Adobe Fast Facts

Adobe Systems Incorporated offers business, creative, and mobile software solutions that revolutionize how the world engages with ideas and information. Adobe customers include enterprises, knowledge workers, creatives and designers, OEM partners, and developers worldwide.

Founded
December 1982 by Charles Geschke and John Warnock

Incorporated
October 1983 in California; reincorporated in Delaware in May 1997

Stock Symbol
ADBE (NASDAQ)

Initial Public Offering
August 20, 1986 at a split-adjusted share price of $.17

Source of Name
Named after Adobe Creek which ran behind Warnock's home in Los Altos, California

Corporate Headquarters
San Jose, California, USA

Revenue
Adobe Fiscal 2008 Revenues; US $3.58 billion (FYE Nov. 28, 2008)

Adobe Q3 2009 Revenues: US $697.5 million (quarter ended Aug. 28, 2009)

Employees
Approximately 7,564 worldwide (quarter ended Aug. 28, 2009)

Major Acquisitions
Aldus Corporation, 1994

Frame Technology Corporation, 1995

GoLive Systems, Inc., 1999

Accelio Corporation, 2002

Macromedia, Inc., 2005

Omniture, Inc., 2009

Leadership
Shantanu Narayen, President and Chief Executive Officer

Charles Geschke, Chairman of the Board

John Warnock, Chairman of the Board

Mark Garrett, Executive Vice President and Chief Financial Officer

Karen Cottle, Senior Vice President, General Counsel, and Corporate Secretary

Naresh Gupta, Senior Vice President, Print and Classic Publishing Solutions Business Unit, and Managing Director, India Research and Development

Josh James, Senior Vice President and General Manager, Omniture Business Unit

Ann Lewnes, Senior Vice President Global Marketing

John Loiacono, Senior Vice President and General Manager, Creative Solutions Business Unit

Kevin Lynch, Chief Technology Officer

Tom Malloy, Senior Vice President and Chief Software Architect, Advanced Technology Labs

Donna Morris, Senior Vice President of Human Resources

Rob Tarkoff, Senior Vice President and General Manager, Business Productivity Business Unit

Matt Thompson, Senior Vice President, Worldwide Field Operations

Paul Weiskopf, Senior Vice President, Corporate Development

Market Presence
More than half of Adobe's revenue is generated outside the United States.

Adobe® Reader® software is distributed in 32 languages on major platforms worldwide.

PDF, as well as subsets of the format such as PDF/Archive, PDF/X, and PDF/E, have been ratified by international standards bodies.

1.2 billion devices have shipped with Flash technology. Close to 40% of all new phones shipped with Flash in 2008.[1]

Two million designers and developers use Adobe Flash® software.

Adobe AIR® 1.0 software has significantly expanded its penetration with over 200 million installs since its release in 2008.

Adobe Dreamweaver® software has a customer installed base of more than 5 million.

Adobe Flash Player is installed on over 98% of Internet-enabled desktops and approximately 75% of online videos worldwide are viewed using Adobe Flash technology, making Flash the #1 format for video on the web.[2]

More than 90% of creative professionals have Adobe Photoshop® software on their desktops.

Omniture, An Adobe company, is a leader in Software-as-a-Service, with one trillion user interactions measured per quarter.

Core Technologies and Clients
Portable Document Format (PDF)— Launched in 1993
Developed by Adobe, and now an ISO standard (ISO 32000) used by government organizations, corporations, and people around the world for more secure, reliable electronic document exchange.

Adobe Reader—Launched in 1993
Free, universal client software that enables users inside and outside the firewall to interact with electronic documents online or offline.

Adobe Flash Player—Launched in 1996
The world's most ubiquitous client runtime for playing rich experiences across major operating systems, browsers, and mobile devices.

Adobe PostScript®—Launched in 1984
Device-independent page description language, built into printers and professional presses, that powers the reliable output of visually rich documents.

Adobe AIR—Launched in 2008
Desktop runtime that delivers rich Internet applications (RIAs) built with web technologies outside of the browser and across all major operating systems.

Adobe® Digital Editions—Launched in 2007
Software application for purchasing, managing and reading eBooks, digital newspapers, and other digital publications, transforming the digital reading experience and offering new creative possibilities for publishers.

Omniture® Online Marketing Suite—Launched in 2009
On-demand software that enables marketers to optimize every customer interaction—creating more personalized, relevant experiences while also increasing conversion and maximizing return on their marketing spend.

Flagship Products

Creative Solutions

Adobe Creative Suite® product line—Launched in 2003
A family of tightly integrated, industry-leading design and development tools for virtually every creative workflow. Adobe Creative Suite is comprised of six editions: Adobe Creative Suite Design Premium and Design Standard editions; Adobe Creative Suite Web Premium and Web Standard editions; and Adobe Creative Suite Production Premium, as well as the all-inclusive Adobe Creative Suite Master Collection.

Adobe Photoshop—Launched in 1990
Professional industry standard for digital image editing and creation, and leader of the Photoshop digital imaging line.

Adobe InDesign®—Launched in 1999
Professional layout and design software that delivers swift production workflows, a fluid creative environment, and sophisticated graphics and typography.

Adobe Premiere® Pro—Launched in 1991
Powerful, frame-accurate, real-time digital video and audio editing software.

Adobe After Effects®—Launched in 1993
Essential motion graphics and visual effects tool for digital video production work.

Adobe Flash—Launched in 1996
The industry's most advanced authoring environment for creating interactive websites, engaging digital experiences, and high-impact mobile content.[3]

Adobe Dreamweaver—Launched in 1997
Industry-leading web development tool, enabling users to efficiently design, develop, and maintain standards-based websites and applications.[4]

Knowledge Worker Solutions

Adobe Acrobat®—Launched in 1993
Family of products that provide business, technical, and creative professionals a flexible, reliable, and more secure way to communicate and collaborate more easily with PDF.

Adobe Acrobat® Connect™—Launched in 2003[5]
High-impact online conferencing and collaborative web communications solution that everyone can access instantly.

Enterprise and Developer Solutions

Adobe LiveCycle® Enterprise Suite—Launched in 2004
A software suite that helps organizations improve productivity through intuitive applications and efficient process management.

Adobe Flex®—Launched in 2003
Familiar, standards-based programming framework and powerful set of building blocks for creating a richer, more responsive presentation tier for enterprise applications.

Mobile Solutions

Adobe® FlashCast®—Launched in 2004
End-to-end solution to meet the demand for compelling, consistently updated, easy-to-use mobile data services.

Adobe Reader® LE—Launched in 2004
Universal client software optimized for interacting with Adobe PDF documents on mobile devices.

Select Industry Recognition

#11 best company to work for in America (*FORTUNE* magazine's "100 Best Companies to Work For," 2009).

#19 Great Places to Work India (Grow Talent Company Ltd./*Businessworld*, 2008).

#24 Great Place to Work Germany (Great Place to Work Institute, 2008).

#2 computer software company in America's Most Admired Companies 2009 (*Fortune*, 2009).

Canada's Top 100 Employers 2009 (*Maclean's*, 2008).

Financial Post's 10 Best Companies to Work For in 2009 (Canada).

#1 Best Employers in Romania, Small and Medium size companies (Hewitt Associates, 2008/2009)

#21 Top 50 Socially Responsible Companies in the U.S. (Boston College Center for Corporate Citizenship and Reputation Institute, 2008).

First commercial enterprise to be awarded three Platinum certifications under the US Green Building Council Leadership in Energy and Environmental Design-Existing Building (LEED®) program.

Financial information can be found on Adobe's Investor Relations site at http://www.adobe.com/aboutadobe/invrelations/.

Additional information regarding Adobe's executive team can be found on the Executive Profiles page at http://www.adobe.com/aboutadobe/pressroom/executivebios/.

1 Frost and Sullivan 2009 January report

2 July 2009 data from independent research firm comScore.

3 JPR Digital Content Creation Report 2005; Streaming Advertising and Subscription Media 2003-2006

4 NPD Techworld, May 2005

5 Originally launched as Macromedia® Breeze®