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**FOR IMMEDIATE RELEASE**

## **Adobe launches Student and Teacher Editions in Indonesia** Offering students and teachers access to world-class tools at up to 90%\* discount

**February 1, 2012, Jakarta** - Adobe Systems Incorporated today reinforced its commitment to digital education and eLearning, announcing the availability of significantly discounted versions of its industry-leading software for students and teachers for the first time in Indonesia. Adobe Student and Teacher Editions provide discounts of up to 90%\* on a range of popular products including Adobe® Creative Suite® 5.5 Design Premium, Creative Suite 5.5 Design Standard, Creative Suite 5.5 Web Premium and Adobe Acrobat® X Pro.

"The launch of Adobe Student and Teacher Software program in Indonesia is an important step for Adobe's digital education strategy," said Vicky Skipp, Regional Director, Southeast Asia, Adobe. "Our experience is that when students have access to digital media software at very affordable prices, there is a rapid increase in their digital skills and confidence. Students display their talents, express their creativity and learn to collaborate more effectively. Adobe software offers an excellent way for students and teachers to produce web pages, videos and mobile content, applications and e-publishing content - and helps them understand how to merge the creative process into their daily assignments and work tasks."

The widespread proliferation and use of mobile devices is leading to extensive changes in lifestyle, and in turn educational systems and curriculae are changing. As a response to the mobility trend in Indonesia, for example, Indonesia's Ministry of Education (MoE) and Telkom have collaborated on a pilot project called "SabakMoE", an ICT-based learning program that allows students with a MoE tablet to find information and use the tablet as a collaboration tool among students or between students and other communities. The tablet also enables students to store thousands education e-books, enrichment materials and education applications. This will help create a new breed of mobile workforce that supports the country's economy through the development of ICT-based industry sectors such as creative and content industries.

Ms Skipp said that Indonesia has a firm commitment to boost its creative industry's contribution to the national economy. Currently, it is expected to reach 9%-11% of GDP in the 2015-2025 timeframe as targeted by Indonesia's Ministry of Trade. "The skills and talent of people in Indonesia means the country's creative industry products has the potential to be highly competitive both locally and globally," explained Ms Skipp. "Teachers and students in Indonesia need the right tools to help them acquire the latest digital media skills needed for developing content for the digital industry. By making our leading software available to students and teachers at highly discounted prices, Adobe is proud to support Indonesia's initiative to develop ICT-based education to drive the next generation's workforce."

The products offered under the Student and Teacher Software program are identical to the commercial edition and include a number of Adobe suites and individual products, encompassing the best-selling design and development software that applies to almost all creative processes.

**Eligibility Requirements**

Students enrolled at, and teachers, faculty and staff employed by educational institutions as defined by Adobe on [www.adobe.com/go/education\\_entity\\_seasia](http://www.adobe.com/go/education_entity_seasia).

**Pricing and Availability**

Qualified students, teachers, faculty and staff can purchase Adobe Student and Teacher Edition software from Adobe authorized reseller(s) in Indonesia, currently [PT Tekno Logika Utama](#).

**Products offered under the Adobe Student and Teacher program in Indonesia are as follows:**

Adobe Creative Suite 5.5 Design Premium Student and Teacher Edition for Windows and Mac  
Adobe Creative Suite 5.5 Design Standard Student and Teacher Edition for Windows and Mac  
Adobe Creative Suite 5.5 Web Premium Student and Teacher Edition for Windows and Mac  
Adobe Acrobat X Pro Student and Teacher Edition for Windows and Mac

For further information on eligibility requirements for the Student and Teacher Edition software, please visit <http://www.adobe.com/sea/education/eligibility-guide.html>.

\* Discounts stated are off Adobe's Suggested Retail Prices for commercial versions of the Adobe products. Adobe products are licensed, not sold. As products under the Adobe Student and Teacher Software program are distributed through reseller(s), Adobe cannot and does not guarantee that any customer will receive any particular discount(s) or pricing; actual license fees for each customer are determined by the participating reseller(s). Local taxes and shipping charges may apply. Prices may be subject to exchange rate fluctuations.

**About Adobe Systems Incorporated**

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