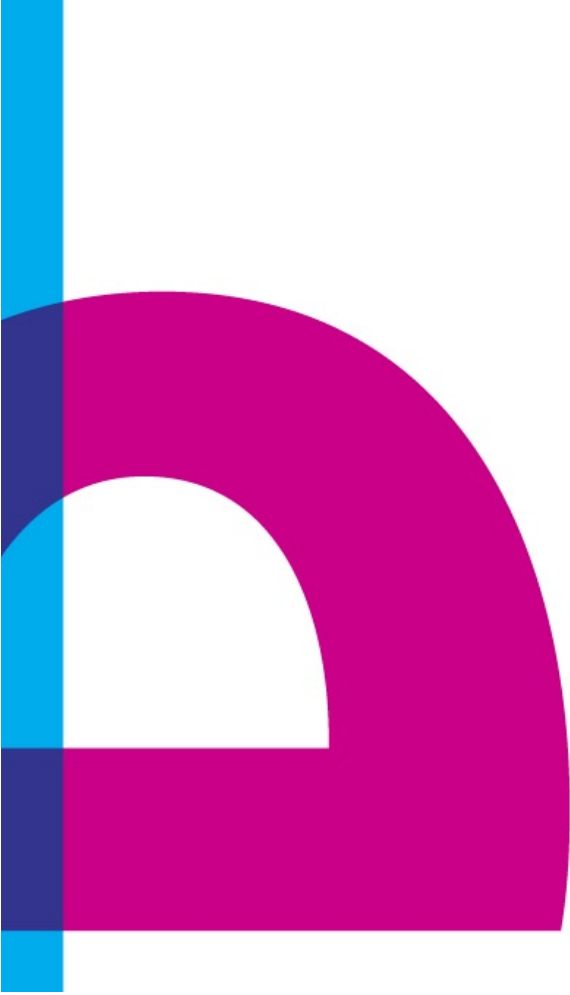




Adobe Systems Incorporated Corporate overview



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When does technology become an art?

When people apply it to issues that challenge, ideas that transform, and communications that matter. Combining document intelligence with visual impact, Adobe has surpassed the functional value of technology—we've shaped it into vital platforms, a common language, an unmistakable art.



Helping people communicate better

Across the globe, in virtually every conceivable medium, Adobe helps people communicate better, with leading software products that establish the highest standards for creating visually rich, business-critical communications. However, Adobe provides more than just great software. Keeping close track of our customers' needs, we respond with broad platforms that allow enterprises to transform their business processes, visual communicators to collaboratively turn ideas into reality, and digital photographers to share, organize, and refine their images.

More than 3,700 employees in 26 offices around the world

More than 70 industry, trade, and customer awards in 2003

Over half a billion copies of free Adobe Reader® software distributed across all major computing platforms and devices

Underlying all of our platforms is a deep commitment to innovation and driving industry standards. Built on world-class technology, Adobe® platforms are broadly accessible and have been embraced by a worldwide ecosystem of independent software vendors, developers, service providers, and customers who extend the value of Adobe's innovations with complementary products, services, and business offerings.

With two decades of leadership behind us, we're building on a solid foundation. Central to our vision for the future is the Adobe® Intelligent Document Platform, which combines the ubiquitous presence of Adobe® Portable Document Format (PDF) with powerful Adobe Document Services. This enterprise-ready platform has attracted support from other leading providers, including IBM. Working with our solution and distribution partners, we're extending Adobe's reach even further into large organizations such as financial institutions, government agencies, and regulated industries.

Adobe has built on its early success with creative professionals by delivering a broad digital design environment for creating and publishing content in print or on the Web faster, more easily, and more efficiently than ever. Adobe is also a leader among digital video creative professionals with the Adobe® Video Collection. Driving the digital photography revolution since 1990, Adobe Photoshop® remains the industry-standard image editing software for photography and video professionals worldwide. New products, including Adobe Premiere® Elements and Photoshop® Elements, have extended Adobe's leadership by bringing professional-quality tools to hobbyists.

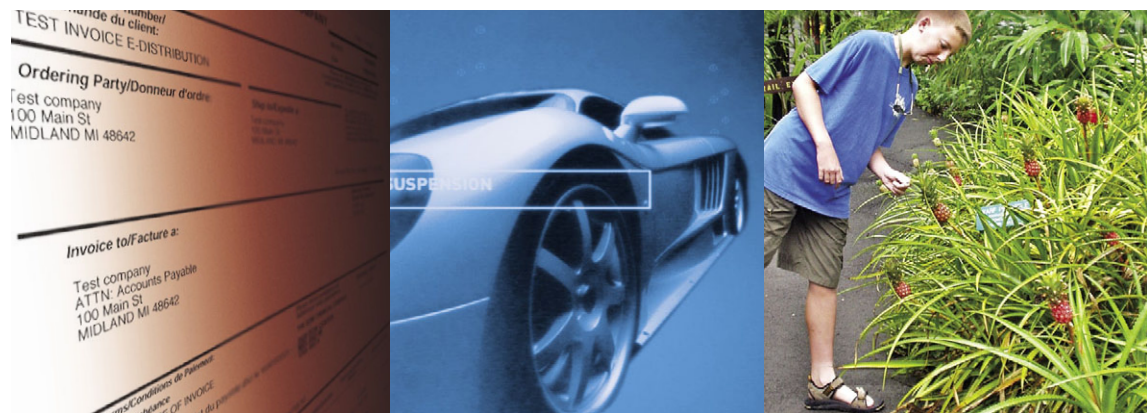


Spanning all of Adobe's platforms is Adobe Reader®, the free, easily downloadable software for viewing and printing PDF files on a variety of devices and operating systems. With more than 500 million copies downloaded around the world, Adobe Reader is a global gold standard for accessing a universe of information, images, and video — everything from business documents to digital photo albums. Enterprises are enabling customers, partners, and suppliers to open Intelligent Documents in Adobe Reader to participate in business processes, including filling in forms, even when they are offline. Designers are streamlining reviews using Adobe Reader by allowing clients to view rich PDF files, complete with embedded multimedia. And Adobe Reader offers families and friends the ability to experience PDF slide shows created with Adobe Photoshop® Album and Photoshop Elements software.

We possess an uncommon inventory of competitive advantages. With annual revenue of more than \$1 billion, Adobe is one of the world's leading software companies. We invest approximately 20 percent of our revenue in cutting-edge research and development. We run our business to meet the highest standards of efficiency and corporate governance. And then there is our greatest asset: our employees, who year after year place Adobe near the top of the list in *FORTUNE* magazine's report on the "100 Best Companies to Work For." Their rich talent, experience, and passion ensure that the art of technology will flourish for years to come.

Keeping close track of our customers' needs, we respond with broad platforms that allow enterprises to transform their business processes, visual communicators to collaboratively turn ideas into reality, and digital photographers to share, organize, and refine their images.

Adobe platforms and solutions for virtually every customer



Adobe and the comprehensive, innovative platforms it provides help a broad array of organizations and individuals create, manage, and deliver the highest quality digital content in the world.

Enterprises

Adobe's solutions for enterprises, based on the Adobe Intelligent Document Platform, help organizations connect documents, people, and processes.

Creative professionals

Adobe's solutions for creative professionals, including the Adobe® Creative Suite, provide a complete design environment for print and Web publishing.

Photo/video enthusiasts

Extending the power of Adobe professional software to hobbyists, Adobe solutions give customers an easy way to edit and share their digital photos and home videos.



Helping enterprises exchange information

Forget inflexible corporate culture and paper-intensive processes. Today's enterprises are vibrant, rapidly moving organizations where keeping your edge requires a willingness to adapt at a moment's notice. Among the quick-change artists in these large organizations you'll find IT experts, order fulfillment specialists, and product lifecycle managers. Facing tougher business imperatives than ever before, they must improve customer experience, increase operational efficiency, and manage financial risk.

Adobe's enterprise customers include:

Engineering workgroups

Financial institutions

Government agencies

Hospitals

Insurance providers

Investment firms

Manufacturers

Multinational corporations

Pharmaceutical companies

Universities

One of the most formidable obstacles to success is the massive volume of paper-based information that must be manually entered into core business systems, such as enterprise resource planning (ERP) and customer relationship management (CRM) systems. Ultimately, the data in these systems can be leveraged to power business initiatives, such as customer self-service, the delivery of personalized information, automating document-based business processes, and achieving regulatory compliance. However, as long as data originates on paper or remains isolated in information silos, such initiatives will remain hampered by the inefficiencies of transferring it to back-end systems.

To help unlock the potential of information and streamline business processes, Adobe has created the Adobe Intelligent Document Platform. This robust set of foundational technologies brings together the easy access point of a universal client, the data repository of an Intelligent Document, and the formidable power of Adobe Document Services to efficiently automate and accelerate the use of business-critical information across the extended enterprise, within and beyond the firewall. First, data-driven documents and forms are reliably generated and delivered immediately to employees, constituents, and customers. Next, recipients fill out those documents and submit them electronically. As a freely available universal client, Adobe Reader enables users to interact with Intelligent Documents over virtually any device, including desktop computers, laptops, PDAs, mobile phones, and kiosks. Finally, business-critical data flows directly into enterprise business systems. Enterprises that choose the Adobe Intelligent Document Platform can help to reduce their dependency on paper, increase their overall efficiencies, and radically transform their business processes. The results? Improved



customer satisfaction, faster time to market, enhanced return on investment in business systems—in summary, competitive advantage.

Adobe Document Services are the underlying technologies that create and integrate Intelligent Documents with enterprise applications and business processes. Adobe Document Services help unlock the power and extend the reach of native eXtensible Markup Language (XML) and Portable Document Format (PDF) to integrate documents into the IT environment—without sacrificing document integrity or open standards. Adobe Document Services include two powerful components: Adobe Acrobat® software and the Adobe® LiveCycle™ line of J2EE-based enterprise servers and design tools, which integrate manual processes into enterprise applications. Adobe Document Services help large organizations accomplish the following:

- Create and personalize forms and documents
- Deliver more secure, real-time communications
- Provide a single view of customer requirements and feedback, as well as product performance
- Help protect intellectual property
- Allow for information and report generation, routing, and approval

Document generation

Documents can do much more than just communicate and inform. Compelling, high-quality documents—from printed one-page invoices to Web-delivered 100-page user manuals—can actually drive business and generate revenue. Leveraging XML, Adobe

U.S. companies produce 4.3 billion pages—equivalent to 1,400 terabytes—of archivable, original office documents each year.¹

American workers spend almost 500 hours a year (25 percent of their time on the job) searching for files and information.²

Association of Highway, Canal, and Port Engineers, Madrid, Spain

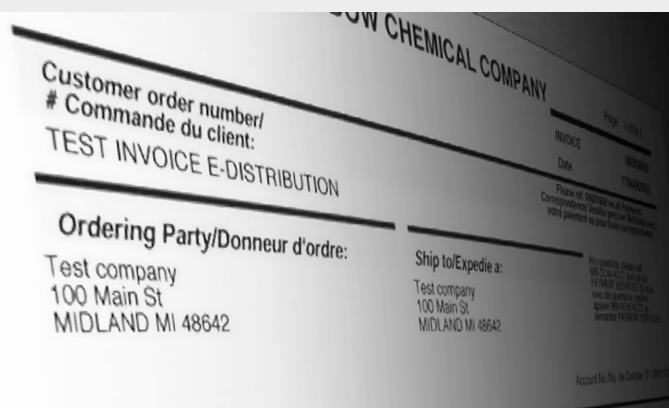
“From the time we started analyzing the different options, we were already clear that the solution would use Adobe PDF technology.... Adobe PDF is the worldwide standard in the transmission of documents.”

Emilio Marín Barragán, Director of the Information Technology Office

Crédit Lyonnais, Paris, France

“The Adobe solution enables us to generate reliable, quality customer documents that our consultants can display and print out on demand, regardless of the layout, application, or printer they are using.”

Sylvain Capgen, Project Manager



The Dow Chemical Company, Midland, Michigan, USA

“By enabling us to generate accurate documents faster, the Adobe solution streamlined our order processing, making it more timely and cost-efficient.”

Brian Bell, Lead Architecture Specialist

Document Services for document generation work together with core enterprise applications to create effective documents that can be delivered and archived in a number of formats, including Adobe PDF, print, fax, e-mail, the Web, and wireless devices. Users also can create Intelligent Documents in an ad hoc manner, either from the desktop or in a centralized environment. Enterprises that choose Adobe solutions for document generation can help to get products and services to market faster, lower costs, and improve competitive advantage.

Collaboration

As enterprises move away from paper-based processes to automated workflows based on electronic documents, employees have a more urgent need for streamlined collaboration inside and outside the firewall. These organizations need a solution that helps them overcome the limitations of paper—such as increased costs, delays, and lack of security—that plague collaborative processes. Adobe Document Services for document collaboration help organizations dramatically streamline the collaboration process, making it more secure and timely.

Process management

To fully realize the power of core applications, enterprises must extend the reach of these applications with processes that enable the capture of data, online and offline. They also must be able to automate, manage, and track the processes that rely on that data. To meet these challenges, Adobe offers Document Services for process management that leverage the intelligence and flexibility of Intelligent Documents. By control-

By controlling processes at the document level, enterprises can decrease time to change, increase user adoption, and improve the quality of data.

ling processes at the document level, enterprises can decrease time to change, increase user adoption, and improve the quality of data stored in applications.

Document control and security

By eliminating the manual processes and costs associated with paper-based processes, enterprises can enhance quality of service and improve productivity. However, you also need to enhance the protection of a document after it leaves your hands—and help users to interact with it in a way that is appropriate to their roles. Adobe employs advanced technologies to enhance the three key aspects of any document: the authenticity of its origin, the integrity of its content, and the confidentiality of the communication.

Enterprise partners

Adobe works in alliance with leading technology companies and systems integrators to build upon the Adobe Intelligent Document Platform and extend the value of core applications throughout the enterprise. By integrating Adobe PDF, Adobe Acrobat software, and Adobe Document Services into enterprise business systems, Adobe and its allies help companies and government agencies simplify data capture, streamline business processes, and better understand and interact with their employees, suppliers, customers, and constituents.

Collaborating with leading enterprise content management (ECM) vendors like IBM and Documentum, Adobe delivers flexible, intelligent forms processing for greater control and management of documents both within and outside the firewall. Adobe and IBM are jointly developing solutions to help organizations not only improve data capture and document generation, but also speed document delivery across the enterprise.

Adobe, working with Documentum and Open Text, offers solutions that streamline collaborative processes. By integrating ECM systems with Adobe Acrobat software and Adobe PDF, organizations can increase productivity, reduce risk, and enable more effective regulatory compliance.

Given that business users spend an increasing amount of their time searching for information (approximately 25–30 percent), most critical business decisions are document-centric...³

Results of a recent European study show that, on average, 45 percent of an executive's time was spent dealing with documents.⁴

CUSTOMER PERSPECTIVE

Sumitomo Corporation, Tokyo, Japan

In the fast-paced world of business, companies like Sumitomo Corporation live and die by their ability to react quickly to market fluctuations or changes in business climate. To adapt at a moment's notice, reduce paper-intensive processes, and respond faster to customers, Sumitomo Corporation, one of the world's largest trading companies, developed what it calls e-office to automate processes and accelerate the use of business-critical information. Adobe Acrobat software, a key part of the Adobe Intelligent Document Platform, is essential to making the system work.

A prime goal of e-office was to bring virtually all of the company's forms and documents online. However, Sumitomo Corporation soon realized that many documents such as expense reports and application forms required signed approval. And, because it's typical of workers of a trading company to be out of the office frequently, Sumitomo Corporation needed a means of issuing and approving documents electronically outside the company firewall.

Adobe Acrobat made it easy to convert documents originally created in Microsoft Word or Excel to Adobe Portable Document Format (PDF) forms, accessible by employees using any type of computer, inside or outside the firewall. By using Adobe PDF, Sumitomo Corporation can help ensure that business documents retain their original content and formatting — an important consideration for a business that relies heavily on accuracy.

Acrobat also enabled Sumitomo Corporation to use electronic signatures to streamline the approval process for digital documents. Employees

can add a digital signature simply by clicking on the form where the signature belongs and entering a password. A server stores signed electronic documents in Adobe PDF for easy searching and access.

For Sumitomo Corporation, the Adobe Intelligent Document Platform has reduced dependency on paper, increased efficiencies, and streamlined business processes. But that's just the view from the inside. Customers are also happier because Sumitomo Corporation can react to their needs faster than ever before.

"One tremendous benefit of adopting the Adobe Intelligent Document Platform and Adobe Acrobat is cost reduction, but the greatest benefit of all is the qualitative effect from being able to process documents such as loan applications from outside the office," says Tomohisa Ito, Planning Control Team Leader of the IT Planning Promotion Department, Sumitomo Corporation. "Speedy approval prevents loss of business opportunities, and quick action enhances customer satisfaction."

Klepierre, Paris, France

"The solution that met our needs would be simple to integrate and would quickly and reliably create personalized, customer-facing documents from electronic templates.... The Adobe solution reduces network traffic and provides page proofs more rapidly than the operating system. We can transmit documents at any time to any place, using any peripheral equipment."

Christian Vadot, Information Systems Director



CUSTOMER PERSPECTIVE

INPS, Rome, Italy

The INPS, Italy's National Social Security Institute, distributes pensions, unemployment benefits, and other welfare aid to more than 35 million people annually. As part of a national effort to promote computing in public offices, the agency aggressively explores the use of electronic channels to improve both internal workflows and interactions with its constituents. And while the INPS does have access to advanced technologies, many of the citizens it serves do not. This makes accessibility a primary criterion for any new solution that the agency adopts. After evaluating options for electronically distributing forms to its diverse constituency, the INPS chose the Adobe Intelligent Document Platform. Each month, more than 700,000 people access 80 Adobe PDF forms that replicate the exact look and feel of paper-based forms. Because they are accessed through the freely available, ubiquitous Adobe Reader, these forms require no new technology and a short learning curve to fill out and submit. No longer requiring constituents to conduct business at the counter, the INPS has made working with necessary forms easier, faster, and more efficient.

"We chose Adobe's solutions because they're well suited for INPS' overall strategic direction

for information technology—namely, to make innovative services available to every citizen via the Web," says Dionigi Spadaccia, central director for integration of new technology at the INPS. "The Adobe Intelligent Document Platform enables us to reach our objectives in a cost-effective way while responding to our constituents' needs in a very tight time frame."

Queensland Department of State Development, Sydney, Australia

"The Adobe solution is a key element in enabling us to electronically furnish constituents with everything they need to obtain business licenses, all in one place."

Dennis Bird, Director of Business Information

Kansas Department of Transportation, Topeka, Kansas, USA

"Adobe solutions integrate with our core systems to streamline our operations, reduce administrative overhead, and enable a paperless environment."

Cindy Wade, Infrastructure Solutions Manager

...Adobe and its allies help companies and government agencies simplify data capture, streamline business processes, and better understand and interact with their employees, suppliers, customers, and constituents.

The U.S. Internal Revenue Service has seen more than 1.6 billion tax forms downloaded in PDF since 1996, and over 200 million PDF forms downloaded in the first two months of 2003.⁵

Adobe's partnership with SAP AG, the world's largest inter-enterprise software company, enables customers to automate and streamline the document-based communications that they rely on to run their businesses and agencies. Interactive forms based on Adobe software integrate the advanced capabilities of Adobe PDF into SAP applications. Adobe and SAP AG enable enterprises to create easy-to-use, interactive forms and documents that extend SAP systems to employees, partners, suppliers, and customers.

Integrating the Adobe Intelligent Document Platform with product lifecycle management (PLM) systems from leaders such as Bentley, Adobe products streamline collaboration, shorten the time required to implement design iterations or changes, and reduce the cost of document reviews. To enable the Adobe Intelligent Document Platform to help reliably safeguard the authenticity, integrity, and confidentiality of mission-critical information, Adobe works with leading security companies—including Entrust and RSA Security—to support digital signatures and encryption.

Adobe's close relationships with leading systems integrators, such as Accenture, TCS, and Wipro Technologies, extend the value of the Adobe Intelligent Document Platform to customers who require complete, turnkey vertical solutions. And customers who work directly with Adobe to implement Adobe Document Services can rely on enterprise support options tailored to meet specialized requirements as well as the expertise of Professional Services business consultants, technical architects, software engineers, and project managers to customize implementations.

Looking to the future, Adobe is already at work on the next generation of products and services that will help make document technology as dynamic, responsive, and flexible—as intelligent—as the enterprises and individuals that depend on it. With the Adobe Intelligent Document Platform as a firm foundation, an extensive network of solutions will continue to grow in support of and supported by these Adobe technologies, embracing thousands of companies large and small, and delivering the potential for future growth and profit for both customers and Adobe.



Helping creative professionals express ideas

From graphic designers to broadcasters to fashion photographers, the creative professionals who make up Adobe's longest standing customer base find their inspiration in the place where art and technology intersect. Responsible for laying out the magazines we read, designing the Web sites we frequent, and adding special effects to the movies we love, these visionaries rely every day on Adobe software to help them take creative leaps, meet impossible deadlines, and show the world something completely new.

Adobe's creative professional customers include:

Artists

Advertising agencies

Animators

Filmmakers

Graphic designers

Illustrators

Interactive designers

Professional photographers

Videographers

Visual effects producers

Creative professionals know that making the imagined real takes more than talent. Business pressures—including shrinking budgets, compressed timelines, and the necessity to design once for distribution across multiple media—compel these artists to find new ways of being productive and efficient while paying heed to their muse. Furthermore, members of a creative workgroup may work in different time zones, making the need for a collaborative platform essential. To address these challenges and more, Adobe delivers the Adobe Creative Suite. A full palette of options for working both imaginatively and prolifically can be found in the Adobe Creative Suite. This complete design platform combines full versions of Adobe's leading professional tools—including Adobe Photoshop, Adobe Illustrator®, Adobe InDesign®, and Adobe GoLive®—with Version Cue™, an innovative file management feature that lets creative professionals create and publish content for print and the Web faster and more easily than ever. The Adobe Creative Suite also streamlines the functional workflows behind the creative process, allowing users to work more efficiently and collaboratively—even in geographically dispersed workgroups. Adobe Reader helps speed review cycles, enabling colleagues and clients next door or around the world to easily view and print designs in PDF.

Technological artists working with film, video, and motion graphics can conjure silver-screen magic from a platform of high-productivity applications, including industry-leading Adobe Premiere® Pro and Adobe After Effects® software. New

ING New York City Marathon

Nov. 2, 2003

ADVERTISING CAMPAIGN DESIGNED BY FLAT. PHOTOGRAPHY BY BRIAN FINKE



THE RUDIN FAMILY



CUSTOMER PERSPECTIVE

Flat Inc., New York City, New York, USA

“Communications should be consistent, visually and otherwise, across all media. Design is an organic process. Adobe InDesign, Illustrator, and Photoshop form a seamless environment that minimizes creative disruptions.”

Petter Ringbom, Partner

Worldstudio Inc., New York City, New York, USA

“Customers generally have visceral or emotional relationships with brands. It’s our job to deliver designs that strengthen and enhance that relationship. In the competitive arena of high-end branding, InDesign helps us compete successfully.”

Mark Randall, Co-Founder

Designers consider meeting short deadlines and incorporating client comments and corporate messages as their two biggest creative challenges.⁶

In a recent survey, designers listed their computers, Adobe Photoshop software, and cameras as the top three items they can't live without.⁷

In April 2004, 8 out of 10 ad agencies cited “cross-media campaigns” as a new business opportunity in the coming 12 months.⁸

applications include Adobe Encore™ DVD for the powerful production of DVDs and Adobe Audition® for precision audio editing. Offered together in the Adobe Video Collection, each of these tools pairs creative control with the ability to deliver professional results for film, video, DVD, or the Web.

Adobe’s Creative Suite and digital video products, together with industry-standard Adobe technologies such as PostScript®, PDF, and XMP, are the foundation for a complete platform on which Adobe and its allies have built a thriving design community. Adobe has forged strong relationships with the industry’s most innovative companies, including Apple, Dell, HP, and Intel, to ensure that creative professionals of all kinds can explore the full potential of Adobe software on—and to create content for—virtually every device.

Adobe products are at the center of an ecosystem of developers, print service providers, and systems integrators whose products, plug-ins, and services help designers, photographers, and videographers realize their vision. The Adobe® Solutions Network (ASN) is the core of a worldwide network of professionals who support and enhance Adobe products and services. The ASN Developer Program provides developers with high-quality tools, timely product information, services, co-marketing opportunities, and support.

Adobe offers additional services that extend the value of the Adobe design platform for creative professionals. Adobe’s online design community, Adobe Studio®, provides a rich assortment of resources for Web, print, digital imaging, and digital video professionals, including hundreds of how-to’s and expert insights; thousands of downloadable actions, plug-ins, and helper files for Adobe software; and access to books, videos, and online training. Adobe® Expert Support solutions, including access to knowledgeable experts and extended hours, deliver in-depth, personalized help to creative professionals—from troubleshooting single products for freelancers all the way to addressing in-depth workflow and interoperability issues with multiple products, for creative departments, agencies, and IT/support managers.

Pedro Meyer, Coyoacan, Mexico

Storyteller. Teacher. Magician. Anarchist. Pioneer. Pedro Meyer is all of these things and more. One of Latin America's most prominent photographers, he has spent nearly 50 years tirelessly promoting the work of his Latin American colleagues, publishing widely, leading workshops around the world, exhibiting in major museums, and winning awards.

Meyer's attitude is influenced by his experience growing up in Mexico City. From the time his parents gave him a camera at age 11, he knew that he wanted to be a photographer.

One thing Meyer is not is a chemist. He never enjoyed processing photos using chemicals in darkrooms and embraced digital photography early and completely. He was fascinated and intrigued by the possibilities of working with computers and digital imaging software. To be able to enhance creativity and production at

the same time seemed like the ultimate in flexibility for a photographer. Meyer has found his creative home in the digital world, a place where he can pursue his documentary style with ever-increasing freedom. Adobe Photoshop software—aside from the camera itself—is his primary creative tool.

Adobe Photoshop CS has opened up a wider range of artistic possibilities for Meyer. He particularly likes that the software now incorporates a second generation of the Camera Raw plug-in, enabling the direct manipulation of raw data from most professional-grade digital cameras.

"Photoshop is like the wheels on my car," he says. "Without them, the car would go nowhere. Anytime software lets you concentrate more on expressing yourself than on the mechanics of the software, you know you're in good hands."



Image provided by Koyosha, Ltd.



CUSTOMER PERSPECTIVE

Koyosha, Ltd., Tokyo, Japan

"WINGSPAN is a beautiful, full-color informational magazine that covers world culture, history, and people. Because the publication is in Japanese, the layout of articles is based on vertical writing. Working with type vertically requires sophisticated typographical controls, including hanging punctuation. Adobe InDesign CS software not only provided the rich typographical controls we needed, but also offers exceptional creative tools such as transparency effects. Due to the capabilities of InDesign, we are more satisfied with the quality and look of WINGSPAN than ever before."

Chika Miyamae, Section Manager, Production Section 2, EP Division

Klett-Verlag, Stuttgart, Germany

"As one of Germany's largest school book publishers, we constantly strive to improve the visual appeal of our titles while maximizing production efficiency. The Adobe Creative Suite and Adobe InDesign CS software help us in both areas. InDesign CS provides capabilities that make it the lynchpin of our print production workflow. Adobe is more than just a software vendor. The company truly listens to our needs and responds with support and software solutions of exceptional quality that let us focus more on publishing great books and less on the technology required to do so."

Christoph Steffens, Deputy Head, Media Design Department, Production Support Team Leader



CUSTOMER PERSPECTIVE

MEDIUM Footwear, Santa Barbara, California, USA

MEDIUM Footwear was founded with a novel idea in mind: instead of keeping designers in the background, MEDIUM puts independent designers in the limelight. Their names appear on the products they design, and they share in company profits.

Designers formerly with top shoemakers such as Nike, DC Shoe Company, and Simple Shoes formed MEDIUM to make shoes and other products with quality, style, and attention to detail.

Equipped with creative authority and the power to put their best work forward, MEDIUM designers have created a unique line of athletic-inspired footwear.

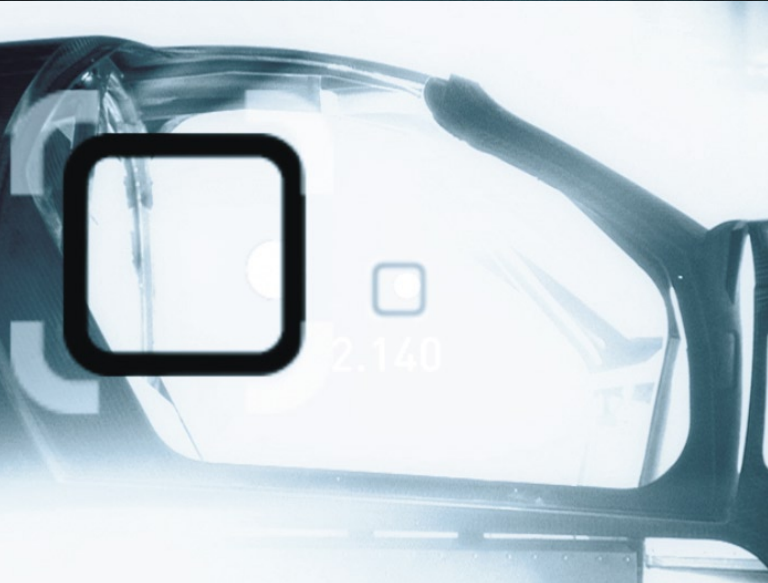
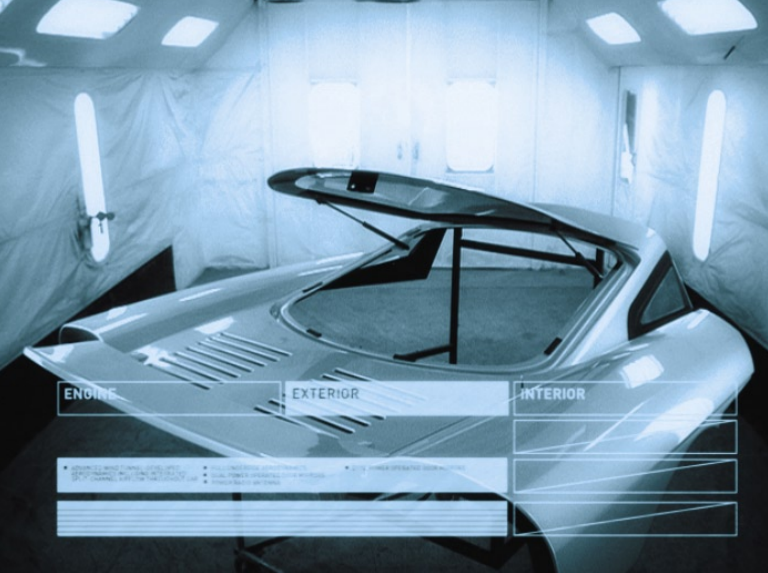
Superb design and branding are the basis for MEDIUM's success. From designing shoes to creating catalogs and Web sites, MEDIUM relies on the Adobe Creative Suite, a complete environment for print and Web publishing that gives MEDIUM a systematic way to expedite, manage, and control the creative process.

Designers start by tracing shoe parts in Adobe Illustrator CS software and then generate realistic colored renderings in Adobe Photoshop CS

software. When they are ready for review, designs are converted to PDF and e-mailed to designers or posted to the Web using Adobe GoLive CS software. For print marketing materials, ranging from 60-page product catalogs to shoeboxes, MEDIUM relies on Adobe InDesign CS software.

The Adobe Creative Suite enables MEDIUM designers to translate their visions quickly and efficiently into final products—shoes, catalogs, Web sites—and communicate better and faster with vendors. In fact, MEDIUM has reduced the time it takes to develop shoes by two-thirds using the Adobe Creative Suite.

“With the ever-expanding distance between market leaders and the competition, there is only one way for a company to compete—at the brand level,” says Scott Milden, MEDIUM's founder and CEO. “Brands like Apple, Volkswagen, and Adobe drive customer loyalty, passion, and emotion. That's the type of brand we're building at MEDIUM using the Adobe Creative Suite. It's really one-stop shopping for creativity. The importance of the Adobe Creative Suite for a design-focused small business like ours is incredible—it really can't be overstated.”



CUSTOMER PERSPECTIVE

Belief, Santa Monica, California, USA

When Mike Goedecke graduated from film school in 1994, he was filled with passion and creative ideas. Then he came face to face with the business realities of producing motion graphics for film and television. At the time, aspiring artists like Goedecke were tied to working at posh studios with proprietary, million-dollar editing systems or renting time at postproduction facilities for hundreds of dollars per hour. Goedecke soon realized that his creative visions couldn't be realized due to financial limitations.

Then Goedecke had what was, at the time, a hugely radical idea: produce motion graphics on desktop computers using Adobe Premiere,

Illustrator, After Effects, and Photoshop. Goedecke went from editing small projects in his bedroom to becoming the founder and owner of Belief, a 10-employee firm in a 10,000-square-foot facility with millions in annual billings and clients such as Acura, Disney, MTV, and Sony.

"The Adobe Video Collection lets us realize any creative idea we can conceive. Digital video tools from Adobe engender creativity because we can work and experiment freely without thinking about budgets," says Goedecke. "And from a workflow standpoint, Adobe tools are as streamlined and integrated as the proprietary systems—or more so."



Images provided by Belief

CUSTOMER PERSPECTIVE

Skip Fredricks, Ventura, California, USA

How does an extreme sports athlete become a top-rated film and video professional, without formal training and with a minimal budget? Ask Skip Fredricks, who in 1995 started FOX Sports Net's XSTV (eXtreme Sport Television) out of his parents' garage on a shoestring budget. Six months later, the Emmy Award-nominated show went from local cable to national syndication, picking up a diversified list of major sponsors along the way. Since then, Fredricks' career has expanded to include creation of extreme sports DVDs and games that are distributed all over the world.

Fredricks will tell you that an important contributing factor to his success is the Adobe Video Collection: "The ease of use and integration of the Adobe Video Collection let me achieve professional-quality results that win awards, without a steep learning curve or extreme expense. From nonlinear video editing and special effects to advanced audio editing and DVD authoring, the Adobe Video Collection gives me everything I need, whether I'm editing for broadcast television or producing video games and DVDs."



Helping photo & video enthusiasts tell their stories

When it comes to the art of digital photography, the era of exclusivity has come to an end. In 2003, sales of digital cameras surpassed those of traditional film cameras in North America, Europe, and Japan. And with the rest of the world poised to follow suit, it is expected that in just a few years nearly all cameras sold will be digital. By making sophisticated technology affordable and eliminating physical film, the current wave of digital photography opens doors of creative expression—and experimentation—to the young, the old, and everyone in between.

Adobe's digital imaging consumers include:

Amateur photographers

Bloggers

Camera phone users

Digital photo enthusiasts

Families

Genealogists

Hobbyists

Scrapbookers

Students

Teachers

Adobe is well acquainted with this kind of digital democracy. Twenty years ago, we helped usher in the desktop publishing revolution, a communications model that placed the power of the printed page into the hands of millions of people. Today, we're similarly extending the power of Adobe software, creating a digital imaging and video platform that opens new doors to the art of technology. As part of this dynamic platform, easy-to-use applications such as Adobe Photoshop Elements and Adobe Premiere Elements allow virtually everyone, regardless of their technological expertise, to personally edit their digital photos and video, chronicle their memories, and share their joy.

Adobe Reader is an integral part of this platform. Free and easily downloadable, Adobe Reader provides virtually anyone with a home computer the means to display and enjoy the PDF slide shows, digital photo albums, and electronic greeting cards that their friends and families create with Adobe Photoshop Elements and Photoshop Album software.

Our platform has become a launching pad that has helped the digital imaging industry take flight. Companies around the world distribute Adobe Photoshop Album Starter Edition to new users along with their own digital imaging products. And with the ability to order prints, albums, greeting cards, and more from Adobe Photoshop Elements and Adobe Photoshop Album through Adobe Photoshop Services, an online alliance with Ofoto, digital imaging enthusiasts are discovering a variety of new ways to enjoy their digital images.



Images provided by Marj Moehrke

Lyra Research estimates that in 2003, household penetration of digital cameras grew to about 37 percent in Japan and 26 percent in the United States. In 2000, Lyra estimates that cumulatively about 10 billion digital images were saved. For 2003, the cumulative number of images saved grew tenfold to more than 100 billion images saved.⁹

According to InfoTrends/CAP Ventures, the worldwide camera phone market is currently experiencing a compound annual growth rate of 55 percent, and is expected to increase from 73 million units in 2003 to 656 million units in 2008.¹⁰

75 percent of households share images with others. The most common method is traditional prints and albums, followed closely by e-mailing digital images.¹¹

CUSTOMER PERSPECTIVE

Marj Moehrke, San Jose, California, USA

"I'm just a basic computer user and photographer, but Photoshop Album is so easy it makes me want to share photos sooner with family and friends. I loved creating a photo album of our family trip to Hawaii because it made me look good! I just took pictures as we traveled and didn't worry about how I was capturing the shots because I knew that with Photoshop Album I could make all of the pictures turn out great. People think this was complicated to put together, but with the simple editing and templates in Photoshop Album I can quickly create fun projects like this. I even made a slide show with music for my grandmother-in-law's 90th birthday. If I can do it, anyone can!"



Image provided by Stephen Cysewski

CUSTOMER PERSPECTIVE

Stephen Cysewski, Fairbanks, Alaska, USA

Times change, and places do, too. That's why Stephen Cysewski created Wandering in Fairbanks, an online walking tour of the city where he has lived for 37 years. By documenting the city's ever-changing local scenes, the site fosters a sense of community and preserves local imagery for future generations of Alaskans.

In the process of creating online photo galleries like Wandering in Fairbanks, Cysewski amassed more than 20,000 digital photos. It was becoming nearly impossible for him to store, organize, and access them, and the frustration of doing so was detracting from his favorite hobby.

Then Cysewski began using Adobe Photoshop Album photo organizing and sharing software. He can mark specific shots that he plans to use and group them according to the location where they were taken, making organization of tens of thousands of photos far simpler.

"When Adobe Photoshop Album was introduced, it totally liberated me and made my favorite hobby more enjoyable," says Cysewski. "Without it, I simply wouldn't be able to store, organize, and arrange the thousands of photographs I use to create projects like Wandering in Fairbanks."

The art of technology

For Adobe, “good enough” is just the beginning. Adobe strives to perfect the art of technology to enable communications that speed the flow of vital knowledge, that compel viewers to take notice, and that connect us to each other through the power of images.

It has been said of great art that you know it when you see it. With solutions from Adobe, you can see it everywhere — the finely tuned business process that puts personalized information into the hands of a customer with the click of a mouse, the stained glass windows whose restoration was visualized by an artist using Adobe Illustrator, a baby’s first moments captured by a father’s digital camera. Each of these examples, and countless more, stand as works of art — the art of technology, the art of Adobe.

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¹ How Much Information 2003, School of Information Management and Systems, University of California at Berkeley, October 2003

² Benchmark Consulting International white paper quoted in “Cranking Out Savings,” Bank Systems & Technology, September 1, 2002

³ “The Future of Content,” META Group, December 3, 2003

⁴ “Documents—The Life Blood of Your Business?” IDC white paper #CG25K, sponsored by Xerox, October 2003

⁵ U.S. Internal Revenue Service

⁶ Adobe internal research

⁷ Adobe internal research

⁸ “Hubba Hubba,” Creative Directions Newsletter, TrendWatch, April 2004

⁹ “Back Up Those Digital Photos,” Lyra Digital Photography Advisory Service, January 23, 2004

¹⁰ “2004 Worldwide Camera Phone and Photo Messaging Forecast, The Hype Becomes Reality,” InfoTrends/CAP Ventures, March 2004

¹¹ 2003 PMA U.S. Consumer Photo Buying Report, Photo Marketing Association, June 2003

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