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FOR IMMEDIATE RELEASE

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

**January 9, 2012, Bangkok** - 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 Thailand. 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 widespread proliferation and use of mobile devices is leading to extensive changes in lifestyle, and in turn educational systems and curriculae are changing. Thailand's government education campaign 'One Tablet Per Child' for the nations' Grade One children is just one example of massive changes in the education sector as it responds to the need to develop a competitive, highly productive workforce in the technology-driven global economy.

"The launch of Adobe Student and Teacher Software program in Thailand 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."

Ms Skipp said that Thailand has a firm commitment to develop digital literacy in the nation's next generation workforce. "Through government and private sector activities like the annual Thailand Games Show, Bangkok International Games Festival and the Thailand Animation Contest, we see a focus on encouraging and supporting digital competency and excellence in the nation's fast growing creative economy," explained Ms Skipp. "Teachers and students today need the right tools to help them acquire digital media skills. By making our leading software available to students and teachers at highly discounted prices, Adobe is proud to support Thailand's initiative to develop digital literacy in 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, 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**

## Adobe launches Student and Teacher Editions

Qualified students, teachers, faculty and staff can purchase Adobe Student and Teacher Edition software from Adobe authorized resellers, currently A Soft1 Co., Ltd. (<http://www.asoft1.com/adobe/ste/>) and SPVI Co., Ltd. (<http://www.spv.co.th>).

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

**Adobe Creative Suite 5.5 Design Premium Student and Teacher Edition**

**Adobe Creative Suite 5.5 Design Standard Student and Teacher Edition**

**Adobe Creative Suite 5.5 Web Premium Student and Teacher Edition**

**Adobe Acrobat X Pro Student and Teacher Edition**

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**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com/sea](http://www.adobe.com/sea) or [www.facebook.com/AdobeSEA](http://www.facebook.com/AdobeSEA)

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