



Press Contacts

Marissa Lee
Adobe Systems Incorporated
415-832-5378
marlee@adobe.com

Anne Yeh
Edelman
650-762-2954
anne.yeh@edelman.com

FOR IMMEDIATE RELEASE

Adobe Debuts Photoshop Lightroom 4 Public Beta on Adobe Labs

Free Lightroom 4 Beta Delivers Unparalleled Image Processing and Workflow Efficiency for Photographers

SAN JOSE, Calif. — Jan. 10, 2012 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Photoshop® Lightroom® 4 beta for Windows® and Mac. Available as a free public download from Adobe Labs, Lightroom is the essential digital photography workflow solution helping amateur and professional photographers quickly import, manage, enhance and showcase their images. Lightroom 4 beta is a preview of new features and capabilities that will be offered in the final release of Lightroom 4, expected in early 2012. The beta features refined technology for superior shadow and highlight processing, expanded management capabilities including enhanced DSLR video support and the ability to create beautiful photo books from within Lightroom. Adobe encourages photographers to try the beta release and provide feedback to the product team.

"Giving early customer access to new versions of Lightroom has helped our team deliver an outstanding battle-tested product that really stands up to the demands of photographers worldwide," said Winston Hendrickson, vice president of Digital Imaging Products, Adobe. "The much anticipated release of Lightroom 4 beta continues this tradition and shows how much Adobe values customer insights into photography workflows."

New Features in Lightroom 4 Beta

Lightroom 4 beta is a major software update adding a broad range of new capabilities based on feedback provided by the photography community. All new basic tonal adjustment controls extract the entire dynamic range from cameras for stunning shadow details and highlights. The software features additional local adjustment controls, including Noise Reduction, Moire and White Balance.

New native video support gives photographers the capability to play, trim and extract frames from video clips shot on DSLRs, point-and-shoot cameras and smartphones. Many standard Lightroom image adjustment controls can also be applied to video clips and adjusted videos can be exported as a H.264 file or published directly to Facebook or Flickr.

Lightroom 4 beta provides photographers the tools to create impressive photo books with rich text controls and a variety of easy-to-use templates, as well as a direct link for photo book creation from within the new Book module. Also, a new intuitive Map module displays images already assigned a location, provides location tagging controls and saved locations for effortless assignment of a photographer's common locations.

In the Develop module, the addition of soft proofing helps photographers tune images in a destination color space to ensure prints and Web content look their best. In addition, customers can now email images directly from Lightroom using an email account of their choice including Gmail, Hotmail and Yahoo! Mail.

Adobe Photoshop Family

Adobe Photoshop CS5 and Photoshop CS5 Extended are at the heart of the Photoshop family, joined by solutions for users at every level who want to bring out the best in their digital images either at home, in the office or on the go. Photoshop Lightroom 4 beta addresses the workflow needs of amateur and professional photographers, helping them create, manage and showcase images in impactful ways. Photoshop Elements 10 provides consumers with powerful yet easy-to-use tools that organize, edit,

Adobe Debuts Photoshop Lightroom 4 Public Beta on Adobe Labs

create and share photos memories. For mobile devices, Photoshop Touch app transforms images with core Photoshop features custom-built for tablets; and Photoshop Express is a free app for simple photo fixes and enhancements, and sharing to social networks.

Pricing and Availability

Adobe Photoshop Lightroom 4 beta is available immediately as a [free download](#) on both Windows and Mac at <http://labs.adobe.com/downloads/>. Customers can submit feedback on the community powered feedback site: <http://feedback.photoshop.com>. Users can also connect with the Lightroom team directly on Facebook (www.facebook.com/lightroom), via Twitter (www.twitter.com/lightroom) or on the Adobe Lightroom blog (<http://blogs.adobe.com/lightroomjournal>). For Lightroom how-to videos, visit <http://www.youtube.com/lightroom>.

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

###

© 2012 Adobe Systems Incorporated. All rights reserved. Adobe, the Adobe logo, Photoshop and Lightroom are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Windows is either a registered trademark or trademark of Microsoft Corporation in the United States and/or other countries. Mac is a trademark of Apple, Inc., registered in the United States and other countries. Facebook is a trademark of Facebook, Inc. Flickr is a trademark of Yahoo! Inc. All other trademarks are the property of their respective owners.