

Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Creative Suite® 5 Master Collection, a breakthrough release of the industry-leading design and development software for virtually every creative workflow. Focusing on interactivity, performance, and maximising the impact of digital content and creative products, the Creative Suite 5 product line brings exciting full-version upgrades of flagship creative tools while delivering significant workflow enhancements to designers and developers. Integrating online content and digital marketing optimisation capabilities for the first time, Creative Suite® 5 Master Collection includes access to signature Omniture technologies, to capture, store and analyse information generated by web sites and other sources. Additionally, a brand-new component, Adobe Flash® Catalyst™, joins the Creative Suite, ushering in the ability to design interactive content without writing code and improve the collaborative process between designer and developer.

Adobe Creative Suite 5 Master Collection includes, in a single package, all of Adobe's renowned Creative Suite tools, such as Photoshop® CS5, Illustrator® CS5, InDesign® CS5, Flash Catalyst CS5, Flash CS5 Professional, Dreamweaver® CS5, Adobe Premiere® Pro CS5 and After Effects® CS5. These tools are also available separately or in one of the five Creative Suite editions. The Creative Suite 5 line-up includes Creative Suite 5 Master Collection, Creative Suite 5 Design Premium, Creative Suite 5 Web Premium, Creative Suite 5 Production Premium, Creative Suite 5 Design Standard, as well as 15 point products, associated technologies and integration with new Adobe CS Live services (CS Live Services are complimentary for a limited time)\*.

“While Creative Suite 5 continues Adobe's storied history of delivering astonishing new creative features, this release first and foremost addresses the challenges facing publishers and creatives worldwide—how to build profitable businesses around digital content,” said **Shantanu Narayen, president and chief executive officer** at Adobe. “By coupling online business analytics with our creative tools we're ensuring that publishers, designers and marketers can create, deliver and optimise beautiful, high-impact digital experiences across media and devices.”

**Mr. Sandeep Mehrotra, country head - sales** for India, said, “CS5 was a highly anticipated release for the Indian market, home to a vibrant creative culture with the largest film industry in the world, one of the most awarded advertising industries, and including an ever growing population of animation, design, music, architecture, gaming, publishing and outsourcing industries.”

“Creative economies have been identified by the World Bank as contributing nearly 7% of a nation’s GDP. With the launch of CS5, Adobe aims to provide the tools and innovative work-flows needed to heighten the creative experience, streamline processes and help India build successful businesses in this very important sector,” he added.

Influential members of the Indian creative industries community were invited to experience an exclusive ‘sneak peek’ of Adobe Creative Suite 5 ahead of the global launch. **Mr. Mehrotra** said that feedback from this group has been very enthusiastic.

“The latest version of Adobe Creative Suite looks very promising. Experts as well as people with limited design or development skills will find it easy to use,” said **Mr. Sridhar Marri, vice president, communication design group, Infosys Technologies.**

“The inherent features in Adobe InDesign enable us to go from print to web very easily. Adobe Creative Suite 5 will definitely bring about a significant change in the way we work going forward,” said **Mr. V. Narendra Kumar, vice president & head - production technology, Macmillan Publishing Solutions Limited.**

The Indian partner community also welcomed the launch. “The first time we realized the full power of Adobe CS5, was an awesome moment,” said, **Mr. Prasad Phadke, head of professional solutions business, NVIDIA India.** “We are seeing a genuinely ground-breaking moment as the collaboration of NVIDIA and Adobe, leveraging the CUDA architecture for GPU, is delivering seamless video and image processing performance. I think the community of users in India and globally will be extremely impressed, especially when they realize the positive impact this is going to have on reducing their work delivery timeframes.”

**Mr. Hardeep Singh, senior creative director, Network 18,** said, “The new tools in CS5 are incredible. Features like Puppet Warp, Wet Paint, Brush Stroke, Patch Match, to name a few, in Production Premium CS5 will save a considerable amount of time. In fact, Rotobrush in After Effects is a powerful feature that allows the user to mask long timelines in a very short span.”

**Mr. K. Iyer, head - IT, NDTV,** said, “Excellent across-the-board functionality and usability makes Adobe Production Premium CS5 the best choice in multi-media creation, editing and RIAs.”

**Mr. Sandeep Mehrotra** also commented that around 3000 creative professionals, across print, web, mobile, interactive, film and video production industries were expected to attend a series of roadshows in May to celebrate the customer launch of CS5 in India.

## **Unveiling Adobe Creative Suite 5 Master Collection**

Adobe Creative Suite 5 offers different configurations of Adobe's creative products including PhotoshopCS5 and Photoshop CS5 Extended; InDesign CS5 and Flash Catalyst CS5; integrating more than 250 new features to serve a breadth of design needs.

### **Work Faster with Greater Precision**

Engineering breakthroughs throughout Adobe Creative Suite 5 Master Collection work together to dramatically improve performance. Adobe Photoshop, Adobe Premiere Pro and After Effects are now native 64-bit applications on both Mac and Windows®, allowing users to work more fluidly when working on high-resolution projects.

### **Accelerate and Optimise Creative Workflows**

Adobe Creative Suite 5 products integrate with new Adobe CS Live\*, a set of five online services that accelerate key aspects of the creative workflow and enable designers to focus on creating their best work. CS Live online services are complimentary for a limited time and currently include: Adobe BrowserLab, Adobe CS Review, Acrobat.com, Adobe Story and SiteCatalyst® NetAverages™ from Omniture. Adobe CS Review enables onlinedesign reviews from directly in Creative Suite 5 applications, while Adobe BrowserLab is an indispensable tool for testing website content across different browsers and operating systems.

### **Create and Deliver to More Mobile Platforms**

Using Flash Professional CS5, designers and developers can create, test and deliver web content across a wide range of mobile platforms and devices such as smartphones, tablets, netbooks, smartbooks and other consumer electronics. They can deploy content in the browser with Flash Player 10.1 and as a standalone application with AIR 2. In addition, they can now build AIR applications using the new Packager for iPhone tool preview, a component of Flash Professional CS5, which can be deployed on the iPhone and iPad (subject to Apple's requirements and approval) with future device support planned for Android, BlackBerry and Palm webOS.

## **Creative Suite 5 Design Premium**

Adobe Creative Suite 5 Design Premium is the ultimate tool-kit for expressing and publishing ideas in print, on the web, as interactive content and on mobile devices, giving designers the power to create a range of interactive and digital content without writing code.

“With content going mobile, and a publishing market poised for a new generation of devices, publishers, designers are relying on Adobe to also now deliver the functionality and precision to develop amazing work for display across virtually any medium,” said John Loiacono, senior vice president and general manager for Creative Solutions at Adobe. “That’s why Creative Suite 5 is such a compelling release.”

The all-new Adobe Flash Catalyst CS5 enables those familiar with Photoshop and Illustrator to quickly transform their artwork into interactive user experiences. Digital documents, publications and presentations can be enhanced with new features in Adobe InDesign CS5 that allows users to design with interactivity, motion, sound and video to connect people to content in compelling new ways. Refine Edge selection technology in Photoshop CS5 makes complex image selections possible by precisely detecting and masking the trickiest types of edges, such as hair and foliage, while eliminating background color contamination. Once a selection is made, the image element can be removed and Content-Aware Fill replaces the missing pixels in a quarter of the time it used to take manually, matching lighting, tone and noise so it looks like the deleted content never existed.

## **Adobe Creative Suite 5 Web Premium**

Web Premium CS5 is a comprehensive solution for web professionals doing standards-based production, who need to implement web analytics into their designs. New in Adobe Web Premium CS5 is a comprehensive set of Adobe Flash tools that can significantly boost productivity between designers and developers so they can quickly and confidently design for today’s multi-screen environment with the reach and consistency of the ubiquitous Flash Platform. With Web Premium CS5 design organisations now get the added benefit of having all three unique Flash tools for their teams to work with: Flash Professional CS5 for web designers creating immersive experiences; Flash Catalyst CS5 for designers creating web application interfaces and design interaction; and Flash Builder 4 for developers who prefer to work primarily in code, creating RIAs.

## **Adobe Creative Suite 5 Production Premium**

Adobe Creative Suite 5 Production Premium raises the standard with industry-leading performance breakthroughs and innovations that accelerate the professional video workflow. Key innovations and product offerings include native 64-bit support across Mac and Windows®, the highly anticipated Adobe Mercury Playback Engine, expanded tapeless workflows, a new automated rotoscoping tool as well as integration with Adobe Story, a collaborative writing tool. These features and functionality can accelerate workflows from scriptwriting through post-production, dramatically increase productivity, and provide the power to help video editors, motion graphics designers, visual effects artists, and broadcast and post-production professionals to craft great stories and create engaging media experiences for virtually any screen.

### **Availability in India**

Adobe Creative Suite 5 products are scheduled to ship in April 2010 with availability through Adobe's extensive, nation-wide reseller network, and the networks of authorised distributors Redington India Limited and Ingram Micro India Limited. Adobe CS5 products integrate with Adobe CS Live Services which are complimentary for a limited time\*. For more detailed information about features, OS support, upgrade policies, pricing and international versions please visit: [www.adobe.com/go/creativesuitemaster](http://www.adobe.com/go/creativesuitemaster).

### **Adobe CS5 Launch Events in India**

- Register to attend Adobe APAC Online Launch Event at 9:30am Mumbai / Delhi / Bangalore on 13 April 2010: <http://cs5launch.adobe.com/ap/>. Attendance is free and open to all members of the Adobe community of customers, creative professionals, academics, students and other interested groups. Learn more about the top new features including Photoshop CS5, InDesign CS5 and Flash Catalyst CS5.
- Follow the launch in APAC on <http://twitter.com/CS5apac>