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FOR IMMEDIATE RELEASE

Adobe Extends Web Video Leadership with H.264 Support

HDTV Quality Web Video Reaches the Masses with Industry Standard Video Codec in Flash Player

SAN JOSE, Calif. — Aug. 21, 2007 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the latest update for Adobe® Flash® Player 9 software, code-named Moviestar, which includes H.264 standard video support – the same standard deployed in Blu-Ray® and HD-DVD® high definition video players – and High Efficiency AAC (HE-AAC) audio support, as well as hardware accelerated, multi-core enhanced full screen video playback. These advancements will extend Adobe's leadership position in Web video by enabling the delivery of HD television quality and premium audio content through the ubiquitous Adobe Flash Player and pave the way to expand rich media Flash experiences on the desktop and H.264 ready consumer devices. The latest update for Adobe Flash Player 9 will be available in beta for immediate download later today on Adobe Labs at http://labs.adobe.com.

With H.264 encoding already available in Adobe Premiere® Pro and Adobe After Effects® software, H.264 playback is now enabled in Adobe Flash Player, and will be supported by the Adobe Integrated Runtime (AIR) and applications developed with Adobe AIR™ software, including Adobe Media Player™. Adobe AIR is a cross-operating system application runtime that enables developers to use their existing skills to build and deploy rich Internet applications to the desktop. The Adobe Media Player, which leverages Adobe's Emmy® Award winning Flash architecture, delivers engaging video experiences to viewers while offering content publishers new abilities to distribute, track and build businesses around their media assets.

"Adobe is committed to providing a seamless creation-to-playback solution that allows creatives and developers to produce video and rich-media once, and then deploy that content across the widest array of distribution and playback environments," said John Loiacono, senior vice president of Creative Solutions at Adobe. "Already a broadly adopted industry standard, the inclusion of the H.264 codec in Adobe Flash Player, Adobe AIR, the Creative Suite® product line, and the upcoming Adobe Media Player will accelerate customer workflows, enabling the creation and repurpose of high-quality Web video content without extra development costs."

Broader Reach for Video Consumers

Adobe Flash Player content reaches over 98 percent of Internet-enabled desktops, as well as a wide range of devices. Today, both live and on demand television shows are being delivered online with video that can be viewed using Adobe Flash Player, and the technology also powers the video capabilities of social networking sites such YouTube and MySpace. As Adobe expands Flash experiences outside the Web browser, content can be shared across different devices and people can get great video experiences on the video players of their choice, including the upcoming Adobe Media Player. Consumers can also stream user-generated content such as home movies from Adobe Premiere® Elements with Adobe Flash Player and play video movies on handheld, portable devices.

"MTV Networks has consistently led the industry in making its popular music, entertainment and comedy programming available everywhere so our audiences can stay in touch with all the great content they love from CMT, COMEDY CENTRAL, Logo, MTV, Nickelodeon, Spike and VH1," said Nick Rockwell, senior vice president and chief technology officer for MTV Networks. "Flash is an important part of that strategy and Adobe's support of H.264 in Adobe Flash Player, Adobe AIR and the upcoming Adobe Media Player will ensure that we continue to deliver high-quality video to our diverse audiences who expect it."

Content developers can reduce the cost of encoding and preparing data for distribution with H.264 and HE-AAC support in Adobe Flash Player, since these standards are already integrated into their existing authoring workflows. In addition, Adobe is working with an ecosystem of video encoding partners to expand rich media Flash experiences that already support these standards.

Availability

The public beta version of the update to Adobe Flash Player 9 software, code-named Moviestar, which includes H.264 and HE-AAC functionality, will be available later today as a free download from Adobe Labs at http://labs.adobe.com. The final release is expected to be available via update in the fall. Demonstrations of Adobe Flash® Media Server and Adobe Flash Media Encoder supporting the new codecs will be held during the IBC 2007 at the RAI Exhibition and Congress Center in Amsterdam, September 7- 11 (Stand 7.721) and again at the Adobe MAX conference in Chicago, which begins September 30th.

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