

CS5.5 and Subscriptions: Message Summary

Context: Key Trends	<p>The proliferation of mobile devices is a compelling event that has caused three key trends for companies:</p> <ul style="list-style-type: none"> • Reach across devices – <i>How do I efficiently reach customers across Android, Blackberry or iOS?</i> • Design & Interactivity- <i>How do I deliver content and portray my brand in the richest way?</i> • Business Model Challenges- <i>How do I shift my business model for this new multi-device landscape?</i> 	
Big Adobe Story:	Adobe is changing the world through digital experiences and transforming digital media .	
New CS Release Schedule:	<p>To enable customers to successfully capitalize on these industry trends, Adobe is innovating quickly and we are introducing a new release schedule for Creative Suite:</p> <ul style="list-style-type: none"> • In order to keep customers ahead of these industry trends, we will issue midcycle releases in between our traditional milestone releases. • We are extending the time between milestone releases to two years. • There will be one midcycle release during each cycle. So, once every 12 months there will definitely be a substantial release for CS. • Since features in the midcycle release are primarily focused on <i>keeping users ahead of the industry trends at that time</i>, not all point products will be revised in a given midcycle release. • This new Release Schedule debuts now, with CS5.5 as the first of these midcycle releases. 	
CS5.5 is for:	With this release customers still using CS2, 3 and 4 have a strong reason to take a second look at upgrading . Some CS5 users, specifically those facing the challenge of delivering to multiple devices, or those in the video space, have reason to take a look at CS5.5.	
CS5.5 's big message is:	CS5 builds on CS5, enabling customers to capitalize on the proliferation of mobile devices . CS5.5 does this in two ways :	
	Empowers you to Create, deliver and monetize rich content and applications for any screen or device (across Android, Blackberry, and iOS) thanks to industry leading tools for creating HTML5, CSS3 and Flash content. <i>(Create For...)</i>	Extends the creative process beyond the desktop to a combination of desktop, tablets and cloud services . <i>(Create On...)</i>
How CS5.5 delivers on this:	<ol style="list-style-type: none"> 1. Develop mobile applications for Android, Blackberry and iOS with Flash Builder and Flash Professional. 2. Design and develop rich browser based content for desktops or devices with the leading HTML5 authoring tools. <i>And, Flash continues to drive innovation on the web particularly in video and gaming.</i> 3. Create digital publications and marketing content via InDesign CS5.5 and publish and monetize with the Adobe Digital Publishing Suite 	<ol style="list-style-type: none"> 1. Adobe is innovating quickly in creative tooling across the desktop, tablet and cloud. 2. Exciting news around extending beyond the desktop: A Photoshop SDK that will allow developers to create tablet applications across Android, Blackberry, and iOS. Plus, new tablet apps from Adobe for use with Photoshop join the already successful Adobe Ideas sketching software app.
In addition, CS5.5 also addresses key trends in Video:	<p>Another big trend occurring in media today is in the video space: A shift away from distribution-centric to content-centric. More video is being produced than ever before.</p> <p>Adobe CS5 Production Premium was a groundbreaking release that drove many broadcasters to move from Final Cut Pro and Avid. BBC, CNN and others have standardized on Premiere Pro.</p> <p>This momentum will increase with CS5.5 bringing even more sweeping performance enhancements in Adobe Premiere Pro CS5.5 and throughout Adobe Production Premium CS5.5.</p>	
Subscriptions:	Some customers would love to try a Suite for the first time, or have not upgraded from an older Suite version due to the upfront cost. Others are seeking a more flexible way to own the latest CS tools. Now these customers can enjoy the latest CS version with Subscription Edition, offering an affordable monthly cost and flexibility . Subscribers are guaranteed to always have the latest CS versions as soon as they are available.	