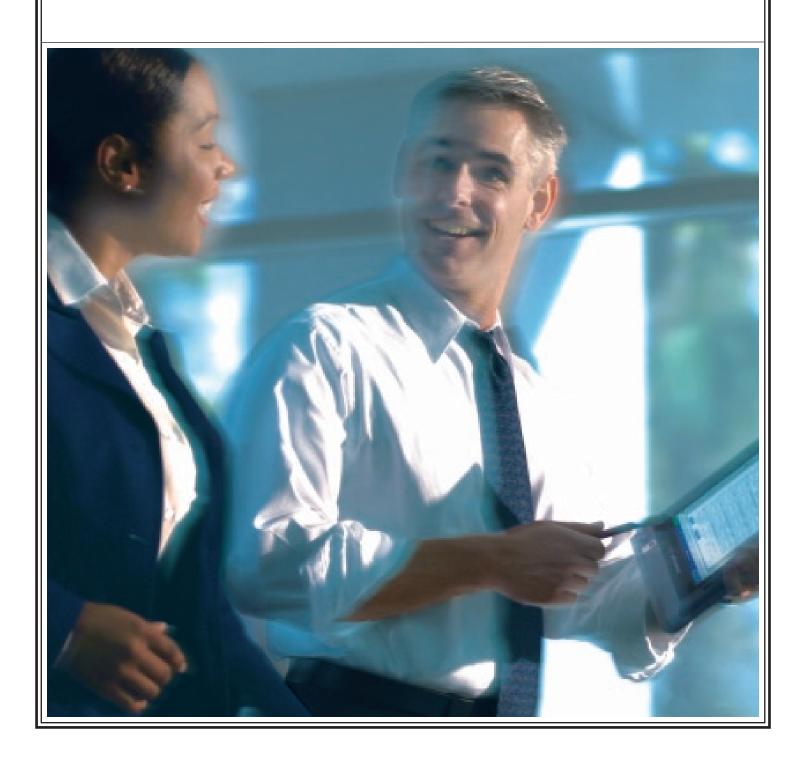
Adobe Systems Incorporated



Helping People and Businesses Communicate Better



Welcome

Dear Friends,

Since 1982, Adobe Systems has established the standards used to create the most innovative visual communications in the world. From 18 locations across the globe — including offices in Canada and Brazil, the United Kingdom and Germany, Japan and Australia — more than 3,000 Adobe employees have built one of the world's largest PC software companies on a strong foundation of technological leadership. Today, we're applying the same creativity that produced Desktop Publishing and Web Publishing to deliver several new enterprise solutions based on the Adobe Portable Document Format (PDF). Designed to bridge the gap between business-critical information and the documents that contain that information, these solutions help the largest organizations communicate better to their customers, their partners, and each other.

But we're not doing it alone. In every geographical region worldwide, we work closely with industry-leading partners in fields like document management, security, and database integration to make sure our solutions meet the stringent requirements of today's corporations, government agencies, and regulated industries.

Even as we turn our increased attention to the enterprise, we're maintaining our commitment to our core customers: the creative professionals and home users who have helped make Adobe one of the largest software companies in the world. We're also nurturing important relationships with educators, providing access to our technologies for today's students and tomorrow's visual communicators. For all of our customers, we're expanding our professional services and technical support, ensuring that working with Adobe solutions is an effortless, as well as inspiring, experience.

Whether you're a long-time Adobe customer or evaluating our solutions for the first time, we welcome you as we fulfill our ongoing mission to help people communicate better.

Sincerely,

Bruce R. Chizen

President and Chief Executive Officer

Adobe Systems Incorporated

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Twenty years of helping people communicate better

Over the last two decades, Adobe Systems has been introducing powerful, creative ways for people to communicate. From Desktop Publishing in the eighties to Web Publishing in the nineties, standard-setting innovations such as Adobe® PostScript® and Adobe Photoshop® software have helped put visually rich communications within the reach of millions of people worldwide. PDF has made universal document exchange a commonplace reality—to date, more than half a billion copies of Adobe Reader® software have been distributed, allowing anyone to view and print Adobe PDF documents from nearly any computer.

Today, Adobe PDF lies at the heart of a new communications model: Network Publishing. Bringing together Adobe software and the complementary technologies of dedicated partners, Network Publishing allows large organizations as well as individuals to create, manage, and deliver visually rich content to anyone, anywhere, on any device. As an increasing number of influential customers embrace Network Publishing, they're realizing lowered costs, heightened efficiencies, and better return on their technology investments.

Looking ahead, Adobe has developed a highly focused business strategy for the future. We're extending our reach into the enterprise, delivering solutions that solve the real-world document workflow challenges of large corporations and government agencies. We're continuing to help creative professionals work more efficiently and more economically. And we're helping a new generation become fluent in the languages of digital photography and digital video.

As we step forward into our next twenty years, Adobe is committed to maintaining industry leadership. To conducting our business ethically. To acting in the best interests of our stockholders. To meeting the expectations of our customers, our employees, and our community. And, as always, we remain committed to helping people communicate better.

Meeting the expectations of leadership

At Adobe Systems, we realize that being an industry leader is a privileged position. Creating high-quality software is not enough—we must work closely with partners and customers to ensure we share a common vision. By allying with other leaders; strengthening our services, support, and training; and cultivating our relationships with educators, we're demonstrating a commitment to leadership that reaches far beyond our product roadmap.

Alliances

As an industry standard-setter for two decades, Adobe has always sought to form partnerships and alliances with other innovative and influential technology leaders. Today, these strategic alliances are more important than ever as we sharpen our focus on the enterprise. Together with key industry players in enterprise applications, document management, security, and systems integration, we're developing solutions that address the long-term, mission-critical needs of corporations, government agencies, and regulated industries.

Education and training

From elementary schools in the inner city to graphic design programs at major universities, Adobe has helped countless educational institutions fulfill their mission of developing effective communicators. By providing special software pricing, teacher training, and customized curricula to school districts, state agencies, and individual instructors, we're building a worldwide community of educators and students who use Adobe products to teach and inspire, and preparing new generations of Adobe users to apply their talents to the business realities of tight schedules and limited budgets. Once students become professionals,

Adobe offers them a wealth of training resources to keep skills sharp, including Web- and video-based instruction and virtual labs, our online Expert Center, the Classroom in a Book® series from Adobe Press, and access to a worldwide network of Adobe Certified Training Providers.

Services and support

Adobe customer loyalty has always been extremely strong, even legendary. But we can't—and won't rest on our reputation alone. That's why we're keeping customer satisfaction a top priority. Our desktop support offerings fit the needs of every user, from individuals to entire workgroups, while Enterprise Support options can be tailored to help businesses meet specialized requirements. Adobe's Professional Services provide the expertise of business consultants, technical architects, software engineers, and project managers to customize implementations. By fostering close, ongoing relationships with our customers, we can meet technical challenges as they arise through resources such as our Rapid Response teams. And by imparting Adobe technical expertise to our strategic allies, we make sure that our solutions scale to meet the needs of rapidly growing organizations.

Customer Segments

	Customer Segments			
	Enterprise	Creative Professional	Home and Business	
Acrobat® Elements				
Acrobat Professional				
Acrobat Standard				
Acrobat Approval				
Acrobat Capture®				
Acrobat Distiller® Server				
Adobe [®] Reader [®]				
Adobe Reader® for Pocket PC				
Adobe Reader® for Palm OS®				
Adobe® Extreme				
Adobe Premiere®				
After Effects®				
Atmosphere [™]				
Central Pro Output Server				
Content Server				
Design Collection				
Digital Video Collection				
Document Server				
Document Server for Reader Extensions				
Encore [™] DVD				
Form Designer				
Form Server				
FrameMaker®				
GoLive®				
Graphics Server				
Illustrator®				
InCopy®				
InDesign [®]				
LiveMotion™				
Output Pak for mySAP.com				
Output Pak for Oracle E-Business Suite				
PageMaker [®]				
Photoshop [®]				
Photoshop Album				
Photoshop Elements				
PostScript [®] 3 [™]				
Publishing Collection				
Туре				
Web Collection				
Workflow Server				

Adobe customers range from businesses and enterprises of all sizes; to creative professionals such as graphic designers, publishers, and photographers; to home and business users looking to communicate through digital imaging and video.

Enabling organizational agility across the digital enterprise

Today's enterprises are leveraging document-based information to achieve faster time to market, increase operational efficiencies, and enhance return on their technology investments. To realize these objectives, they need to connect documents, people, and processes, allowing them not only to share information, but also readily access it for use in back-end systems.

Adobe provides this connection with several solutions—based on Adobe server products, the Acrobat® family, Adobe PDF, and XML—that drive efficiencies, help companies get their products to market faster, and strengthen customer relationships. Adobe Document Generation solutions allow innovative enterprises to turn everyday documents into strategic communications vehicles that drive business. Adobe Document Collaboration solutions speed workgroup and enterprise review cycles. And Adobe Document Process Management solutions help enterprises automate business processes and capture valuable intelligence for integration with critical infrastructure applications.

Document generation

Innovative enterprises know that documents can do much more than just communicate.

Compelling, high-quality documents—whether a one-page printed invoice or a 100-page user manual delivered over the Web—can actually drive business by delivering revenue-generating information to the right customer at the right time. As corporations, government agencies, and regulated industries attempt to create more highly targeted communications for their customers and constituents, they are evaluating solutions to help them generate documents that can be delivered across a number of access devices. They also want

to deliver these documents in a visually rich format that supports their brand identity.

Adobe Document Generation solutions unite multiple Adobe document and graphics technologies in business-critical, IT-friendly toolsets. Leveraging the strengths of XML, these solutions work together with standard content management and enterprise applications to create customized, visually rich documents that can be quickly delivered in a number of formats—including Adobe PDF—to multiple outputs, including print, fax, e-mail, Web, and wireless devices. Enterprises that choose Adobe Document Generation solutions can extend the reach of their communications, improve their competitive advantage, and lower the costs of doing business.

Document collaboration

As workgroups spread across organizational and geographical boundaries, enterprises are investing heavily in collaboration technologies. From enterprise messaging applications to integrated suites that track documents and their workflow throughout an organization, such technologies introduce new efficiencies by allowing individuals and teams to work together better. In an era when shortened time to market is the norm, collaboration can also help manufacturers slash product development

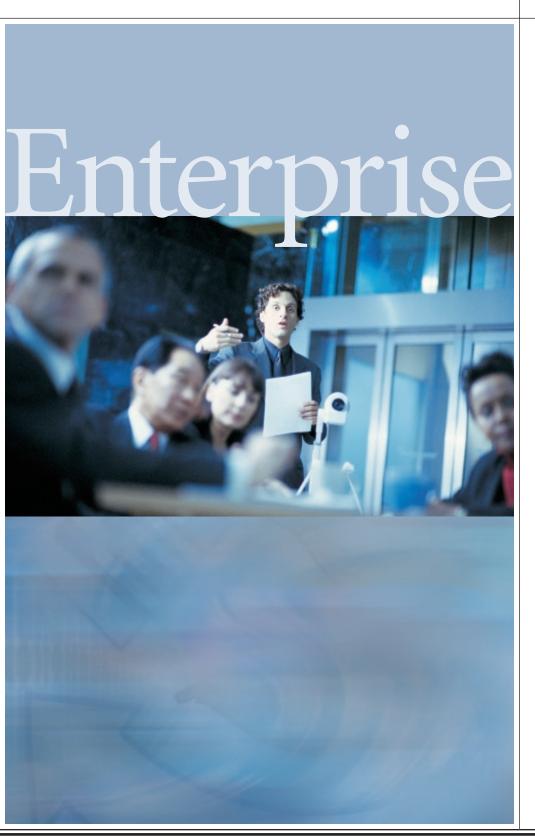








Solutions that keep everyone in the digital enterprise on the same page



Documentum

As the leading provider of enterprise content management solutions, Documentum shares a common vision with Adobe: to see content securely captured, managed, and leveraged across large organizations for use by everyone who needs it. Documentum has become one of Adobe's most important Network Publishing partners, building solutions that incorporate Adobe Acrobat technology and Adobe PDF to enable its customers to access, interact with, distribute, and publish digital content.

"Adobe's concept of Network Publishing is very much in line with Documentum's strategic vision of having a unified set of platform services that allow for the entire content lifecycle to be well-managed and automated. Adobe solutions help with everything from capturing content at its creation, to managing it, to streamlining its review and approval, to seeing it through its publishing lifecycle, and, ultimately, securing its long-term archival."

Whitney M. Tidmarsh Vice President Product Marketing Pleasanton, California

Open Access Limited

Open Access Limited provides corporate customers with a complete outsourcing solution for group retirement plans and defined contribution pension plans. Using Adobe Document Generation solutions, the company dynamically generates hundreds of customer-facing documents—including enrollment applications and quarterly account systems—in Adobe PDF. Client information captured from these documents is automatically merged with templates to create customized, visually rich documents that can be delivered electronically in hours instead of days. Due to reduced costs in printing, handling, and mailing materials, the company realizes savings of tens of thousands of dollars each quarter.

"With Adobe software, we can reach more clients and enhance services without experiencing big increases in administrative costs. Our ability to process client information and generate documents has improved tenfold, plus our client materials look better than ever."

Sean Dalley Manager Information Technology Toronto, Canada

Enabling individuals and groups to work as a team

costs and gain a competitive edge. Repositories of project schedules, supplier information, and CAD drawings can be instantly accessed by multiple team members, leading to increased savings during the development phase.

Leveraging the strengths of Adobe PDF as a container for both visual data and metadata, Adobe Document Collaboration solutions deliver the perfect foundation for workgroup collaboration. Internal documents, outbound marketing communications, contracts, electronic forms, technical drawings, and all other kinds of visually rich documents can be converted to Adobe PDF, shared among reviewers, commented upon, and approved with digital signatures. They can also be directly integrated into a number of industry-standard Enterprise Resource Planning (ERP) and Document Content Management (DCM) systems, allowing IT managers to leverage their existing technology investments. Hundreds of organizations worldwide have integrated components of Adobe's solution into their collaborative workflows, including government agencies, pharmaceutical companies, aerospace manufacturers, and financial institutions.

Document process management

Today's enterprises have invested heavily in a number of complex business systems to help them manage the flow of information across their organizations, including Customer Relationship Management (CRM), ERP, and DCM systems. Unfortunately, in many enterprises these systems remain disconnected not only from each other, but

also from the ways workers deal with documents on a daily basis. As a result, operational efficiencies are diminished and productivity is reduced.

Using Adobe Document Process Management solutions, enterprises can integrate the way they use electronic documents with their established business processes. These solutions allow organizations to capture information from electronic forms via virtually any preferred platform or device. This information can then be directly integrated with core business systems, including CRM, ERP, and DCM systems. Besides reducing immediate costs, enterprises end up further leveraging their existing technology investments and achieving higher return on investment. Practical applications of these solutions can be found in many enterprises: government agencies can extend their reach to constituents, financial institutions can accelerate loan application processes, and manufacturers can get their products to market faster.



Adobe PDF bridges the gap between an organization's information infrastructure and its business-critical communications.

The Enterprise Opportunity





Berry Network Inc.

Berry Network Inc., a subsidiary of telecommunications giant BellSouth, produces more than 40,000 Yellow Pages advertisements and publishes in nationwide directories. Because each advertisement requires manual collaboration between Berry Network Inc., customers, and creative staff, both human error and schedule conflicts can bring productivity to a halt. Using Adobe Document Collaboration solutions, Berry Network Inc. automated the collaborative review process, resulting in improved client relationships, lowered costs, and increased efficiencies.

"Acrobat and Adobe PDF win high praise from our developers, creative staff, and clients. Work that previously required hours and many employees can now be done in seconds with a lot less effort."

Rise Davis Director of Product Support and Creative Services Dayton, Ohio

Hitachi, Ltd.

With more than 80,000 employees around the world, Hitachi, Ltd. must distribute payroll information in the fastest, least costly manner possible. To lower its administrative costs and improve employee access to information, the company turned to Adobe solutions. By delivering payroll statements as secure Adobe PDF files to Hitachi employees worldwide, the company has eliminated the delivery of paper statements. The savings in time and resources reduces the administrative burden on human resources, while improving the company's responsiveness to employee requests.

"The Adobe software offers a winning solution all around. Our employees have quick, reliable access to the information they need, and our departments are more efficient than ever at processing and responding to employee requests."

Tadao Yabuki General Manager of Human Solution Center Tokyo, Japan

Helping creative professionals assert their visual voice

Countless graphic designers, digital artists, and professional photographers around the globe speak in a common voice: the visual communications they create have the power to arouse universal thoughts and emotions in those who view them, regardless of the recipient's native language.

From the printed page to the World Wide Web to the silver screen—the compelling work of creative professionals entertains, informs, and inspires people to make critical investment decisions. Behind the scenes, creativity is often best displayed in meeting client demands while working within tightened budgets and increased overhead. More than ever, these professionals need sophisticated and efficient software to help them articulate their most creative ideas to the world.

Powerful software for publishing

When it comes to powerful software that helps produce and refine compelling publications, Adobe Systems has led the industry for years. Today, many creative professionals use Adobe software products, such as Adobe Photoshop. Tools and technologies including Adobe Illustrator®, Adobe Acrobat, Adobe GoLive®, Adobe FrameMaker®, Adobe PageMaker®, PostScript, and typefaces provide creative freedom and improve efficiency. Worldwide, many creative professionals are adopting Adobe InDesign® software for making visuals and words work together. They're standardizing on Adobe PDF as the format of choice for client review, internal routing, and final printing. And they are keeping costs down by obtaining pre-bundled applications in high-value Adobe Collections meant to address specific creative workflows.

Workflow tools for enhanced collaboration

Creative professionals are also using Adobe products to work more resourcefully with each other. The same Acrobat software-based collaborative tools that deliver increased efficiencies to the enterprise can be applied to creative workflows, helping teams to share ideas, refine concepts, and prepare materials for production. Adobe plans to introduce new XML-savvy software tools that turn creative assets into "smart" assets, allowing visual content to be easily repurposed across design projects for use in different media. These smart assets can also be centrally managed, shared, and directly imported into the publishing systems of the future.

Michael Elins

"The whole digital workflow is born of who you are as an artist; that's really the most important thing. What you bring to a tool like Photoshop is as different as what different painters bring to their craft. It needs to be about concept and thought and vision and then execution. The great thing about where we are today with this digital workflow is that if you have the vision, the world opens up to you."

Photographer Los Angeles, California



InDesign



Adobe

Adobe Photoshop Illustrator



GoLive

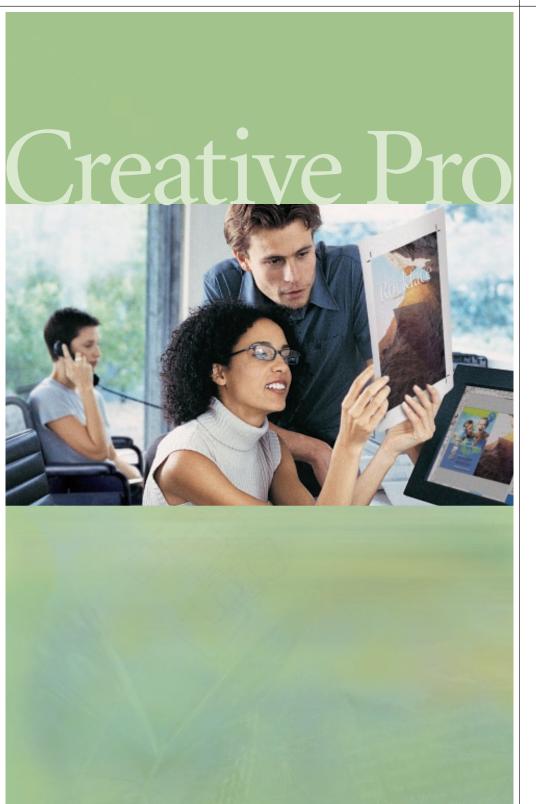


Adobe



Design Collection

Making visuals and words work together



Fossil, Inc.

Fossil, Inc., one of the world's leading designers of contemporary watches, employs a staff of one hundred creative professionals who produce over 300 projects a week and fifty catalogs a year. When it came time to upgrade the creative department's design software, the company evaluated several options before choosing an integrated Adobe Network Publishing solution. Using Adobe InDesign as the cornerstone of the solution allows the designers to focus on their creativity while increasing productivity. Furthermore, standardizing on Adobe PDF facilitates easy collaboration with the department's remote creative contributors.

"Our big push in an environment this size is obviously to work as smart as we can. And we feel that InDesign lets us work very smart, seamlessly, and to be very streamlined. Anytime we can increase our productivity, make it easier for our people to work, it helps us as a business."

Tim Hale Senior Vice President Richardson, Texas

RedFrog

Based in Milan and Valmadrera, Italy, RedFrog is an integrated Web and multimedia collective dedicated to pushing the envelope of strategic visual communications. For their Digital Decennium project—a visual history of the first decade of digital photography—RedFrog wanted to create an interactive document that could be readily delivered to a number of devices, including print, Web, and handheld devices. The Adobe Design Collection allowed them to create, manage, and deliver a rich experience for the Digital Decennium and other compelling communications.

"We're very interested in Network Publishing. We've been considering this concept for a long time, and today it's finally becoming a reality. Using Adobe products, we can work better and more productively. We can also handle ever more complex projects, which is the most fun for us."

Luca Pianigiani Strategic & Creative Director and Cofounder, and Giovanni Rossi **Chief Operating Officer and Cofounder** Milan and Valmadrera, Italy

Opening the digital darkroom to home and business users

As families worldwide embrace a digital lifestyle, pointand-shoot cameras and videocams are giving way to a new generation of high-quality, inexpensive digital cameras and digital video cameras. In fact, within the next three years, most still-photo cameras sold will be digital cameras, and a significant percentage of video cameras will be digital.

Consumers are using these new devices to capture memories, build family Web sites, and learn the art of digital photography. But the furious rise in digital imaging is not limited to the home user. In the workplace, salespeople, marketing personnel, and educators are using digital photography and video to enhance company intranets, create trade show and training videos, and add interactivity to their classroom curricula.

Simple needs for busy people

More technology-savvy than ever before, home and office users want to use professional software to help them edit, optimize, and process their projects. And because these users don't have to worry about physical film or videotape, they are capturing many more images than ever before, resulting in a need for software that helps them manage and share their digital output. And they are willing to purchase more powerful software than what comes with their cameras or operating systems. However, for amateur digital photographers and videographers, time is of the essence—they want to come up to speed on the language of the digital darkroom quickly, without having to learn overly complex programs.

Digital imaging innovation for everyone

Adobe has leveraged the same industry-leading technology found in Adobe Photoshop software to create highly accessible software for users new to the digital photo experience. Sophisticated yet straightforward, Adobe Photoshop Elements software provides everything needed to access, edit, and enhance digital photos. With Adobe Photoshop Album software, users can organize and share digital photos, preserving memories for family and friends in Adobe PDF albums and slide shows. And when it comes to digital video, both corporate professionals and home enthusiasts can edit and produce everything from training videos to personal documentaries using Adobe Premiere® software.



Adobe Photoshop



Adobe Photoshop Elements



Adobe Photoshop Album



Adobe Premiere



Adobe After Effects

Everything needed to master the fundamentals of digital imaging

Home and Business





Seth Resnick

"There is so much more to being a professional photographer than making pretty pictures. We have to prepare and deliver files to clients, deal with business and copyright issues, be Web publishers, and more. Adobe continues to expand Photoshop from being the best image-editing application in the world to also being an essential tool for streamlining every aspect of my business and helping me expand it in a global marketplace."

Professional Photographer Chestnut Hill, Massachusetts

Robert Hill

"Adobe Photoshop Elements is an excellent midrange program that is ideal for people who have purchased a scanner or digital camera. It offers a clean user interface that makes it easy to quickly access all the tools you need."

Teacher Lutz, Florida

Jon Linthacum

"Adobe Photoshop Album is an awesome product with several features that will differentiate it from the sea of other photo management applications."

Technical Sales Manager San Jose, California

Luisa Winters

"Titles are a major part of my work as a wedding videographer. With the Adobe Title Designer in Adobe Premiere 6.5, I can format my titles faster using high-end typographical controls. Instead of highlighting text and taking the time to go to a menu to change the font size, I can do it quickly and intuitively. With a few clicks and drags, I can have titles looking exactly how I want them."

Unforgettable Events Odenton, Maryland

Dennis Chominsky

"Especially when combined into a seamless workflow with Adobe Photoshop and After Effects, Adobe Premiere is an invaluable tool in our arsenal. The full Adobe tool set is becoming essential to our ability to develop content once and deliver it to tape, DVD, the Web, or other media."

President, PFS Marketwyse Totowa, New Jersey

Adobe and the future

Two years ago, Adobe Systems introduced Network Publishing, a revolutionary communications model based on the concept that anyone—whether in the enterprise, creative environment, or home—should be able to create, manage, and deliver visually rich content that can be universally accessed from virtually any device. This vision attracted the commitment of many leading technology partners who believed Network Publishing could both create lasting value and help people communicate better.

Combining Adobe publishing and imaging software with content management systems and network delivery, today's solutions rest squarely on the foundation of Adobe PDF. Originally envisioned as a container for high-fidelity visual communications, Adobe PDF now acts as a delivery vehicle for many kinds of dynamic information, including the XML-based data that drives business—transforming efficiencies across the largest enterprises.

With Adobe PDF at the heart of its most creative innovations, Adobe will continue to make its vision for helping people communicate better a reality. Enterprises will realize value from their technology investments. Creative professionals will work smarter, more efficiently, and more creatively. And home and business users will communicate better with each other, their customers, and the world.

FOR MORE INFORMATION

For a comprehensive overview of Adobe's products and solutions, please visit www.adobe.com

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