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For Immediate Release

Adobe Announces Availability of LiveMotion 2.0

New version allows Web designers and developers to quickly produce interactive and engaging content for the Web

SAN JOSE, Calif. — February 25, 2002 (NASDAQ: ADBE) — Adobe Systems Incorporated, the leader in network publishing, is now shipping Adobe® LiveMotion™ 2.0 software, the company's professional Web graphics and Flash™ (SWF) animation tool. This new version moves beyond basic Web animation with expanded content creation features, improved integration with Adobe's Web and dynamic media tools, and powerful new scripting capabilities.

Web professionals are increasingly using animation to attract and engage Web audiences, but creating sophisticated animations has traditionally been time and resource-intensive. As companies look for ways to differentiate their sites, they need cost-effective tools that enable their designers to create engaging content, while ensuring content can be repurposed and deployed for other electronic delivery platforms such as CD-ROM interfaces, promotional kiosks, and handheld devices.

“With LiveMotion 2.0, Adobe has delivered a broad set of tools that empowers designers and developers to fully execute their creative vision,” said Kevyn Smith, creative director of Peel Interactive Media, a studio specializing in creating interactive experiences for the Web and other digital media for clients such as the Museum of Fine Arts in Boston and Starbucks. “With support for ActionScript, enhanced Flash (SWF) export, streamlined timeline and a strong set of creativity-boosting features, LiveMotion 2.0 is setting the standard for interactive motion graphics and animation on the Web.”

LiveMotion 2.0 speeds production time through tight integration with Adobe's professional Web design and dynamic media tools, including Adobe Photoshop®, Illustrator®, GoLive® and After Effects® software. Through a new After Effects plug-in available on Adobe.com, registered users of After Effects can transfer their skills from film to Web by exporting complex animations from After Effects 5.5 to LiveMotion 2.0 using the XML-based Adobe Motion Exchange (.AMX) file format, where they can add interactivity and optimize for web deployment.

Additionally, interactive content created in LiveMotion can be exported to SWF with streaming MP3 audio, and QuickTime videos for Web delivery.

With support for ActionScript, LiveMotion 2.0 fits easily into existing Flash workflows, enabling developers to easily transition back and forth between LiveMotion and other Flash authoring tools without having to learn a new scripting language. LiveMotion 2.0 now lets Web professionals move beyond basic Web animations to dynamic Flash applications, XML-based chatrooms and high-end interactive content.

In addition to supporting ActionScript, LiveMotion 2.0 includes the ability to automate and extend the entire authoring environment through automation scripts. Web professionals with minimal coding experience can use the new Live Tabs feature to apply complex scripting to quickly create interactive, dynamic animations without writing a line of code. In addition, automation scripts and Live Tabs can be shared using the Adobe Xchange site (www.AdobeXchange.com), allowing greater collaboration and benefits for designers and developers worldwide.

Pricing and Availability

Adobe LiveMotion 2.0 is available in the United States and Canada for an estimated street price of US \$399, with a limited time introductory price of US \$199. Current users of LiveMotion may upgrade for an estimated street price of US \$99. LiveMotion 2.0 is also available as a bundle with GoLive 6.0 at the estimated street price of US \$449 in the United States. For more information on LiveMotion 2.0, please visit <http://www.adobe.com/livemotion>.

About Adobe Systems Incorporated

Founded in 1982, Adobe Systems Incorporated (www.adobe.com) builds award-winning software solutions for network publishing, including Web, ePaper, print, video, wireless and broadband applications. Its graphic design, imaging, dynamic media and authoring tools enable customers to create, manage and deliver visually-rich, reliable content. Headquartered in San Jose, Calif., Adobe is the second-largest PC software company in the U.S., with annual revenues exceeding \$1.2 billion.

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