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Adobe Photoshop Turns Twenty-Five

A Cultural Icon, Photoshop Shapes the Way We View the World

Hong Kong — Feb. 25, 2015 — Adobe Photoshop, the imaging software that continues to redefine creativity in the digital age, turns 25 today. Photoshop touches virtually all the inspirational imagery that surrounds us: the high-impact logo on your morning cup of coffee; the new app you download on your iPhone; the sleek design of your running shoes; the Hollywood blockbuster that you'll see tonight. Photoshop continues to blaze a trail, with amazing new features added in every release and new mobile apps that extend the power of Photoshop to iPhone, iPad and Android devices.

“For 25 years, Photoshop has inspired artists and designers to craft images of stunning beauty and reality-bending creativity,” said Shantanu Narayen, Adobe president and chief executive officer. “From desktop publishing, to fashion photography, movie production, web site design, mobile app creation and now 3D Printing, Photoshop continues to redefine industries and creative possibilities. And today that Photoshop magic is available to millions of new users, thanks to Adobe Creative Cloud.”

Photoshop is one of the most recognized software brands in the world with tens of millions of users, and is the go-to application for digital image manipulation across all media: from print, to film, to the Web. Photoshop features — such as Layers, The Healing Brush, Content Aware Fill and Camera Raw — have empowered creatives to produce their best work. Photoshop technology is also at the heart of Adobe Lightroom, essential software for both professional and amateur photographers. And to meet the needs of today's visual artists, Photoshop and Lightroom mobile apps enable creatives to work on image files seamlessly across desktop computers, tablets and smartphones.

Photoshop's success helped Adobe deliver the creative industry's most comprehensive set of tools. No other company serves the creative industry with such a wide range of products and services. In addition to Photoshop, applications like Adobe Illustrator, InDesign, Premiere Pro, After Effects, Dreamweaver and others have pushed creativity forward, no matter what the media. And today Adobe Creative Cloud services, such as Behance and Creative Talent Search, are helping a new generation of creatives find a global audience and market for their work.

The secret of Photoshop's massive popularity has been its constantly evolving capabilities and an incredible pipeline of deep image science. This pipeline of innovation is now getting to customers faster than ever before, with Photoshop and Lightroom desktop and mobile apps constantly updated, as part of Adobe Creative Cloud.

To celebrate this Photoshop milestone, Adobe is showcasing twenty-five of the most creative visual artists under 25 who use Photoshop. To be considered, artists upload their projects to [Behance](https://www.behance.net) and use the tag “Ps25Under25.” In the coming months, those

selected will take over the [Photoshop Instagram handle](#) (@Photoshop) for two weeks and present their work for the world to see. Fredy Santiago, a 24-year old Mexican-American artist and illustrator based in Ventura, California will be the first to display his incredible images, beginning today.

The company also launched an advertising campaign, “Dream On”, for The Academy Awards — as a tribute to 25 years of amazing art created in Photoshop. The TV commercial includes incredible work from Photoshop artists and iconic images from major motion pictures that used Photoshop in the making, including Avatar, Gone Girl, How to Train Your Dragon 2 and Shrek. The spot can be seen [here](#).

How It All Began

In 1987, Thomas Knoll developed a pixel imaging program called Display. It was a simple program to showcase grayscale images on a black-and-white monitor. However, after collaborating with his brother, John Knoll, the two began adding features that made it possible to process digital image files. The program eventually caught the attention of industry influencers, and in 1989, Adobe made the decision to license the software, naming it Photoshop and shipping the first version in 1990.

“Adobe thought we’d sell about 500 copies of Photoshop a month,” said Thomas Knoll, Adobe Fellow and Photoshop co-creator. “Not in my wildest dreams did we think creatives would embrace the product in the numbers and ways they have. It’s inspiring to see the beautiful images our customers create, the careers Photoshop has launched and the new uses people all over the world find for Photoshop every day.”

Helpful Links

- [Adobe Photoshop 25th Anniversary blog post](#)
- [Thomas Knoll Q&A](#)
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