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FOR IMMEDIATE RELEASE

Adobe Announces Aero Desktop (Beta) and Mobile 2.0 for Users to Create Richer Interactive AR

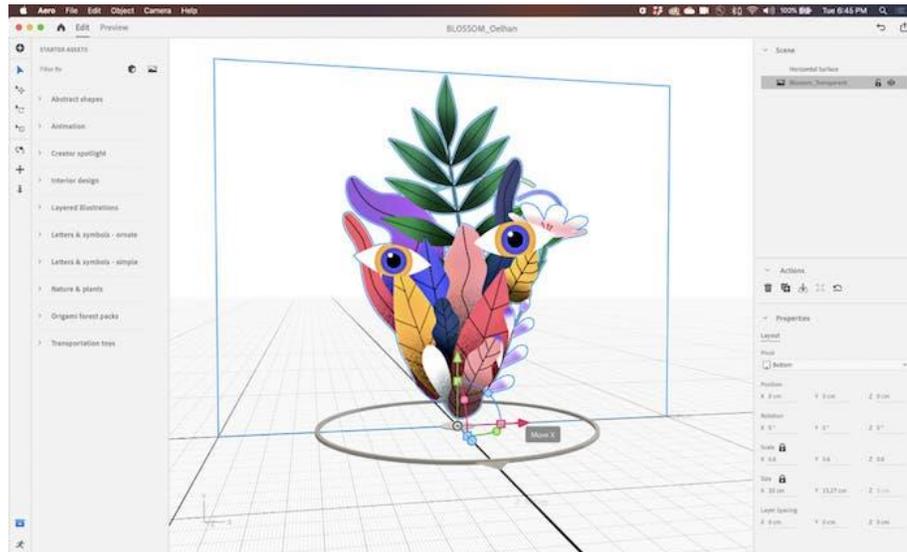


Hong Kong — November 12, 2020 — Adobe (Nasdaq: ADBE) has announced the new release of Adobe Aero at Adobe MAX 2020, which enables users to take their augmented reality (AR) projects a step further and tell even more immersive stories. In the latest release of Adobe Aero, several significant features are included to enable richer and more complex experiences. Users will be able to add interactivity that goes beyond images and video – making content come to life, bringing audience into the narrative, and providing additional information to viewers.

Aero desktop app (Mac and Windows), now available as a public beta, allows much deeper precision and more complexity, and is ideal for iOS users to edit creations in a more robust environment. Users can easily assemble scene assets and precisely edit their placement in a non-AR view - either before testing in Aero mobile or making further adjustments to color and texture after prototyping in the real world environment on Aero mobile.

Precision is the key for building even richer and more immersive AR experiences. Aero's new desktop app allows more control, enables users to create more complex scenes and push the boundaries of what's possible in AR. The app also offers users with direct access to contents created on other apps. Users' experience on desktop will be a preview of what they will see on mobile. This allows a simulated understanding of what viewer's experience will be like.

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Besides, Aero gives users access to interactivity and animations without the need to code. Users can play animations they create (e.g. imported 3D-animated objects), add motion to static objects (e.g. edit an animation path recorded with their mobile devices), or add new animations to existing 3D assets. They can also import PNGs and GIFs across desktop and mobile, which makes creating 2D custom animations a breeze - they can set 2D animations to play in their AR experience based on assigned triggers.

In response to feedback from the Aero community, Adobe has also introduced the ability to add multi-track animations to existing objects that have already been brought into Aero, so that users can play them sequentially, and are enabled to add 3D characters with pre-recorded animations - a puppet can be running towards the viewers, or their favourite cartoon characters can be waving at them!

Finally, users can create a custom thumbnail or generate a QR code after publishing, making it easier than ever to enable audience to view and interact with their Aero experience.

Pricing and Availability

All Creative Cloud subscribers can download updates to Creative Cloud desktop software today, or download from Apple App Store.

To learn more about the Adobe Aero Desktop (Beta) and Mobile 2.0, please visit [here](#).

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