

Press Contacts

Sandra Nakama
Adobe Systems Incorporated
415-832-4053
snakama@adobe.com

Janna McManus
Edelman
650-400-7256
janna.mcmanus@edelman.com

FOR IMMEDIATE RELEASE

Adobe Delivers Powerful Broadcast Lineup for IBC 2012

Company Announces New Products, Partners and Promotion As Industry Continues the Shift to Adobe Video Solutions

SAN JOSE, Calif. — Sept. 5, 2012 — At the IBC 2012 Conference and Exhibition, Adobe Systems Incorporated (Nasdaq:ADBE) today announced it is showcasing innovative new video technologies that are driving the shift to Adobe video solutions across the broadcast and media industries. Highlights of the show include the reveal of Adobe® Anywhere® for video. Adobe Anywhere is a modern, collaborative workflow platform that empowers teams using Adobe professional video tools, including Adobe Premiere® Pro, to work together across virtually any network, using shared media. Adobe also announced new partnerships with leading media asset management and graphics vendors in broadcast news and sports—such as Chyron, Dalet, EVS and Vizrt—which will give customers improved efficiencies in production.

The company is also offering a new promotional offer for individuals and organizations that use alternative nonlinear editing solutions such as Apple® Final Cut Pro or Avid® Media Composer and want to switch to Adobe Creative Suite® CS6 Production Premium and Adobe Creative Cloud™. Qualified purchasers are eligible for 30 percent off Production Premium or 40 percent off annual membership to Adobe Creative Cloud.* For more information, visit www.adobe.com/go/premiere_switch.

Adobe will demonstrate its new solutions and highlight key customer and partner initiatives at its booth (Hall 7, Booth 7.G27) in the RAI Exhibition and Congress Centre at the IBC 2012 Exhibition, Sept. 7-11.

"Broadcasters are looking for technology solutions that meet the demands of today's rapidly evolving industry," said Jim Guerard, vice president and general manager of professional video, Adobe. "At Adobe, we are committed to helping our customers streamline their entire video workflows with innovative products operating across collaborative, open platforms. From planning to playback, Adobe and its broadcast customers are leading the industry and redefining how video is created, consumed and monetized."

Adobe Introduces New Collaborative Video Platform

At IBC, Adobe is unveiling Adobe Anywhere for video—a powerful collaborative workflow platform that empowers users of Adobe Premiere Pro, Adobe After Effects® and Adobe Prelude™ to work together using centralized media and assets across any network. Adobe Anywhere brings virtual teams of talent together, enabling them to efficiently shoot, log, edit, share and finish video productions using standard open systems, networks and processes. Adobe Anywhere is unique in that it can operate on existing hardware and network infrastructures, reducing the need for additional capital expenditure and resources. It also works with existing media asset management and other workflow systems. To learn more about the reveal of Adobe Anywhere, please visit <http://www.adobe.com/go/anywhere>.

"As a global news organization with journalists all over the world publishing to multiple platforms, we need a streamlined post production solution," said Michael Koetter, vice president of News Technology Planning and Development, CNN. "We have a strong relationship with Adobe that includes utilizing Adobe Premiere Pro for editing hundreds of pieces daily. We are also participating in a pilot of Adobe Anywhere and hope it will be a tool that simplifies the way CNN journalists work in the future."

Adobe Gains Rapid Industry Adoption with Leading Broadcasters and Media Organizations

Adobe is seeing strong momentum for Creative Suite Production Premium and Creative Cloud adoption across the media industry as broadcasters and global news agencies continue to switch to Premiere Pro CS6. Top media organizations in the U.S. and Europe

Adobe Delivers Powerful Broadcast Lineup for IBC 2012

now use Production Premium as a foundational component of their production workflow, including the Associated Press, Bloomberg, CNN, Grundy UFA and Hearst Television.

Adobe Broadens its Ecosystem of Broadcast Partners

Recognizing that multiple third-party technologies are mission critical to many professional broadcast video workflows, Adobe has also expanded its ecosystem of broadcast solution partners and is now working with more than 200 companies to ensure superior, integrated workflows with Creative Suite Production Premium. New partners with an emphasis on media asset management, storage and search include: arvato Systems, Axle Video, Cantemo, Chyron, Dalet, deltatree, Filmpartners, FlavourSys, EVS, Miranda a Belden brand, Nexidia, Pond5, Primestream, PROMISE Technology, Studio Network Solutions (SNS), Sienna, Softron, Square Box Systems and Vizrt.

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

###

© 2012 Adobe Systems Incorporated. All rights reserved. Adobe, the Adobe logo, Adobe Anywhere, Adobe Premiere Pro, Creative Suite, After Effects and Prelude are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

This press release contains forward looking statements, including those related to Adobe's future product plans, which involve risks and uncertainties that could cause actual results to differ materially. For a discussion of these and other risks and uncertainties, individuals should refer to Adobe's SEC filings. Adobe does not undertake an obligation to update forward looking statements.