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## **Make Experience Your Business – Adobe’s Call to Action at the Upcoming Adobe Experience Forum 2018**

Adobe to Unveil Innovation across Adobe Experience Cloud and Adobe Cloud Platform, and Launch Experience League, at Southeast Asia’s Premier Digital Marketing Conference

**KUALA LUMPUR — 2 May 2018** — [Adobe Experience Forum](#), the leading industry conference for digital experience and business transformation, is returning to Malaysia for its second year, on 15 May 2018, with new innovations across Adobe Experience Cloud, including advanced capabilities in Advertising Cloud, Marketing Cloud and Analytics Cloud.

The Forum will take place at the St. Regis Kuala Lumpur, and is expected to draw over 300 industry leaders and digital marketers from the region. Adobe will showcase significant technology enhancements to Adobe Cloud Platform, as well as a comprehensive new customer enablement program designed to empower customers to become the architects of digital transformation at their companies.

In addition to showcasing Adobe’s latest technology advancements, the Forum will feature keynotes from individuals who have used powerful experiences to transform their businesses, including Malaysia Airlines Head of Digital, Peter Pohlschmidt, and Celcom Head of Digital, Vaughn Van Bosch.

“Malaysia is a key market for Adobe in Southeast Asia, we’re very happy to be back for the second year with the Adobe Experience Forum in Kuala Lumpur. We’re seeing strong growth and adoption of digital technology in the country, propelled by the government’s initiatives such as the Digital Free Trade Zone. Digital technologies and new platforms are changing the way Malaysian and global consumers interact with brands on a large scale, and only Experience Makers who are laser-focused on delivering great customer experiences – through the seamless combination of creative design, actionable data, and personalized delivery – will stand out from the competition,” said V.R. Srivatsan, Managing Director, Adobe Southeast Asia.

## Forum Highlights:

- **Next-Generation Cloud Platform**

At the Experience Forum, Adobe will introduce its next generation Adobe Cloud Platform – the Experience System of Record – which includes a new unified customer profile, Adobe Sensei services and General Data Protection Regulation (GDPR) readiness. Adobe Cloud Platform enhancements will make it easier to unify data from disparate systems into an Experience Cloud Profile, enable data scientists and developers to better customize Adobe Sensei capabilities to suit their organizations' needs and speed the deployment of custom code workflows.

- **Adobe Advertising Cloud**

The industry's first end-to-end platform for managing advertising across traditional TV and digital formats, Adobe Advertising Cloud will now help bridge the divide between today's creative and media professionals. Adobe's new Advertising Cloud Creative is a self-serve platform that significantly expands Adobe's Dynamic Creative Optimization (DCO) offering by giving marketers control over basic design elements – including advertising copy and assets used in display ads – to allow for the rapid rollout of new messaging and design without the painful and expensive steps of re-traffic-ing or starting the design process from scratch. Creative assets that are designed in Adobe Creative Cloud will be automatically available in Adobe Advertising Cloud Creative, so marketers can edit, target and optimize personalized display advertising across ad sizes.

- **Adobe Analytics Cloud**

Adobe Analytics Cloud is the leading system of intelligence for the modern enterprise, integrating rich analytics capabilities with data management and audience syndication. At Adobe Experience Forum, Adobe will unveil Adobe Analytics for streaming audio, giving brands a way to gain deep insights into online and offline audio, including understanding listening behaviors, streaming quality and monetization opportunities.

- **Adobe Marketing Cloud**

With the latest release of Adobe Experience Manager, the company will showcase at the Experience Forum, new Adobe Sensei-powered content capabilities in Experience Manager – including intelligent image discovery, allowing the tailoring of images for different screens and automated personalization of content. Additionally, native support of Experience Manager from within Creative Cloud applications will unify creative and marketer workflows for the first time. Innovations in Adobe Campaign include a new creative designer to simplify email creation as well as email templates pre-built with Adobe's Behance that marketers can leverage. Adobe will also demonstrate how marketers and data scientists can now customize their algorithms in Adobe Target, unlocking the power of artificial intelligence for personalization.

- **Introducing Adobe Experience League**

Great technology alone isn't enough to transform a business. At the Adobe Experience Forum, Adobe will introduce Adobe Experience League, a new customer enablement program that provides guided learning to help customers get the most out of their Adobe Experience Cloud investment. Experience League provides training materials, one-to-one support from experts, as well as the ability to connect with a thriving community of fellow professionals. As part of this, Adobe will also introduce Adobe Experience Index, a self-assessment tool to help participants determine where they are in their development journey and what they need to do next.

- **Technology Previews**

Adobe will preview technology coming out of its R&D labs at Adobe Sneaks, offering the audience an exciting look into the future. Sneaks is a perennial highlight of the Adobe Experience Forum and audience favorites often become part of future product offerings.

**Adobe Experience Forum Details:**

- Date: Tuesday, 15 May 2018
- Location: The St. Regis Kuala Lumpur – No. 6 Jalan Stesen Sentral 2, Kuala Lumpur Sentral, Kuala Lumpur 50470, Malaysia.
- Website: <http://bit.ly/AEFmy2018>
- Follow Adobe Experience Forum updates on social with [#AdobeXF](#).

**About Adobe**

Adobe is changing the world through digital experiences. For more information, visit <http://www.adobe.com/sea>, and follow the Adobe Southeast Asia official Facebook page <http://www.facebook.com/AdobeSEA> for updates.

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