



For immediate release  
7th June 2000

## **Adobe Announces Availability of the Adobe SVG Viewer**

---

**Scalable Vector Graphics Viewer Enables SVG Rendering on the Web, Viewer Shipping with Adobe® Illustrator® 9.0 and Available on Adobe.com**

(Nasdaq:ADBE)-Building on its commitment to support the next generation of web design and development, Adobe Systems Incorporated today announced the immediate availability of the Adobe® Scalable Vector Graphics (SVG) Viewer, a browser extension that enables current versions of popular web browsers such as Microsoft® Internet Explorer and Netscape Navigator® to render SVG. The Adobe SVG Viewer is included with Adobe® Illustrator® 9.0 software, which began shipping today, and is also available for download from Adobe's web site at: [www.adobe.com/svg/viewer/install/](http://www.adobe.com/svg/viewer/install/).

SVG is the World Wide Web Consortium's (W3C) emerging, open language for describing two-dimensional graphics in Extensible Markup Language (XML). Because it expresses vector graphics in XML and is compatible with other W3C initiatives, SVG's impact on the design, development and ultimately the customer experience of highly sophisticated e-commerce web sites will be profound. The format meets the challenge of eBusiness problems by solving the increasingly complex design issues of personalisation, customisation, globalisation, accessibility, and data integration.

"SVG is web technology done right," said Steve Mulder, Chief Information Architect, Razorfish. "Built from the ground up by those who understand what organisations and users require, SVG delivers what has long been desired: a vector graphics format that is feature rich, fast and truly open. And because it's based directly on XML, SVG provides flexibility and interoperability with the emerging tools and workflow developers need."

(more)

Using SVG, web site architects enjoy a more compelling authoring environment for creating rich, multi-channel, dynamically generated content. Graphics can be customised, modified, scripted, and adapted during design or at run-time by a server, then distributed in an optimised form to multiple platforms. SVG also integrates seamlessly with existing Web workflow and standards, allowing IS professionals to incorporate content from numerous back-end databases, servers and e-commerce engines without the limitations of a proprietary data format. Most importantly, customers will have a more compelling web experience, including faster downloads, better navigation and true interactivity.

“We believe SVG will become an increasingly integral component of the Internet,” said Ron Okamoto, senior director of product marketing, Graphics and Dynamic Media, Adobe Systems Incorporated. “Adobe is committed to helping ensure SVG becomes as broadly embraced as other W3C standards. Shipping the Adobe SVG Viewer with Illustrator 9.0, and the ability of Illustrator 9.0 to export to SVG, are simply the first steps of a larger plan to integrate SVG capabilities into all applicable areas of the Adobe product line.”

### **About SVG**

The SVG language is being developed by the W3C and its members, who include numerous technology industry leaders like Adobe, Apple, Corel Corporation, Hewlett-Packard Company, IBM, Kodak, Macromedia, Inc., Microsoft Corp., Netscape Communications, Quark Inc., Sun Microsystems, Inc., and Xerox Corporation. The specification is currently in its eighth working draft and Last Call phase. The most recent public draft was released on March 3, 2000. For more information on SVG, please visit the W3C web site at: [www.w3.org/Graphics/SVG/](http://www.w3.org/Graphics/SVG/). In addition to SVG, the W3C is responsible for maintaining the recommendations of fundamental web technologies and infrastructures such as HTML, XML, SMIL, CSS, and DOM.

### **Availability**

The Adobe SVG Viewer ships with Adobe Illustrator 9.0 software and is expected to be included in upcoming versions of additional Adobe products, including Adobe® LiveMotion™. It is also available for download from the Adobe.com web site at: [www.adobe.com/svg/viewer/install/](http://www.adobe.com/svg/viewer/install/). Adobe is providing an SVG overview and tutorial with numerous SVG examples at: [www.adobe.com/svg/](http://www.adobe.com/svg/).

### **About Adobe Systems Incorporated**

Founded in 1982, Adobe Systems Incorporated ([www.adobe.com](http://www.adobe.com)) builds award-winning software solutions for Web and print publishing. Its graphic design, imaging, dynamic media, and authoring tools enable customers to create, publish and deliver visually rich content for various types of media. Headquartered in San Jose, California, Adobe is the third largest PC software company in the U.S., with annual revenues exceeding \$1 billion.

(more)

### **UK Press Contact**

Jeremy Cope or Beatrice Hanna, Adobe Press Office, Adobe Systems UK

Tel: 020 8606 4039 Fax: 020 8606 4030 email: ukpr@adobe.com

News on-line press room at [www.adobe.co.uk/pressroom](http://www.adobe.co.uk/pressroom)

End user contact number: 020 8606 4001

Note: If you would like to receive future press releases via email, please contact the above, indicating your preference for PDF files or ASCII text.