

ADOBE® CREATIVE SUITE® 4 SAVES TIME, MONEY

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



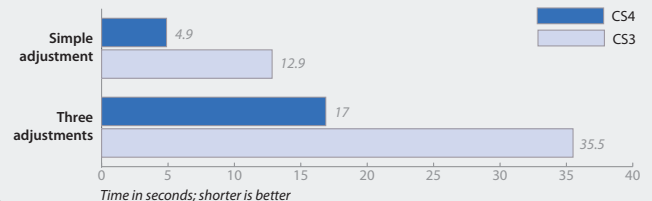
Today's tough economy demands creative problem solving—budgets are shrinking and you have to do more with less. Adobe Creative Suite 4 software can save you time every day while arming your organization with new ways to expand your services and deliver high quality in the face of tough competition. Adobe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

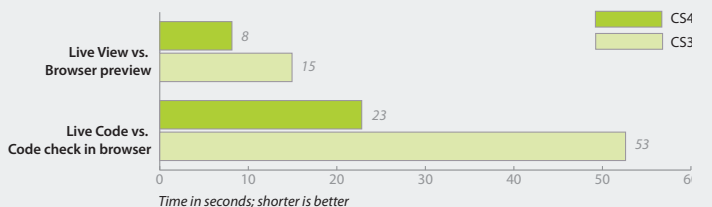
Frank J. Bernhard, managing principal and technology economist, OMNI Consulting Group LLP

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.

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.

Pfeiffer Consulting is an independent technology research institute and consulting operation focused on the needs of publishing, digital content production, and new media professionals. Pfeiffer Consulting offers independent, high-level benchmarking and analysis of products and technologies for both professionals and the industry. *These materials contain comparative advertising. Recipients should not use or distribute these materials in any jurisdiction which prohibits or severely restricts comparative advertising. Adobe Systems Incorporated strongly advises recipients to check their national laws and regulations prior to any use or distribution of these materials. Recipients are responsible for their own actions.*

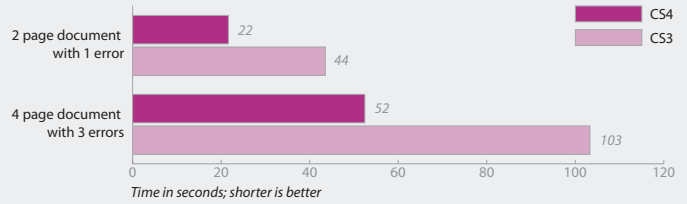


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Find and fix production errors twice as fast* with Live Preflight in InDesign CS4



Included in
Design Premium
Design Standard
Master Collection

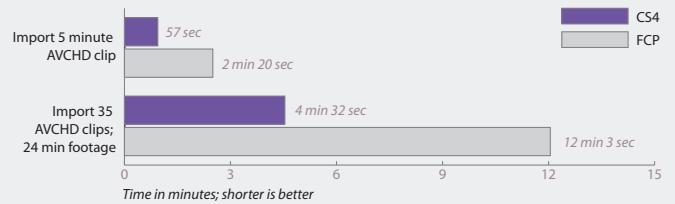


Finding and fixing an error in a 2-page Adobe InDesign® CS4 software layout with Live Preflight is **twice as fast*** as finding and fixing errors using the Preflight options in InDesign CS3. Live Preflight in InDesign CS4 alerts you to potential production problems in real time so you can quickly navigate 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 to learn about introductory upgrade pricing, new features, licensing options, and much more.

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

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