

Network Publishing

Frequently Asked Questions

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What is Network Publishing?

“Network Publishing” defines the category that represents the third wave of publishing following desktop publishing in the ‘80s and traditional Web publishing in the ‘90s. Network Publishing harnesses the power of the Internet and today’s emerging technologies for the creation, management and delivery of visually rich, personalized content reliably anywhere, anytime on any device.

Why should customers care about Network Publishing?

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 lowers the costs and maximizes efficiency since it takes the burden off of the content creators, who customize content for each device and medium, and allows the tools to maximize content by producing it for each device with minimal administrative time.

Why is Adobe supporting this new category?

Adobe has always been about creating digital content and has enabled a generation of digital content for print, web and dynamic media publishing. Whether it’s a photograph on a Web site, the cover of a national magazine, a tax form on the IRS site or the packaging for a cereal box, the majority of digital content has been created or modified with one or more of Adobe’s products. Regardless of industry or level of expertise, the reason for using Adobe software remains the same: to create and deliver high-quality content that conveys a consistent, distinctive brand, image and message across the Web, in print and on video. Building on its foundation, Adobe will deliver on the vision of Network Publishing.

How will Adobe participate Network Publishing?

Adobe is working with strategic partners in software and services to help launch the new category. Together, they will focus on revolutionizing the efforts of web, print and video professionals that need to more easily re-purpose, manage, maintain and deliver rich content within their businesses and across the extended enterprise.

Is Network Publishing a product?

Network Publishing is not a product, but a vision for the future of publishing. It’s the framework for how visually-rich content will be created, managed and delivered to consumers. Network Publishing is not a specific technology, but a vision for how technologies from various creation, content, management and delivery providers will work together to deliver information to consumers anywhere, any time on any device.

What will the impact of Network Publishing be on the industry?

With the explosion of e-commerce, a global increase in bandwidth, industry-wide web standards and more devices on the market, Network Publishing will drive new business models and entirely new applications for businesses to reach and engage customers more easily and cost effectively.

What will wireless/mobile publishing look like?

Adobe believes we are still in the early stages of non-PC Internet access. Technology is improving fast to provide scalable, rich experiences regardless of the usage context. For certain, there will be plenty of devices and multiple standards. As it has done in the past, Adobe will work closely with industry-leading technology providers to facilitate the emergence of Network Publishing solutions that include various platforms, operating systems, formats, standards and devices.

Who are some of Adobe's first strategic partners in support of Network Publishing?

Industry-leading companies including Art Technology Group, HP, Interwoven, Nokia and RealNetworks have embraced Adobe's Network Publishing vision.

Why will Network Publishing succeed?

All of the components of Network Publishing exist today, but haven't been focused on integration to bring efficiency and value to customers. The rapid expansion of the Web is fueling the demand for products and services that will deliver dynamic, personalized content to consumers efficiently and cost effectively. Adobe and its partners believe this new category is the natural evolution of publishing.

How is this different from Microsoft.net?

Microsoft.net, if successful, will be a platform for Network Publishing to facilitate the creation, management and delivery of content; Microsoft.net fits nicely within the Network Publishing ecosystem. Network Publishing focuses on the creation, management and delivery of visually rich personalized digital content. Microsoft.net focuses on Internet services for the enterprise based on the evolution of their core products, technologies and development tools.