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For Immediate Release

Adobe Systems to Enter Multimedia Authoring Market

"Vertigo" Technology to Leverage Adobe's New "Bravo" Imaging Model, Bringing High-Fidelity Media Integration to the Web and Desktop

SAN FRANCISCO, (May 7, 1996)(Nasdaq: ADBE) — Adobe Systems Incorporated today announced plans to enter the interactive authoring market with editing and player technologies for World Wide Web and CD-ROM content development. Code-named "Vertigo," the product promises to be the first interactive authoring application built on "Bravo™", Adobe's new imaging model that integrates high-fidelity images, line-art and text for the World Wide Web and desktop platforms (see *Adobe Imaging Model to Revolutionize Graphics on the Internet* release for details).

With "Vertigo," Adobe plans to enable content developers and Web publishers to easily combine high-fidelity graphical media with sound and video to produce more visually compelling network and CD-ROM-based titles. The "Vertigo" player technology was demonstrated publicly for the first time here today at Adobe's "Improving Net Expectations" event. Details regarding the availability of "Vertigo" will be announced later this year.

"Our customers are currently struggling with the complexities of today's interactive authoring tools and the limitations of playback technologies like Shockwave," said John Warnock, chairman and CEO of Adobe Systems Incorporated. "The "Vertigo" technology will deliver a device-independent, scalable development and playback environment that will bridge the gap in quality and usability in interactive authoring for both the Internet and the desktop."

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“It’s very frustrating when creativity is held hostage by the limitations of technology,” said Chris Krueger, designer at the San Francisco-based Communication Wave, a multimedia and CD-ROM title development firm. “Adobe applications like Adobe Illustrator®, Adobe Photoshop® and Adobe After Effects™ have been the cornerstone for our multimedia design and production for many years. The quality of these tools demonstrates Adobe’s intimate understanding of the design process. “Vertigo’s” support for interactive, high-fidelity media will finally allow us to create titles without compromising design integrity. Bringing this level of quality to the rapidly expanding interactive design market is a natural extension of Adobe’s product vision.”

Adobe “Vertigo” To Deliver Animation and Interactivity on Adobe “Bravo” Foundation

In a related announcement today, Adobe introduced its “Bravo” imaging model, promising to dramatically lower the technical hurdles of publishing high-fidelity content and applications on the Web. For users and content developers, the “Bravo” imaging model enables a rich, visual experience for viewing, interacting with and printing information from the Web. Adobe intends to leverage “Bravo” in the development of “Vertigo.” The product promises to be the first easy to use interactive authoring tool to combine sophisticated animation and interactivity with “Bravo’s” high-fidelity, integrated features, including true color images (16.8 million colors) with transparency, scalable line-art and text that can be anti-aliased on-the-fly to eliminate “jaggies.”

“Adobe already offers a full suite of tools for desktop and print publishing. “Vertigo” will allow us to bridge the gap between our print and interactive work, so that we can easily repurpose print content into multimedia authoring,” said Chris Miller, director of digital technology at the Chicago-based Capps Studio. “Because they are the force behind the “Bravo” imaging model, we’re confident that any tool we use from Adobe will provide the highest quality and performance. A product such as “Vertigo” is a natural progression for traditional content publishers using Adobe’s industry-standard tools who are looking to move onto the Web but have been unwilling to compromise the quality of their work.”

In addition to strong interactive media integration, “Vertigo” is slated to share a common extensibility architecture and be well-integrated with Adobe’s established line of authoring applications, including Adobe Photoshop and Adobe Illustrator. This is designed to allow content creators to easily incorporate “Vertigo” into their existing workflow and give them access to the full range of industry standard “plug-ins” from third-party developers and from Adobe to easily add functionality to their interactive design suite. Adobe plans to provide authoring and playback functionality for the Macintosh® and Windows® operating systems, with additional players planned for key Internet environments, including Netscape Navigator™, Internet Explorer® and Java.

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Based in Mountain View, Calif., Adobe Systems Incorporated develops and supports products to help people express and use information in more imaginative and meaningful ways, across all print and electronic media. Founded in 1982, Adobe helped launch the desktop publishing revolution. Today, the company offers a market-leading line of application software and type products for creating and distributing visually rich communication materials; licenses its industry-standard technologies to major hardware manufacturers, software developers, and service providers; and offers integrated software solutions to businesses of all sizes. For more information, see Adobe's home page at <http://www.adobe.com> on the World Wide Web.

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