+ platform. Looking forward, we are thrilled to be working with

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Adobe on the great News+ features lined up in our roadmap. Adobe's continued dedication and support is a fundamental part of our journey towards creating a great, next-generation digital reading experience."

"Digital Publishing Suite was a natural fit with Globo's publishing strategy," said Alexandre Maron, director of Digital Innovation, Editora Globo. "Brazil is one of the fastest emerging countries in terms of digital media. We want to be at the forefront of publishing and distributing digital magazines, and Digital Publishing Suite's advanced integration with our publishing systems helps us do so – while maintaining a close relationship with our readers."

### Large Publishers Empowered

The Enterprise Edition of the Digital Publishing Suite includes a spectrum of hosted enterprise services and features for publishers worldwide. These services include:

- Distribution Service for the storage and fulfillment of digital issues to a wide variety of Android, iOS and RIM QNX devices
- Analytics Service to analyze and optimize editorial and advertising content using a set of included analytic reports or through an Adobe SiteCatalyst® account for more expansive and detailed reporting and analysis
- Viewer Builder Service to preview, test and build publisher branded, signed viewers
- E-commerce Service for the sale of content through mobile marketplaces, including the Apple App Store and Android Market, digital retail channels and direct publisher subscriptions
- Folio Producer Service\* to support upload of content directly from within Adobe InDesign® CS5 software to organize and create production-ready digital publications

The Digital Publishing Suite supports direct entitlement through innovative integration with leading third party subscription fulfillment service providers. This allows publishers to leverage existing print accounts, drive increased digital subscriptions, offer print-digital bundles and maximize merchandising opportunities across titles for greater profitability.

The Digital Publishing Suite tightly integrates with Creative Suite 5 software, empowering designers with industry-standard page layout capabilities for creating highly designed, engaging digital content that includes a new class of interactivity. Advertising and creative agencies can use Creative Suite to seamlessly integrate advertising content into the tablet publishing workflow facilitated by Digital Publishing Suite. For content distribution across multiple mobile operating systems and tablet devices, cross-platform Content Viewers (iOS and Adobe AIR® for Android tablets available now, RIM Playbook version expected shortly) help publishers extend the reach of their digital content and generate new subscribers. Additionally, third party developers and publishing system providers can extend Digital Publishing Suite to automate the creation of .folio (previously called .issue) files and streamline the tablet publishing process.

### Pricing and Availability

The Enterprise Edition of Digital Publishing Suite is available immediately, with pricing available through a custom quote. For more information visit: [www.adobe.com/products/digitalpublishingsuite](http://www.adobe.com/products/digitalpublishingsuite). The Folio Producer Service will be available in late Q2 FY11 and the Professional Edition of Publishing Suite is expected to be available in late Q2 FY11. This is intended for publishers who require an off-the-shelf solution for immediate content publishing to tablet devices. The Professional Edition tightly integrates with Creative Suite 5 tools and includes access to the core Digital Publishing Suite services.

Additional information is available at [www.adobe.com/digitalpublishing](http://www.adobe.com/digitalpublishing) and on the [Digital Publishing blog](http://Digital Publishing blog). Connect with the team on Facebook at [www.facebook.com/adobedigitalpub](http://www.facebook.com/adobedigitalpub) and on Twitter at [www.twitter.com/adobedigitalpub](http://www.twitter.com/adobedigitalpub).

### About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

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