



Press/Analyst Contacts

Sandra Nakama
Adobe Systems Incorporated
415-832-4053
snakama@adobe.com

Susan Puccinelli
A&R Edelman
650-762-2926
spuccinelli@ar-edelman.com

FOR IMMEDIATE RELEASE

Adobe and Turner Broadcasting System, Inc. Expand Alliance

Turner to Leverage Adobe Video Solutions to Increase Speed and Efficiency of Newsroom Editing Workflows

SAN JOSE, Calif. — Sept. 30, 2009 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that it has expanded its strategic media technology alliance with Turner Broadcasting System, Inc. (TBS, Inc.), initially [announced](#) in March 2009. This expansion of the alliance is focused on efforts to take advantage of the extensibility of Adobe's video production toolset to create a cross-location editing environment that is faster and more efficient and format capable than today's broadcast industry workflows. The initial goal of the extended alliance is to leverage Adobe's video editing solutions, including Adobe Premiere® Pro CS4 software, to advance the speed and efficiency of video editing workflows at Turner, including Turner's news production environments.

"Turner had earlier formed a strategic technical alliance with Adobe because of our shared interest in creating and maintaining metadata to enhance and accompany our digital media distribution. This has led us to a further shared interest in digital media workflows within our production environments, including our news environments," said Scott Teissler, chief technology officer at TBS, Inc. "We are finding that Adobe's product infrastructure and our workflow experience and other integration partners are combining to produce an ingest-to-edit-to-air architecture up to our fairly demanding performance requirements."

A Streamlined Video Production Workflow

The expanded alliance with Turner is consistent with Adobe's strategy of working with customers to develop solutions that enhance and extend content creation and delivery across multiple media. Adobe and Turner are collaborating to improve the speed and turnaround of video production in the fast-paced newsroom environment, making workflows more streamlined and integrated and reducing the time journalists and video editors spend on redundant tasks.

"The expansion of our alliance with Turner, a prominent broadcaster with a worldwide reach and reputation, demonstrates the importance of providing integrated newsroom video editing solutions that are fast and efficient," said John Loiacono, senior vice president, Creative Solutions Business Unit at Adobe. "Our vision is to help broadcasters, media companies and video professionals make the most of their content, and this alliance exemplifies that."

Adobe Creative Suite® 4 Production Premium software offers exceptional support for tapeless workflows. It also provides the foundation for next-generation broadcasting workflows as well as helping broadcasters build more profitable online business models. With native support of RED R3D, Panasonic P2, Sony XDCAM EX and AVCHD (Advanced Video Codec High Definition) in Adobe Premiere Pro CS4 software, editors now have one of the fastest possible workflows to view what the camera captured without loss of fidelity – all without transcoding or rewrapping. XMP metadata support across components of Adobe Creative Suite 4 Production Premium simplifies the production workflow, resulting in online content that gives viewers new ways to interact with and search for video, while giving media owners new opportunities to track and monetize content. In addition to smooth integration with After Effects® CS4 and Photoshop® CS4 Extended software, Adobe Premiere Pro CS4 software includes the ability to import Final Cut projects and exchange content with Avid systems. Editors can complete rough cuts in the field and bring them back to the newsroom for further fine-tuning using Adobe Premiere Pro on Mac or PC systems. For more information, visit

<http://www.adobe.com/products/creativesuite/production>.

About Adobe Systems Incorporated

Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit www.adobe.com.

About Turner Broadcasting System, Inc.

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

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