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FOR IMMEDIATE RELEASE

Adobe Atmosphere Player for Adobe Reader Expands the Power of Adobe PDF with 3-D Content

Adobe Atmosphere Player Wins Seybold 2003 “Hot Pick,” Adding Unprecedented Realism and Interactivity to Adobe PDF Documents

SAN JOSE, Calif. — Sept. 9, 2003 (NASDAQ: ADBE) — Adobe Systems Incorporated, the leader in network publishing, today announced Adobe® Atmosphere™ Player for Adobe Reader®, a free download for viewing and interacting with Atmosphere environments embedded in Adobe Portable Document Format (PDF) documents. The Player allows users to navigate and interact with objects in real-time, within a 3-D space, replicating the sensation of being in a specific environment, such as an art gallery, a concert venue or a storybook world.

The Adobe Atmosphere Player for Adobe Reader was selected as a Seybold San Francisco 2003 Hot Pick by the editors of Seybold Publications. Seybold Hot Picks represent the most innovative, "must see" products on display at the tradeshow. The Adobe Atmosphere Player will be demonstrated on the show floor in Adobe's booth (**Booth # 719**) September 9-12 and available for free download beginning early November.

Atmosphere Product Family

Adobe Atmosphere Player for Adobe Reader is part of a complete system for creating and customizing interactive 3-D environments. The Windows-based family of products also encompasses: Adobe Atmosphere, a sophisticated authoring tool; Atmosphere Player, a Web browser plug-in; and the Atmosphere Collaboration Server, which enables real-time interaction between users within Atmosphere 3-D environments.

Adding a New Dimension to PDF Files

Adobe Atmosphere, a powerful professional authoring tool for creating multimedia and graphically rich, interactive environments, also referred to as stages, exposes visitors to a variety of interactive content. While in Atmosphere environments, users can also collaborate and interact with each other in real-time. Document designers can use Adobe Atmosphere to create dynamic 3-D stages, with realistic lighting, motion and sound, as well as high-quality, animated 3-D objects. These stages can be incorporated into instructional manuals, product specification documents,

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educational documents and promotional materials. The new Adobe Atmosphere Player for Adobe Reader embeds these multimedia environments into Adobe PDF documents. A physics engine within the Adobe Atmosphere Player for Adobe Reader also provides full physical simulation, including gravity and friction, adding unprecedented realism to the information and entertainment value of content in Adobe PDF documents.

“Adobe Atmosphere content in Adobe PDF documents is a compelling way to engage readers and we predict that it will significantly change the way printed information is communicated,” said Peter Dyson, editor of Seybold Publications. “Dynamic, interactive documents introduce a layer of realism in publishing that will draw readers even deeper into the content and free authors to act on creative ambitions and concepts that were previously out of reach.”

Availability

The Adobe Atmosphere Player for Adobe Reader is expected to be available for free download, beginning early November. To experience Atmosphere 3-D environments firsthand, visit customer examples of Atmosphere-enhanced Web sites and documents at www.adobe.com/products/atmosphere.

About Adobe Systems Incorporated

Founded in 1982, Adobe Systems Incorporated (www.adobe.com), the leader in network publishing, offers a comprehensive line of software for enterprise and creative professional customers. Its products enable customers to create, manage and deliver visually rich, compelling and reliable content. Based in San Jose, Calif., Adobe is one of the world's largest software companies.

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