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For Immediate Release

Adoption Continues to Grow for Adobe Digital Publishing Suite as Australia's APC Magazine signs on

Leading Australian business publication goes digital; APC selects Adobe Digital Publishing Suite Professional Edition.

SYDNEY, Australia, — February 1, 2012 — Adobe Systems Incorporated today announced a significant new business win for [Adobe® Digital Publishing Suite](#) following the successful implementation of the suite into [Australian Personal Computer \(APC\) Magazine](#), one of the world's longest published personal computing titles, continuously published since May 1980. With more than 1200 titles published with the Enterprise and Professional Editions of Digital Publishing Suite, APC becomes the latest publication that readers can enjoy as a rich app experience across tablet devices.

Adobe Digital Publishing Suite is a turnkey solution that includes hosted services and viewer technology that allows a spectrum of publishers to cost-efficiently publish content to Apple iPad and Android tablets such as Samsung Galaxy Tab. APC magazine will join popular publications that have been developed using Adobe Digital Publishing Suite including WIRED, Vogue, Martha Stewart Living, FILMINK, DI Magazine, Vanity Fair, Reader's Digest, Hindustan Times and National Geographic Magazine to name a few.

Tony Sarno, editor, [APC Magazine](#) commented: "We're taking one of Australia's longest-established technology titles into its next incarnation: the digital world. APC is now available on iPad, and shortly after, will be available on Android and other tablets. We chose Digital Publishing Suite because it's a full solution allowing publication, monetisation and analysis of content on tablet devices - we can use our existing investment in Adobe InDesign® CS5.5 and the included digital publishing tools to create an interactive magazine. InDesign used in combination with Digital Publishing Suite provides the publishing infrastructure to get the app to a point where all we need to do is then submit it to the app stores. Best of all, we can do all this in-house, using existing magazine staff without any additional resources."

Michael Stoddart, APAC digital publishing evangelist, Adobe said: "Traditional magazine, corporate and educational publishers in Australia are really starting to embrace digital publishing. This is being driven by the changing way we are consuming content. Demand for content is set to continue, because of the explosive growth of mobile devices, and publishers are taking notice."

[Adobe Digital Publishing Professional Edition](#) is the US-headquartered company's fast-growing off-the-shelf tablet publishing solution for traditional media, business publishers and ad agencies. Adobe recently

announced the launch of [Adobe Digital Publishing Suite, Single Edition](#) which enables individual designers as well as small design firm and publishers to create a single app - from school newsletters to marketing collateral. It was recently reported that 14 out of the top 20 highest grossing apps were created using Digital Publishing Suite. Further information can be found [here](#).

For further information please visit Adobe Digital Publishing site using the following link:
<http://www.adobe.com/ap/solutions/digital-publishing.html>

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