



For immediate release
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Adobe Opens the Digital Door to Visually Enhancing the Web with a Complete Family of Digital Imaging Products

Complete Family of Digital Imaging Products Spans Novice to Professional Users

From the holiday snaps we take to the graphically rich Web sites we browse, digital imaging technology is quickly becoming pervasive in our daily lives. Adobe Systems, developer of Adobe® Photoshop®, the world's leading image editing software, today announced a new Adobe family of digital imaging solutions, making it possible for everyone to participate in the digital imaging Web experience. Adobe's complete family of digital imaging products now includes Adobe Photoshop 5.5, Adobe Photoshop LE, Adobe PhotoDeluxe®, and Adobe ActiveShare™. Adobe's unique family of digital imaging products serves the full range of customers from Web professionals to traditional graphic designers, business professionals and consumers of all skill levels.

“The proliferation of low cost digital cameras, PCs, scanners, and universal access to the Web has enabled a dynamic Web community that supports a broad spectrum of users from consumers sharing photos to booming e-commerce businesses for professionals,” said Ricky Liversidge, marketing director, Adobe Systems UK. “With the world's only complete family of digital imaging products for every level of user, Adobe is extending its digital imaging leadership to the Web. Adobe now offers solutions that allow home users and professionals a seamless migration path through an integrated family of tools as their digital imaging demands grow.”

Now Everyone Can Participate in the Digital Imaging Web Experience Visually rich Web content is an essential element for capturing and holding viewers' attention. Adobe now offers a unique line of digital imaging solutions for the Web to help every level of user (see separate press releases for product details).

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New! Adobe Photoshop 5.5. Setting the standard for Web and graphics professionals, Adobe Photoshop 5.5 software provides the first integrated solution for professionals who need to produce the highest quality images for both Web and print. Photoshop 5.5 includes Adobe ImageReady™ 2.0 software, the cutting edge Web production component that interacts seamlessly with Photoshop to provide a complete creative environment. This eliminates the need for customers to use multiple applications, which restricts both creativity and productivity.

New! Adobe Photoshop LE (Limited Edition). For imaging enthusiasts and computer savvy business professionals, Photoshop LE software is an affordable, but plenty powerful version of Photoshop that offers professional level results. Previously an OEM-bundled solution only, Photoshop LE will now be sold as a standalone product through retail outlets and the Web. Sophisticated business publishers and serious hobbyists whose image editing skills have surpassed Adobe PhotoDeluxe, yet who require only a subset of the professional features and control offered in Photoshop, can now select the new Photoshop LE software.

New! Adobe ActiveShare and Adobe ActiveShare.com. Adobe is making visual communications on the Internet more personal and accessible to consumers with Adobe ActiveShare software and Adobe ActiveShare.com. ActiveShare.com provides a worldwide Web community for sharing photos, events, memories and information. The ActiveShare.com Web environment makes it easy to communicate with others, but also provides information to help the novice user get involved in digital imaging. While on ActiveShare.com, users can download the Adobe ActiveShare desktop software to quickly get photos into the computer from a variety of sources, perform basic edits, and then organise them into albums. With a direct connection from ActiveShare software to ActiveShare.com, users can easily post photos or even albums to the Web, send email, or just create personal communities to bring circles of family and friends closer together. Adobe ActiveShare and ActiveShare.com together provide an integrated Web environment and desktop software solution allowing even the novice user to communicate visually on the Web.

New! Kodak Picture CD with Adobe software technology. Kodak Picture CD provides the benefits of digital pictures without the need for a digital camera. Consumers can check the box for Kodak Picture CD when bringing in film for processing, and receive their prints, negatives, and an innovative, auto-running CD-ROM with easy-to-use software for basic image editing. Together with Kodak and Intel, Adobe developed the Kodak Picture CD software that lets users enhance, edit, and share pictures. Additionally, Adobe ActiveShare and Adobe PhotoDeluxe offer seamless integration with Kodak Picture CD.

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Adobe PhotoDeluxe Home Edition 3.0.

For home and family photo projects, PhotoDeluxe continues to be the world's best-selling consumer photo-editing software. PhotoDeluxe offers hundreds of guided activities and templates for nearly every conceivable home project and free content every month that users can download from the Web. Even the most photographically challenged will find it easy to transform a below average snapshot into a treasured memento for family and friends.

Adobe PhotoDeluxe Business Edition.

Business users can customise photos quickly and easily, then drop them into one of hundreds of professionally designed templates for marketing a business.

Each of Adobe's digital imaging products features tight integration with a complete family of award winning graphics and authoring applications —including Adobe Acrobat®, Adobe After Effects®, Adobe GoLive®, Adobe Illustrator®, Adobe InDesign®, Adobe PageMaker®, Adobe PageMill® and Adobe Premiere® to enable users to create compelling designs, digital imagery and motion graphics for the Web, multimedia and print.

About Adobe

Founded in 1982, Adobe Systems is a leading provider of graphic design, publishing, and imaging software for Web and print production, and the fourth largest U.S.-based personal software company with annual revenues approaching \$1 billion. The company builds award-winning software solutions for Web and graphic designers, professional publishers, document-intensive organisations, business users, and consumers. Adobe's products enable customers to create, publish and deliver visually-rich images and documents across all print and electronic media. The company employs over 2,400 employees worldwide and has operations in North America, Europe, the Pacific Rim, Japan and Latin America. Adobe's worldwide headquarters are in San Jose, California and its UK web site is located at www.adobe.co.uk.

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