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FOR IMMEDIATE RELEASE

New Adobe Digital Publishing Solution Takes Aim at Marketers

Adobe DPS Makes It Easier than Ever to Create Apps and Deliver Content to Phones and Tablets

Hong Kong — August 3, 2015 — Adobe today announced the general availability of Adobe Digital Publishing Solution (DPS), the next generation of its groundbreaking Digital Publishing Suite, pioneering new ways for brands to deliver high-impact content to mobile apps. Using DPS, corporations, universities and media companies can easily repurpose existing content, empowering marketers and designers to create immersive apps, without writing code. These apps can be targeted at internal audiences or made available, through popular app stores, for the general public.

"The new Adobe DPS makes it easier and more cost-effective to deliver beautiful, compelling mobile apps – the kind of apps that stand out from the competition and move brands forward," said Nick Bogaty, senior director, head of digital publishing at Adobe. "Now, the creation of mobile apps and the ongoing delivery of content to those mobile apps can be entrusted to marketers and designers, the people who know their brand the best."

New Features Created for Marketers and Designers

- **Continuous Publishing.** With capabilities to push fresh content live, readers now have more reasons to return frequently to DPS apps for fresh content and updates. DPS, as part of AEM Apps, offers brands seamless control over content. The solution integrates with other content management systems, such as Drupal and Wordpress, and HTML design tools from Adobe and others, all while still supporting InDesign CC based workflows.
- **Engaging Experiences.** Apps created with Adobe DPS deliver high-impact content to audiences in a uniquely intuitive way. With the new collections feature, content is now grouped together and delivered to smartphones and tablets on iOS, Android and Windows. DPS also offers all of the app services needed to acquire and retain audiences, including push notifications; in-app messaging; intuitive search and content discovery; and social network integration.
- **Measuring and Delivering ROI.** Access built-in analytics, powered by Adobe Analytics Essentials for Publications, part of Adobe Marketing Cloud, which capture online and offline data and deliver retention analysis, acquisition tracking, funnel conversion and more. Adobe DPS also supports a variety of payment options for apps, such as single purchases, subscriptions and all-access models for publishers and enterprises who want to monetize content.
- **Built for Business.** Adobe DPS now provides a new accounts control system that has been elevated to the enterprise level, enabling organizers to assign permissions to each person involved in the app creation process, including both employees and outside agencies.

Creative Agencies Adopt Adobe DPS

With custom app development spending on the decline, creative agencies are also adopting Adobe DPS and making it the new standard. In the first two weeks of the DPS beta program, launched on June 17, thousands of creatives from leading design agencies and brands signed up.

"By putting development in the hands of creatives, DPS empowers us to generate stunning, content-rich experiences, quickly and easily - something never possible with native development," said Harry Segal, co-founder of Segal Savad, the agency working with Barneys New York to develop The Window, a beautiful, shoppable, catalog-like app experience. "It's been wonderful to work with the iconic luxury retailer Barneys New York to help amplify their products and point of view using DPS, in an effort to further deepen connections and brand loyalty with their customers. There is also tremendous comfort in using the flexible and intuitive tools we already know and trust from Adobe."

Growing an Industry Standard
Adobe DPS has established an unprecedented track record. With thousands of apps created by leading brands, including Audi and Celebrity Cruises, there have been hundreds of millions of app downloads to digital devices. Seventy-five million unique visitors from more than 244 countries have engaged with these apps, spending 173 million total hours immersed and entertained. Customers who have released or are planning to release apps today built on this new release of DPS include Barneys, Qantas, National Theatre of Great Britain, and the UNC Kenan-Flagler Business School.

"Until now, the iPad edition of our publication launched at the same time as the print edition, on the first of every month. This meant customers rarely engaged with the content more than once – they had no reason to," said Jo Boundy, head of digital and entertainment at Qantas. "Our new Qantas Magazine, created with Digital Publishing Solution, is updated throughout the month, providing readers with fresh, snackable content even when they're not travelling. In addition to broadening our distribution and improving ongoing engagement, it lets us maximize our content and provide customers with engaging travel information and inspiration every step of their journey."

Pricing and Availability
Adobe Digital Publishing Solution is available today and can be purchased standalone, as an add-on component for Creative Cloud enterprise or as part of Adobe Experience Manager Apps. Pricing is available upon email request made to DPS-Consultant-ENT-China@adobe.com. Existing Adobe Digital Publishing Suite customers will get access to Adobe Digital Publishing Solution as part of their current license agreements. Explore the next generation of digital publishing by participating in a free 30-day trial at: http://adobe.com/go/dps_trial.

Helpful Links
- Adobe DPS blog
- Twitter
- Facebook

About Adobe Digital Publishing Solution
With the all-new Adobe Digital Publishing Solution (DPS), design and creative teams can easily create beautiful mobile apps without writing code. Using DPS, organizations can drive deep engagement through mobile app experiences, use flexible publishing capabilities to continuously connect with users, and deliver measurable business impact through apps—all with an enterprise-grade platform from Adobe. Learn more at www.adobe.com/hk_en/products/digital-publishing-solution.html.

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