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Make Experience Your Business – Adobe's Call to Action at Summit 2018

Adobe Unveils Innovation Across Adobe Experience Cloud and Adobe Cloud Platform; Launches Experience League

SINGAPORE — 28 March 2018 — Today, Adobe (Nasdaq:ADBE) kicked off Summit 2018 with new innovations across Adobe Experience Cloud, including advanced capabilities in Advertising Cloud, Marketing Cloud and Analytics Cloud. Adobe also   announced 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 conference will feature keynotes from individuals who   have used powerful experiences to transform their businesses, including Virgin Group founder Richard Branson, Nvidia founder   and CEO Jensen Huang, as well as senior executives from Coca-Cola, Facebook, LinkedIn, Tourism Australia and Twitter. Also   headlining will be Sports Illustrated's 2017 "Sportsperson of the Year" J.J. Watt, who used the power of social media to raise $40 million for Hurricane Harvey victims, and Leslie Jones of "Saturday Night Live" (SNL), who will emcee Adobe Sneaks, the   company's annual showcase of bleeding edge technology from the Adobe Research labs.

Next-Generation Cloud Platform
Adobe today introduced 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 and workflows (see separate press release).

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-trafficking 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 (see separate [press release](#)).

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 Summit, Adobe unveiled 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 also unveiled general availability of Adobe Experience Cloud Device Co-op, a core service of the Experience Cloud. Leveraging the power of Adobe Analytics Cloud and Adobe Sensei, the Device Co-op aggregates anonymous device data from participating Adobe customers, enabling individual brands to recognize actual consumers, not just devices, across digital touchpoints. All this is done while ensuring the highest level of privacy and transparency. More than 60 global brands have joined the Device Co-op so far, enabling them to reach over 300 million consumers across 1.8 billion devices in the U.S. and Canada.

Adobe Marketing Cloud

With the latest release of Adobe Experience Manager, the company unveiled 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 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 also [announced](#) 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. Today, Adobe is [introducing 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 introduced today 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. Hosted by SNL's Leslie Jones, Sneaks offers the Summit audience an exciting—and entertaining—look into the future. Sneaks is a perennial highlight of Summit and audience favorites often become part of future product offerings.

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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