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FOR IMMEDIATE RELEASE

Adobe Device Central CS3 Mobilizes Creative Pros

New Integrated Component in Creative Suite 3 Accelerates and Simplifies Mobile Content Creation

SAN JOSE, Calif. — March 27, 2007 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Device Central CS3, an integrated component across the all-new Adobe® Creative Suite® 3 family, also launched today (see separate releases). Adobe Device Central CS3 is designed to radically boost the efficiency and productivity of creative professionals who develop dynamic and engaging interfaces, mobile assets, applications and video content for mobile phones and hand-held consumer electronic devices. This new software component is integrated in Adobe Creative Suite 3 Design, Web and Production Premium editions, as well as individual products, including flagship franchises such as Adobe Flash® CS3 Professional, Adobe Photoshop® CS3, and Adobe Premiere® Pro CS3 software.

Adobe Device Central CS3 makes it easier to create mobile content by helping creative professionals better deal with a complex mobile-device landscape. Operators, in return, benefit from the creativity of millions of designers who will help deliver new content-rich data services to mobile customers. For the first time, creative professionals are able to preview their work and test mobile content instantly within familiar authoring environments through a periodically updated library of detailed phone and device profiles. With tight integration across the Adobe Creative Suite 3 family, Adobe Device Central CS3 dramatically simplifies the mobile authoring process.

"Creative professionals are currently spending more than half their budget and time on testing mobile content on multiple handsets and mobile devices," said Al Ramadan, senior vice president, Mobile and Device Solutions at Adobe. "Adobe Device Central CS3 empowers designers to cut through the complexity of a fragmented mobile landscape and create engaging, optimized content dramatically faster than before."

"Adobe Device Central is a remarkable tool that makes it extremely easy to bring innovative design to the mobile space," said Scott Nourse, vice president of production, Sony Pictures Digital Entertainment. "Device Central is promising to revolutionize the way in which content is being developed and tested for mobile devices and we are excited to have its help in delivering our content to mobile customers worldwide."

Creative professionals can use the built-in library of more than 200 mobile device profiles from industry leading OEMs, including Nokia and Sony Ericsson and operators such as Verizon, to view at-a-glance details on the capabilities, constraints and features of individual devices. Free, regular profile updates from major OEMs and operators allow creative professionals to stay up to date with the latest mobile device releases. Designers save time by previewing and testing the appearance, performance, and behavior of mobile media content via highly realistic mobile device skins, right on the desktop. By simulating backlight and sunlight reflections users also can tune the content to different lighting conditions.

Through Adobe Device Central's emulated mobile devices, creative professionals are able to interact with Adobe Flash Lite™ content as they would on a real phone. The device emulator ensures that user interfaces, applications, and mobile media work as expected, while also estimating performance and memory consumption. Designers can start a new mobile project in Adobe Flash CS3 Professional, Adobe Photoshop CS3, or Adobe Premiere Pro CS3 and use Adobe Device Central CS3 to specify target devices and other relevant settings. The consistent user interface allows creative professionals to move easily between Adobe Device Central CS3 and the integrated components that make up the Creative Suite 3 family.

Pricing and Availability

Adobe Device Central CS3 is included in all Creative Suite 3 editions as well as individual products, including Adobe After Effects® CS3, Adobe Dreamweaver® CS3, Adobe Flash CS3, Adobe Flash CS3 Professional, Adobe Illustrator® CS3, Adobe Photoshop CS3, Adobe Photoshop CS3 Extended, Adobe Premiere Pro CS3, and Adobe Bridge CS3.

Adobe Creative Suite 3 Design Premium and Standard and Adobe Creative Suite 3 Web Premium and Standard will begin shipping in April 2007. Adobe Creative Suite 3 Production Premium and Adobe Creative Suite 3 Master Collection will begin shipping worldwide in the third quarter of 2007. All configurations will be available through Adobe Authorized Resellers and the Adobe Store at www.adobe.com/store. Estimated street price for the Adobe Creative Suite 3 Design Premium is US$1799, US$1599 for Adobe Creative Suite 3 Web Premium, US$1699 for Adobe Creative Suite 3 Production Premium, and US$2499 for Adobe Creative Suite 3 Master Collection. There are numerous upgrade paths available for Adobe customers. For more detailed information about features, upgrade policies, pricing, and international versions please visit: www.adobe.com/go/creativesuite.

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