

# ADOBE® CREATIVE SUITE® 4 SAVES TIME, MONEY

Dramatic productivity improvements demonstrated in benchmarks performed by third-party research companies



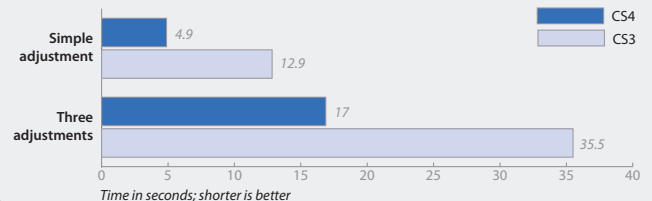
Today's tough economy demands creative problem solving—budgets are shrinking and you have to do more with less. Adobe Creative Suite 4 software can save you time every day while arming your organization with new ways to expand your services and deliver high quality in the face of tough competition. Adobe Creative Suite 4 is your shortcut to brilliant.

Adobe commissioned Pfeiffer Consulting to quantify the productivity gains CS4 offers for everyday tasks over previous releases as well as relevant competitive products—and the results are dramatic. In this document, we share results from our first wave of tests; over the coming months, additional benchmarking tests will be published, as well as in-depth productivity analysis that demonstrates why CS4 is an essential investment.

## Adjust images in half the time\* with the new Adjustments panel in Photoshop CS4



Included in  
**Adobe Creative Suite 4 Design Premium, Design Standard, Web Premium, Production Premium, and Master Collection**



Making three adjustments in Adobe Photoshop® CS4 software using the new Adjustments panel is **more than twice as fast\*** as using Adjustment Layers in previous versions to achieve the same results. Work directly on an image with on-image controls and interact fluidly with Photoshop for image adjustments without having to deal with menu commands or dialog boxes.

*"In measuring the effectiveness of benefits in the CS4 family, we observed....approximately **18% in Total Factor Productivity (TFP) improvement** over a like comparison of the previous CS3 application set...."*

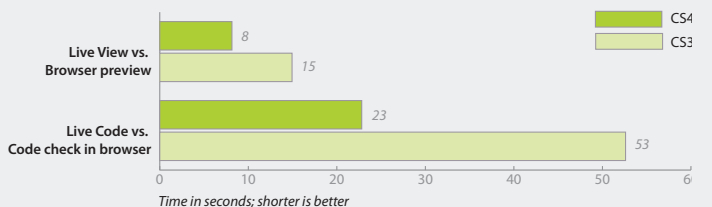
**Frank J. Bernhard, managing principal and technology economist, OMNI Consulting Group LLP**

An internationally-recognized applied technology research authority, OMNI Consulting Group guides businesses facing technology investment decisions and evaluate their options within the framework of economic value creation. In their EcoStratus Digest report dated October 31, 2008, OMNI Consulting Group reports that it tested CS4 workflows similar to common document creation and output scenarios faced by typical enterprise and small business users.

## Preview and test web content twice as quickly\* with Live View and Live Code in Dreamweaver CS4



Included in  
**Design Premium Web Premium Web Standard Master Collection**



Using Live View in Adobe Dreamweaver® CS4 software is **nearly twice as fast\*** as previewing rendered pages in a browser. Using Live Code, you see the results of coding changes in Live View more than twice as fast as you would switching to a browser. Additionally, you can click a related file to see both its source in Code view and the parent page in Design view.

\* BENCHMARKING NOTES: Tests were conducted independently by Pfeiffer Consulting for Adobe and were performed on the latest generation Mac Pro using the latest updates to Mac OS X 10.5.5. Unless otherwise noted, data reflects CS4 as compared against previous Creative Suite versions.



**“Adobe Creative Suite 4 is an important product because it reminds us that in terms of media, change is a given.”**

“[We live] in a constantly expanding media-cloud of different devices and information-instances.... Print is going to be around for a long time.... The real challenge is in integrating [print] with all the other types of media, not in figuring out which one will survive. Adobe CS4 bears witness to this trend.... CS4 finally makes it possible to export interactive content from InDesign to Flash, and continues the efforts to integrate video into the general media line-up.”

**Andreas Pfeiffer, The Pfeiffer Report on Emerging Trends and Technologies**

In a Technology Trends Report published Oct 14, 2008 focused on the introduction of Creative Suite 4 and the value it brings, Andreas Pfeiffer concludes that the evolving needs of creative professionals are driving a need for excellence in creative expression—a need that Creative Suite 4 is ideally-suited to serve. For the full report, go to [http://pfeifferreport.com/trends/trend\\_cs4.html](http://pfeifferreport.com/trends/trend_cs4.html).

**BENCHMARKING NOTES**

All tests were conducted independently by Pfeiffer Consulting for Adobe. Tests were performed on the latest generation Mac Pro using the latest updates to Mac OS X 10.5.5. Additional benchmarking information covering more features and additional workflows for both Mac OS and Windows® is expected to be available in Q2 09.

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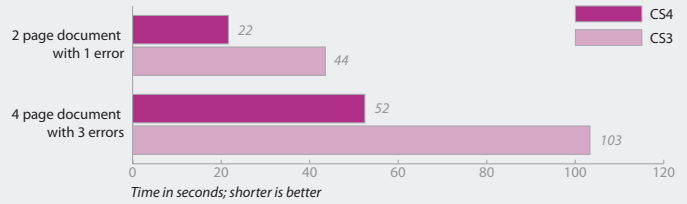


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**Find and fix production errors twice as fast\* with Live Preflight in InDesign CS4**



Included in  
**Design Premium**  
**Design Standard**  
**Master Collection**

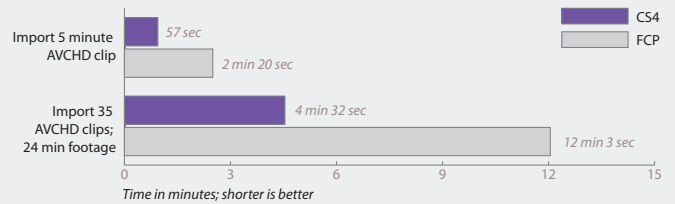


Finding and fixing an error in a 2-page Adobe InDesign® CS4 software layout with Live Preflight is **twice as fast\*** as finding and fixing errors using the Preflight options in InDesign CS3. Live Preflight in InDesign CS4 alerts you to potential production problems in real time so you can quickly navigate to a problem, fix it in layout, and keep working—helping you avoid costly errors in handoffs to print or Flash output.

**Go from shooting AVCHD to editing up to 150% faster\* with Adobe Premiere Pro CS4**



Included in  
**Production Premium**  
**Master Collection**



New AVCHD support in Adobe Premiere® Pro CS4 software is **up to 150% faster\*** than importing the same footage with Apple Final Cut Pro. Adobe Premiere Pro CS4 offers native tapeless support for AVCHD, P2, XDCAM, and RED, so you can dramatically decrease the time it takes to go from shooting to editing.

**Creative Suite 4 configurations and pricing**

Products with benchmarking results in this document are listed in bold in the table below. Adobe Creative Suite 4 suites and applications are available today; licensing is available for purchases of three or more licenses. Please visit [www.adobe.com/creativesuite](http://www.adobe.com/creativesuite) to learn about introductory upgrade pricing, new features, licensing options, and much more.

CS4	CS4 Configurations						ESTIMATED RETAIL PRICE (US\$)
	DESIGN PREMIUM	DESIGN STANDARD	WEB PREMIUM	WEB STANDARD	PRODUCTION PREMIUM	MASTER COLLECTION	
<b>Adobe InDesign CS4</b>	●	●				●	<b>\$699</b>
<b>Adobe Photoshop CS4 Extended</b>	●		●		●	●	<b>\$999</b>
<b>Adobe Photoshop CS4</b>		●					<b>\$699</b>
Adobe Illustrator® CS4	●	●	●		●	●	<b>\$599</b>
Adobe Acrobat® 9 Pro	●	●	●			●	<b>\$449</b>
<b>Adobe Dreamweaver CS4</b>	●		●	●		●	<b>\$399</b>
Adobe Flash® CS4 Professional	●		●	●	●	●	<b>\$699</b>
Adobe Fireworks® CS4	●		●	●		●	<b>\$299</b>
Adobe Contribute® CS4			●	●		●	<b>\$199</b>
Adobe After Effects® CS4					●	●	<b>\$999</b>
<b>Adobe Premiere Pro CS4</b>					●	●	<b>\$799</b>
Adobe Soundbooth® CS4			●		●	●	<b>\$199</b>
Adobe OnLocation™ CS4					●	●	
Adobe Encore® CS4					●	●	
<b>ESTIMATED SUITE RETAIL PRICE (US\$)</b>	<b>\$1,799</b>	<b>\$1,399</b>	<b>\$1,699</b>	<b>\$999</b>	<b>\$1,699</b>	<b>\$2,499</b>	
what you save when you buy this suite	\$2,344	\$1,047	\$2,143	\$597	\$2,595	\$3,840	

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