

# ADOBE SYSTEMS INCORPORATED

BY: PARSA AHMADI NASAB EMRAN

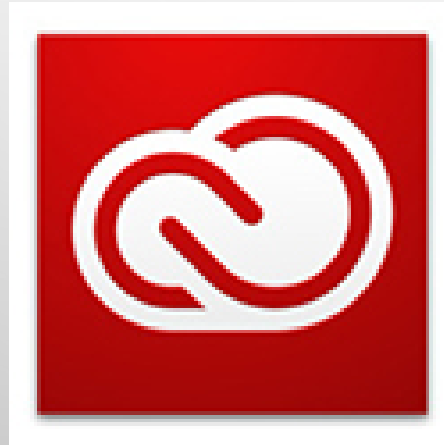
SECTION: 005

# HISTORY

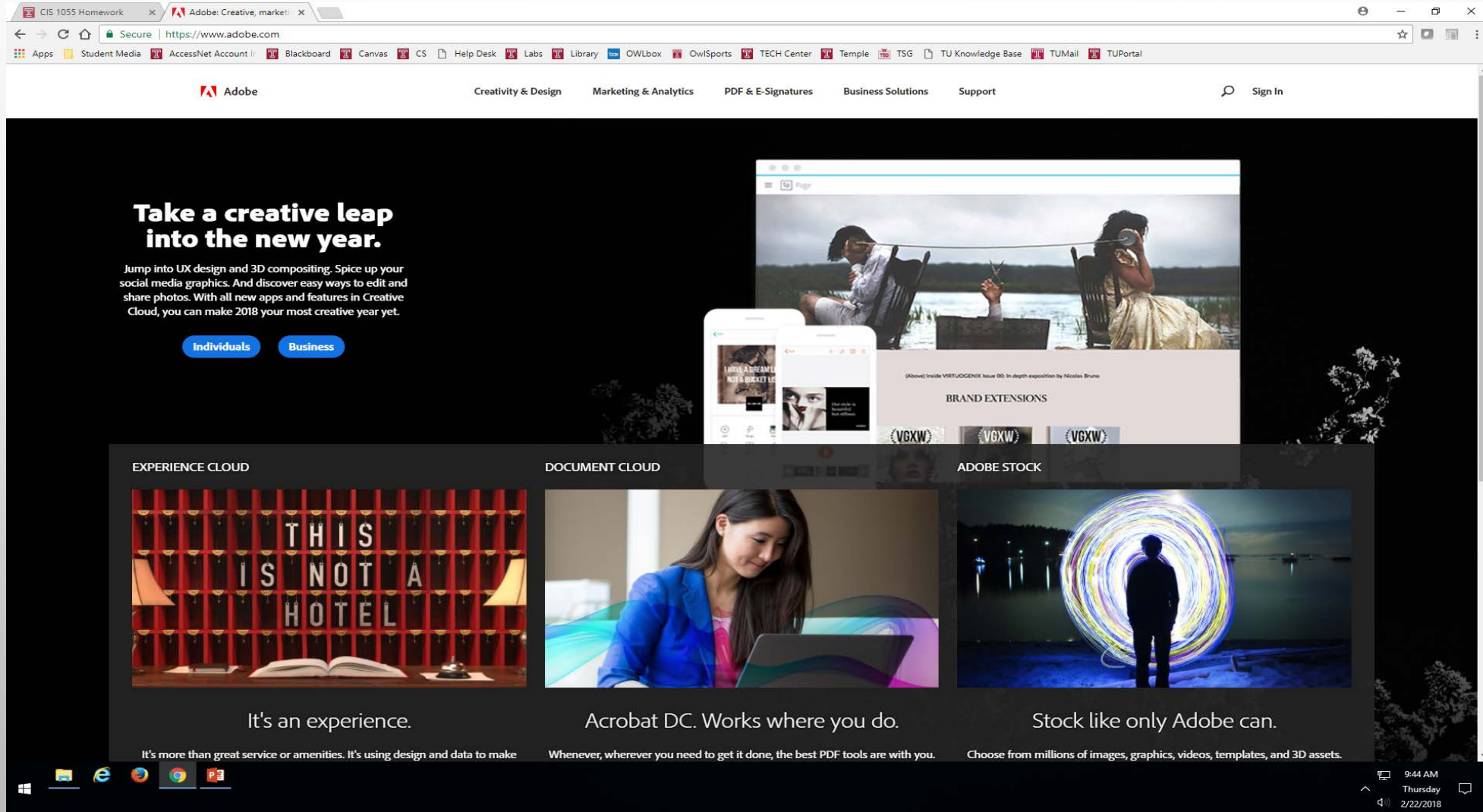
- AN AMERICAN MULTINATIONAL COMPUTER SOFTWARE COMPANY
- WAS FOUNDED IN DECEMBER 1982 BY JOHN WARNOCK AND CHARLES GESCHK WHO ESTABLISHED THE COMPANY AFTER LEAVING XEROX PARC IN ORDER TO DEVELOP AND SELL THE POSTSCRIPT PAGE DESCRIPTION LANGUAGE
- BEST KNOWN FOR PHOTOSHOP, AN IMAGE EDITING SOFTWARE, ACROBAT READER, THE PORTABLE DOCUMENT FORMAT (PDF) AND ADOBE CREATIVE SUITE, AS WELL AS ITS SUCCESSOR ADOBE CREATIVE CLOUD

## PRODUCTS

- PHOTOSHOP
- ACROBAT READER
- CREATIVE CLOUD
- FLASH PLAYER



# OVERVIEW OF WEBSITE



The screenshot shows the Adobe Creative Cloud website interface. At the top, there's a navigation bar with the Adobe logo and links for Creativity & Design, Marketing & Analytics, PDF & E-Signatures, Business Solutions, and Support. A 'Sign In' button is also present.

The main content area features a large promotional banner for Creative Cloud with the headline "Take a creative leap into the new year." Below this, there's a sub-headline: "Jump into UX design and 3D compositing. Spice up your social media graphics. And discover easy ways to edit and share photos. With all new apps and features in Creative Cloud, you can make 2018 your most creative year yet." Two buttons, "Individuals" and "Business", are displayed below the text.

Below the main banner, there are three distinct sections:

- EXPERIENCE CLOUD:** Features a promotional image for "THIS IS NOT A HOTEL" with the tagline "It's an experience." and a sub-headline "It's more than great service or amenities. It's using design and data to make".
- DOCUMENT CLOUD:** Features a promotional image of a woman working on a laptop with the tagline "Acrobat DC. Works where you do." and a sub-headline "Whenever, wherever you need to get it done, the best PDF tools are with you."
- ADOBE STOCK:** Features a promotional image of a person standing in front of a large, glowing circular light pattern with the tagline "Stock like only Adobe can." and a sub-headline "Choose from millions of images, graphics, videos, templates, and 3D assets."

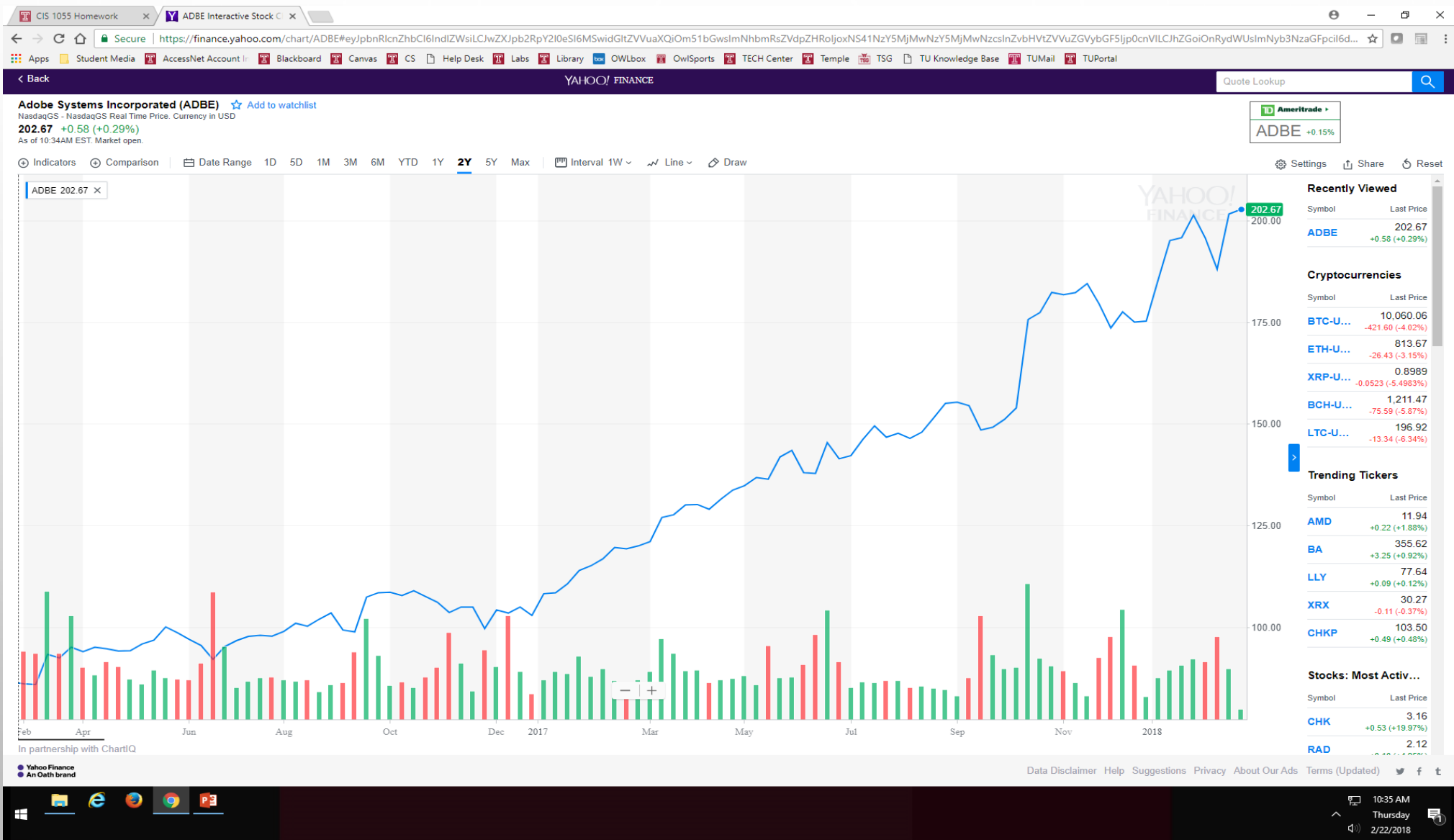
The bottom of the page shows a Windows taskbar with various application icons and a system clock indicating 9:44 AM on Thursday, 2/22/2018.

## INTERESTING FACTS

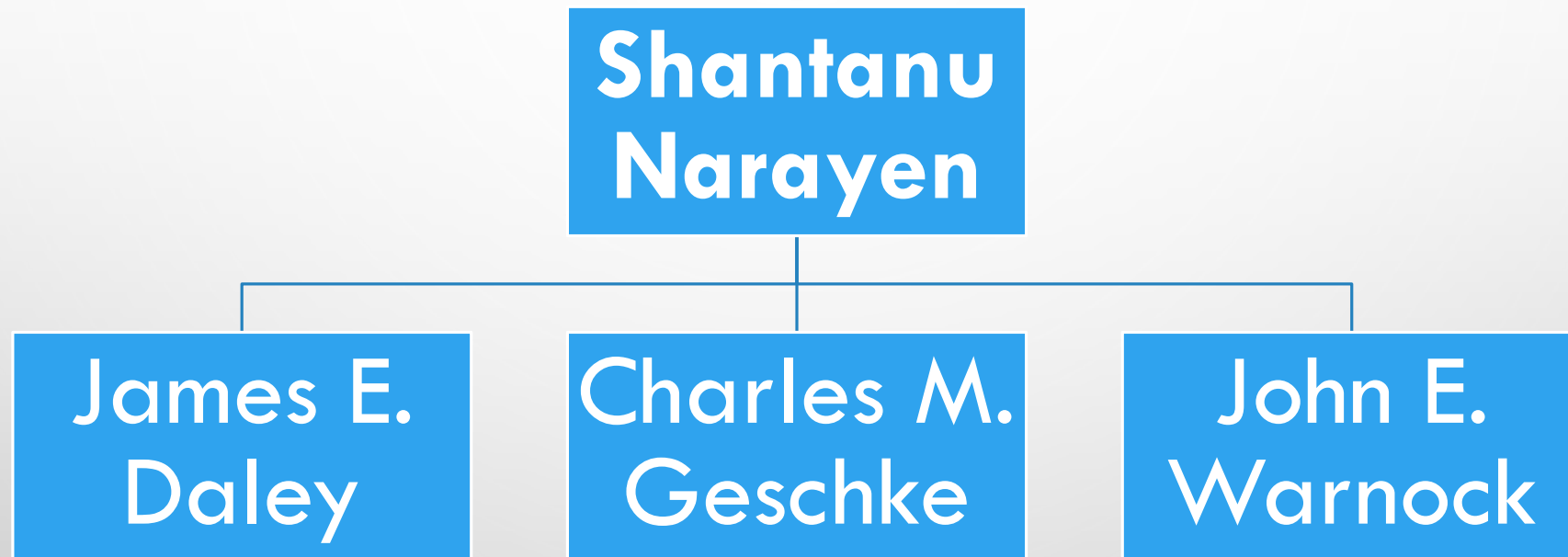
- OPERATES AS A DIVERSIFIED SOFTWARE COMPANY WORLDWIDE
- ITS DIGITAL MEDIA SEGMENT PROVIDES TOOLS AND SOLUTIONS THAT ENABLE INDIVIDUALS, SMALL AND MEDIUM BUSINESSES, AND ENTERPRISES TO CREATE, PUBLISH, PROMOTE, AND MONETIZE THEIR DIGITAL CONTENT
- THIS SEGMENT (CREATIVE CLOUD) SERVES TRADITIONAL CONTENT CREATORS, WEB APPLICATION DEVELOPERS, AND DIGITAL MEDIA PROFESSIONALS, AS WELL AS THEIR MANAGEMENT IN MARKETING DEPARTMENTS AND AGENCIES, COMPANIES, AND PUBLISHERS

## INTERESTING FACTS CONTINUED

- VALID AS OF 2/22/2018
- STOCK PRICE: \$203.81
- HEADQUARTER(S): SAN JOSE, CA
- FOUNDER(S): JOHN WARMOCK, CHARLES GESCHKE









Thank you for watching

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