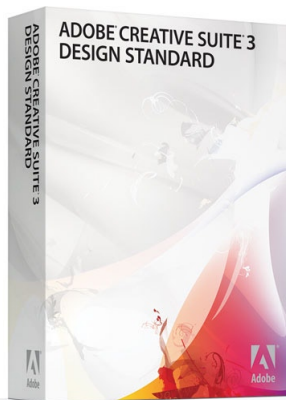


ADOBE® CREATIVE SUITE® 3 DESIGN STANDARD

MASTER DEADLINES IN DESIGN AND PRINT PRODUCTION



Adobe Creative Suite 3 Design Standard combines full new versions of:

- Adobe InDesign® CS3
- Adobe Photoshop® CS3
- Adobe Illustrator® CS3
- Adobe Acrobat® 8 Professional
- Adobe Bridge CS3, which also offers direct access to Adobe Version Cue® CS3, Adobe Stock Photos, Adobe Device Central CS3, and Adobe Acrobat Connect™

Creative professionals who produce web, interactive, and mobile design work should instead consider Adobe Creative Suite 3 Design Premium, which also incorporates Adobe Dreamweaver® CS3, Flash® CS3 Professional, and Photoshop CS3 Extended.

Work fluidly and express your ideas efficiently from concept to completion. Harness the power of a tightly integrated design and print-production environment that runs smoothly on the most current Mac and Windows® computers.

Adobe Creative Suite 3 Design Standard software is Adobe's essential toolkit for professional designers and print service providers. This suite includes brand new, feature-packed versions of the software you rely on for page layout, image editing, illustration, and PDF workflows, all enhanced so that you work more fluidly with them and they work more fluidly with each other.

Now, for the first time, creative and print professionals who specialize in the art of print design and production have a complete, integrated toolkit created just for them. In particular, Design Standard now incorporates Adobe Acrobat 8 Professional software to complement Adobe InDesign CS3, Adobe Photoshop CS3, and Adobe Illustrator CS3 software, and to support high-end PDF-based print-production workflows. From printed collateral, packaging, and advertisements to magazines, newspapers, and books, Design Standard helps you translate your ideas from concept to print efficiently, reliably, and in fewer steps.

With Adobe Creative Suite 3 Design Standard, you can:

Craft your best work with essential creative tools—From roughing out concepts to finessing production details, the intuitive tools in Design Standard help you make even your most visionary ideas real. Stay true to your creative intent more easily and efficiently than ever.

Maintain momentum with intelligent integration—Slip into the “zone” and stay there. The deftly choreographed components of Design Standard let you move smoothly from task to task without going sideways or backwards in order to go forward.

Choose among agile workflows—Flexible yet rock-solid workflows are critical to the success of your business. Output content reliably to print and Adobe PDF. Contribute to your colleagues' web and mobile design projects by handing off web-ready native Photoshop or Illustrator files or exporting XHTML or XML files from InDesign. Use Adobe Bridge CS3 to organize and manage your assets, batch-process images, and access services that help you collaborate more effectively with colleagues and clients. Design Standard lets you set up efficient, streamlined workflows that accommodate—rather than dictate—the many ways you work.

See these documents for details about the components of Adobe Creative Suite 3 Design Standard:

- Adobe InDesign CS3 What's New
- Adobe Photoshop CS3 Extended What's New
- Adobe Illustrator CS3 What's New
- Adobe Acrobat 8 Professional What's New
- Adobe Stock Photos Overview

The Microsoft® Windows® version of Adobe Creative Suite 3 Design Standard requires Windows Vista™ or Windows XP.

The Mac version of Adobe Creative Suite 3 Design Standard requires Mac OS X running on an Intel® or PowerPC® processor.

Pricing

Adobe Creative Suite 3 Design Standard will be available in North America for an estimated street price of US\$1199, directly from Adobe or through Adobe Authorized Resellers. Customers may order directly from Adobe by visiting the Adobe Store at www.adobe.com or calling 1-888-724-4507.

Licensed users of Adobe Creative Suite 2.x or 1.x (Standard or Premium edition) can upgrade to Adobe Creative Suite 3 Design Standard for an estimated street price of US\$399. Licensed users of qualifying Adobe point products, such as InDesign, Illustrator, or Photoshop, can upgrade to Design Standard for an estimated street price of US\$899.

Estimated street prices do not include taxes, shipping, handling, or other related expenses. A complete list of products that qualify users for upgrade pricing is available in the Pricing Overview document. Information on pricing and support policies outside of North America and for Education customers will be available separately.

Expected Ship Date

Second Quarter 2007

Better by Adobe.™



Adobe

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Top new benefits of Adobe Creative Suite 3 Design Standard

All-new versions of essential design and print-production tools—Enjoy greater levels of integration, efficiency, and productivity with Adobe InDesign CS3 for professional page layout, Adobe Photoshop CS3 for image editing and enhancement, Adobe Illustrator CS3 for vector graphics creation, and Adobe Acrobat 8 Professional for streamlined Adobe PDF workflows.

More efficient, intelligent design and layout with Adobe InDesign CS3—Tightly integrated with Photoshop, Illustrator, and Acrobat, InDesign CS3 is packed with customer-inspired productivity enhancements that streamline repetitive layout tasks and help meet tight production deadlines. Place multiple image and text files at once; automatically fit content to frames; and use enhanced Quick Apply to activate commands, scripts, and variables without taking your hands from the keyboard. Format and globally update tables and cells quickly and consistently using new table and cell styles. Explore additional creative options with new support for gradient feathers and Photoshop effects, such as bevel, emboss, glow, and others, as well as the new ability to apply transparency settings separately to the fill, stroke, and content of objects.

Efficient, fluid creation of images with Adobe Photoshop CS3—With Photoshop CS3, experience easier selection with the new Quick Selection and Refine Edge tools; align and blend similar photos to combine the best aspects of each; and manipulate perspective along multiple planes with enhanced Vanishing Point features. Experiment more freely with filters using nondestructive new Smart Filters. Process Camera Raw, JPEG, and TIFF files faster and more effectively using next-generation Adobe Camera Raw controls. Convert images to black-and-white, apply Curves for more precise color adjustments, and get the most from 32-bit HDR images with newly enhanced controls. Easily contribute content to non-print-publishing projects, including web, interactive, and mobile.

Compelling vector graphics creation with Adobe Illustrator CS3—With Illustrator CS3, discover an exciting new color environment, called Live Color, to explore and save color combinations and to interactively apply them to multiple objects at once. Increase precision with faster point selection, enhanced drawing controls and preferences, and the ability to align and distribute spacing between anchor points. Using the new Crop Area tool, quickly select an object or group, and then choose File > Save As PDF to create a perfectly cropped PDF file of that artwork. Access more tools and options, including anchor-point controls, selection tools, clipping masks, envelope distortions, and more, in the enhanced, context-sensitive Control panel. Quickly remove areas of artwork as easily as you erase pixels in Photoshop by stroking the artwork with the Eraser tool.

More automated control of Adobe PDF files—Use Acrobat 8 Professional to control the output of high-quality, content-rich, industry-standard Adobe PDF files. Review more efficiently through new server-based shared reviews that enable you to see each others' comments as they are posted. Preflight and automatically fix issues in PDF files before producing them as press- or web-ready files, and automate print-production workflows with enhanced Job Description Format (JDF) support.

Efficient media management and convenient access to vital services—A built-in media manager for visual people, Adobe Bridge CS3 delivers improved performance, a new Filter panel for quickly finding files, file stacks for efficiently organizing and batch-processing files, and new previewing support. Bridge CS3 also acts as a hub for a variety of services, including Acrobat Connect for live web-based meetings, Version Cue CS3 for workgroup collaboration, and Adobe Stock Photos for easy access to high-quality, royalty-free images.

Streamlined collaboration and coordination—Save time and accelerate decision-making with built-in access to Acrobat Connect, a web-conferencing service that enables you to conduct live reviews of creative concepts and final work with clients and colleagues (separate subscription fees may apply). Collaborate on complex projects more efficiently using Version Cue CS3 to track, find, and manage files.

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