

# Network Publishing

## Fact Sheet

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Since 1982, Adobe Systems Incorporated has been leading the publishing evolution, introducing desktop publishing in the 1980s and becoming the largest Web publishing software provider in the 1990s. Today, Adobe is leading the development of new technologies and strategies that represent the next era of publishing. Adobe, in concert with strategic partners who represent the best in content creation, management, channel distribution and marketplace delivery, has called its vision for the third wave of publishing “Network Publishing.”

Network Publishing is a category that describes the way in which partners, customers and vendors are driving the publishing business. The publishing industry is rapidly shifting as small and large businesses are increasingly requiring the flexibility to deliver personalized content to their customers through multiple mediums. Network Publishing describes the initiative to maximize the repurpose of content for multiple devices.

With Network Publishing, content will be authored once and presented exactly the way it was intended for a Web page, printer, cell phone, handheld device, PC or Internet appliance. Network Publishing will take the burden off of the content creators who customize content for each device and medium, and allows the content creation tools to maximize content by producing it for each device with minimal administrative time.

### Partners

Adobe is working with leading software and services partners who support and are helping to drive the Network Publishing category. Industry-leading companies, including Art Technology Group (ATG) ([www.atg.com](http://www.atg.com)), HP ([www.hp.com](http://www.hp.com)), Interwoven ([www.interwoven.com](http://www.interwoven.com)), Nokia ([www.nokia.com](http://www.nokia.com)), Real Networks ([www.real.com](http://www.real.com)) have already embraced Adobe’s Network Publishing vision.

Delivering personalized content to customers is critical to the success of every eBusiness. As a leading provider of online customer relationship management and electronic commerce products and services, ATG is helping to drive the Network Publishing vision with its eBusiness applications on the Web. Adobe and ATG are combining both the creative and business process to build successful online relationships with customers. Specifically, ATG is working to integrate the Adobe® GoLive™ Web authoring product with the ATG Dynamo e-Business Platform—enabling page designers to use GoLive to easily create highly-personalized Dynamo pages.

Hewlett-Packard, a printing leader and global provider of computing and imaging solutions and services, enables print on demand in the world of Network Publishing. With HP, content being delivered to anywhere to device can also be printed almost anywhere.

Network Publishing solutions require efficiently managed content and streamlined Web content workflows. Interwoven, the leading provider of enterprise-class content management solutions, will allow content contributors to manage large amounts of content and take advantage of the Network Publishing vision. By integrating their content development and management products, Adobe and Interwoven will enable customers to build scalable websites where rich content is easily updated and managed. The integration of Adobe GoLive 5.0 and Interwoven® TeamSite® software allows authors to create and manage large volumes of content while working directly within GoLive.

Delivering content anywhere, anytime on any device represents the value proposition for the Network Publishing category. Nokia, the world leader in mobile communications, is furthering the Network Publishing vision by delivering traditional print and Web content to a wireless world. Adobe and Nokia are working together on wireless Web authoring. Nokia plans to develop a WML 1.1 authoring environment for Adobe GoLive 5.0 that will allow Web developers to author, preview, and manage content created for wireless devices.



Multimedia content is quickly becoming a requirement for eBusiness. Real Networks, the recognized leader in media delivery on the Internet, is working with Adobe to deliver innovative streaming media solutions for Web development. To enable the consumption of visually-rich content over the Internet and handheld devices, the Adobe SVG (Scalable Vector Graphics) viewer will be available to RealPlayer® users. Adobe will develop a SMIL extension for Adobe GoLive, and Adobe Premiere® 6.0 supports RealAudio and RealVideo 8.

## Market Trends

As described by Rita Knox, vice president and research director for Gartner, Network Publishing allows for content flexibility and customization: “Users are beginning to expect publishing applications and processes to create and re-purpose content anywhere, anytime to meet specific information needs. Stove-piped workflows are quickly becoming obsolete. The Web is raising our expectations for content flexibility. Content and presentation must be synthesized or brought together at the latest possible moment when the consumer requests information. The emergence of this type of processing intelligence on the Web will be the hallmark of an entirely new class of applications.”

## Adobe's Role

Adobe's award-winning software products allow authors, web designers and developers, publishers, videographers, artists and creative professionals to create content. Adobe's strategy is three-fold, and builds on the company's desktop and print leadership. First, Adobe will continue providing innovative and highly integrated desktop applications. Second, Adobe will deliver server-based solutions either directly or through partnerships. Third, Adobe will continue to co-develop new technologies to enable new devices for services providers and manufacturers to enhance the customer experience with digital content. In conjunction with partners, Adobe is enabling created content to be delivered and viewed anywhere on any device.