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FOR IMMEDIATE RELEASE

Adobe After Effects 6.0 Extends Leadership in Motion Graphics and Visual Effects

Major Upgrade Introduces Advanced Text Engine, OpenGL Support, and New Visual Effects Tools

SAN JOSE, Calif. — July 7, 2003 (NASDAQ: ADBE) — Adobe Systems Incorporated today announced Adobe® After Effects® 6.0, an extensive upgrade of its award-winning motion graphics and visual effects software. This major release integrates a revolutionary new text engine for creating unique and compelling typographic animations. Available for Windows and Mac OS X, Adobe After Effects 6.0 helps professionals meet tough production challenges by increasing productivity with features such as OpenGL support, and other major performance improvements. Additional advances include integrated vector paint, a new motion tracker, keying tools and scripting support.

The new text capabilities in After Effects 6.0 allow users to type, edit and format text directly in the Composition window, providing immediate results. With accuracy and efficiency, After Effects users can edit and format text from imported Photoshop files and can animate characters, ranges of characters, words or lines, independently within a single text layer. The advanced text engine allows designers to control the animation of text in new ways, resulting in even more audience-grabbing title sequences.

Performance optimizations including support for OpenGL, a cross-platform standard for accelerating rendering of 2D and 3D graphics, dramatically improve the speed and interactivity of on-screen rendering in After Effects 6.0. In addition to improved multiprocessor support and rendering optimizations, After Effects 6.0 Professional edition provides an extremely fast and accurate motion tracker. New vector paint tools, based on Adobe Photoshop technology, allow professionals to enhance projects by painting on any layer, retouching footage and creating mattes. The Clone Stamp tool allows After Effects users to clone across a sequence of frames over time. After Effects 6.0 Professional edition also includes Keylight, an Academy Award-winning keying technology from The Foundry.

“After Effects 6.0 is having a tremendous positive impact on our creativity and production workflow. From OpenGL Acceleration to creative tools like the new vector paint engine, this new version of After Effects boils down to more time and more money,” said Scott Bryant, creative director for STEAM, a creative group in Santa Monica, California specializing in post-production and design. “With After Effects 6.0, I can spend more time being creative and spend less time waiting for my computer to think.”

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Adobe After Effects 6.0 comes in two editions, Professional and Standard. After Effects Professional edition is designed for demanding production environments. It combines 2D and 3D compositing, animation and effects tools from the Standard edition with advanced features including: motion tracking and stabilization controls; additional keying tools; over 30 additional effects; and render automation using scripting and 16-bit per channel color support. The After Effects Professional edition also includes several third party plug-ins, including 3D Assistants Lite from Digital Anarchy and Zaxwerks Invigorator Classic. For businesses that don't require these additional features, a Standard edition with the core set of motion graphics and visual effects tools is also available.

Adobe After Effects 6.0 includes tighter integration with Adobe Premiere® Pro and Photoshop® and is offered as a standalone application or as part of the new Adobe Video Collection announced today. (See separate release).

Pricing and Availability

Adobe After Effects for Mac OS X 10.2.6, Microsoft® Windows® 2000 and Windows XP is expected to ship in the U.K. by the end of August 2003. After Effects 6.0 will be available for an estimated street price of £555 (excluding VAT) for the Standard edition and an estimated street price of £999 (excluding VAT) for the Professional Edition. Registered users of the Standard edition can upgrade to After Effects 6.0 for an estimated street price of £179 (excluding VAT). Registered users of the Professional edition can upgrade to After Effects 6.0 for an estimated street price of £245 (excluding VAT). Owners of previous versions of the Standard edition can upgrade to the Professional edition for an estimated street price of £425 (excluding VAT). Both versions will be available through Adobe's licensing and education programs.

The Zaxwerks Invigorator Classic plug-in is not available in the education and upgrade versions of the Adobe After Effects 6.0 Professional edition.

Information about the availability of other language versions of Adobe After Effects 6.0, as well as other details on pricing and support policies, is available online at www.adobe.com/aftereffects.

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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