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Adobe Premiere Pro CS3 Delivers Industry-Leading Support for Tapeless Workflows

Native Support for Sony XDCAM EX Camera Format Now Available in Adobe Premiere Pro CS3

SAN JOSE, Calif. And LAS VEGAS — April 14, 2008 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced native support for the Sony XDCAM EX camera format in Adobe® Premiere® Pro CS3 video editing and production software. Adobe Premiere Pro provides a true file-based workflow without transcoding or rewrapping, providing a software-only, tapeless High Definition (HD) workflow—from capture to output. Adobe will demonstrate the Sony XDCAM EX editing workflow during The 2008 NAB conference, April 14 – 17 (Booth SL 3220).

In September 2007, Adobe unveiled native support for the Panasonic P2 camera format in Adobe Premiere Pro CS3, underscoring its commitment to integrate file-based camera formats into its line of professional video products. Panasonic P2 and Sony XDCAM EX are solid-state recording formats for video production that eliminate tape from the workflow, helping to reduce the time it takes editors to find a specific scene and eliminating the need to digitize footage from tape. With rich support for file-based camera formats, Adobe Premiere Pro CS3 provides a rapid, efficient, HD workflow.

“Due to the speed, capacity, and efficiency of file-based camera formats, tape workflows are rapidly being replaced by high-capacity data cards, hard drives, and compact storage devices,” said Simon Hayhurst, senior director for Dynamic Media at Adobe. “Adobe is committed to bringing video, film, and broadcast professionals highly integrated, tapeless production workflows—from capture to output—that help enable them to deliver projects faster. And, with affordable file-based camera formats like P2 and XDCAM EX, more professionals are now free to create their projects in HD.”

"Anyone who wants to create projects with unprecedented mobility, speed, ease, and outstanding picture quality should be looking at the combination of Adobe Premiere Pro CS3 and the Sony XDCAM EX," said Jeff Patrick, owner of Current Communications, LLC, a Washington, D.C. based video production firm. "I am amazed by the time and money we can save with the tapeless workflow centered around Adobe Premiere Pro, and by the stunning quality this new Sony camera offers."

A True Tapeless Workflow

Because Adobe Premiere Pro CS3 does not transcode or rewrap XDCAM or P2 formats into another file format, editors can deliver higher-quality footage and accelerate the video production process by editing the camera source files directly. The convenience of editing video natively, retaining valuable metadata information that makes it faster and easier to search through content. Editors can mix other file formats within the Adobe Premiere Pro timeline, combining content from multiple sources. The end result is that broadcasters and other professionals can shorten the time it takes to edit and air content.

“The combination of the Sony XDCAM EX for state-of-the-art tapeless acquisition and Adobe Premiere Pro CS3 gives customers striking picture quality and extra mobility as well as an efficient, high-capacity workflow that makes HD more accessible and affordable to more people,” said Bob Ott, vice president of professional and optical products, Sony Electronics.

About Adobe Premiere Pro CS3

Available for both Windows® and Mac OS X operating systems, Adobe Premiere Pro CS3 software makes virtually every step of HD video production more efficient, and includes both Adobe OnLocation™ CS3 software for direct-to-disk recording and on-set monitoring, and Adobe Encore® CS3 software for authoring to Blu-ray Disc, DVD and interactive SWF files for the Web.

Pricing and Availability

The compatibility update for Sony XDCAM EX is available immediately and will be delivered free to all Adobe Premiere Pro CS3 customers. Adobe Premiere Pro CS3 is currently available to customers in the United States and Canada through Adobe Authorized Resellers and the Adobe Store at www.adobe.com/store. Estimated street price for Adobe Premiere Pro software is US \$799 for the full version and US \$299 for upgrades. For more detailed information about features, upgrade policies and pricing, please visit: www.adobe.com.

* For Macintosh users, Adobe OnLocation requires Boot Camp and Windows (purchased separately) or a separate

Windows based computer.

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