



Press Contacts

Summer Shi
Adobe
(86) 10 58657703
sshi@adobe.com

Jackson Chan / Anderson Cheong
Newell Public Relations
(852) 2117 5026 / 2117 5017
jacksonc@newell.com / andersonc@newell.com

FOR IMMEDIATE RELEASE

Media Alert: Upcoming Adobe Photoshop CC on iPad Enables Creativity Anywhere

With the vision of enabling a seamless creative experience across devices, Adobe has announced major updates to Creative Cloud

Hong Kong — October 31, 2018 — Adobe (Nasdaq: ADBE) today demonstrated a series of new features and updates in Creative Cloud to Hong Kong users, including a preview of Adobe Photoshop CC for iPad, an app available in 2019 which will bring real Photoshop to mobile devices with a touchable user experience, as well as the power and precision needed for image compositing.

"We are excited to introduce this year's Creative Cloud updates to Hong Kong users. Hong Kong people perhaps are the ones who care about efficiency most in the world, and local creators will benefit from the accelerated workflows and new flexibility across platforms designed for modern-day work environments," said Alan Chan, general manager of Digital Media for Hong Kong and Taiwan, Adobe.

Adobe has rethought the user-experience of Photoshop CC for a modern touch device and redesigned Photoshop on iPad with natural touch gestures in mind. Users will be able to take advantage of the tactile-pencil-and-touch environment to work directly on the canvas. Also incorporated is a toolbar with the core and familiar tools and a powerful layer system for advanced control.

This brand-new app is expected to free designers and photographers from being tethered to their desktops and allow them to pick up the best device for any different task smoothly. Photoshop CC on iPad can be used on its own or as a partner to Photoshop on the desktop. It will be able to seamlessly sync users' work progress on an iPad to the desktop. Users no longer need to export, import, convert to different formats, or fix files which were not properly converted. They will be able to open and edit a PSD on an iPad, use the tools they are familiar with on the desktop, and achieve the exact same results from editing operations.

In addition to Photoshop CC on iPad, Adobe also demonstrated new features in Creative Cloud and new applications to support its vision of enabling a seamless creative experience across devices, such as Premiere Rush that is available now, and Project Aero and Project Gemini that will also be available in 2019.

Photoshop CC on iPad will be made available in 2019. To provide the app quickly, Adobe will release a smaller set of features on the 1.0 version of Photoshop CC on iPad quickly, with more features gradually being added over time. Other operating systems and form factors will be introduced when they are ready.

About MAKE IT Local Hong Kong

Adobe is going to organize MAKE IT Local Hong Kong, where the Adobe Creative Cloud team will unveil hundreds of new tools, features, and innovations that will accelerate users' work, liberate their creativity, and drive new mediums. The event will be hosted by Paul Burnett, Principal APAC Evangelist for Creative Cloud, and Ernest Wong, Digital Media Senior Solution Consultant, Adobe Hong Kong and Taiwan. Details of the event are as follows:

Date: 13 November 2018

Time: 1:30pm - 5:00pm

Venue: Mira Hong Kong, Ballroom I-III, Level 18, 118 Nathan Road, Tsim Sha Tsui, Kowloon

Online registration: Please click [here](#)

Remarks: First 50 confirmed registrations and show up will get a pair of limited VR glasses

About Adobe

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