

Toward An Integrated Publishing Architecture

Adobe Systems, Inc.



Laying the Foundation

- A global publishing transformation
 - From gluepot to digital media
 - Dramatic cuts in publishing cycles & costs
 - Freedom for designers
 - Empowerment for individuals
- The rise of the networked enterprise
 - Information now unleashed, building knowledge
 - Now what's needed: Information architecture



Adobe Today

- Our unique proposition: “If you can dream it, you can do it.”
 - Most complete, cross-platform publishing solutions portfolio anywhere
 - Windows, Macintosh and UNIX products
 - Touching every publication, printed piece and web site in the world
- With you for the long haul...
 - Third-largest PC software company
 - \$787 MM in '96 revenues
 - 2300+ employees; offices worldwide



Adobe's Legacy of Leadership

- Groundbreaking publishing standards
 - PostScript (1985)
 - Portable Document Format (1993)
- Groundbreaking publishing solutions
 - Desktop publishing: PageMaker (1984)
 - Digital illustration: Illustrator (1987)
 - Image manipulation: PhotoShop (1989)
 - Documentation: FrameMaker (19XX)
 - Desktop Video: Premiere (1993)
 - Web production: PageMill/SiteMill (1995)



Evolution of Publishing

- One-to-many: Traditional printing
- One-to-few: Desktop publishing
- One-to-one: The Web (Internet & Intranet)

Today, anyone can be a publisher!



Our Customers

- Graphics & publishing
- Enterprises
- General business
- Consumers



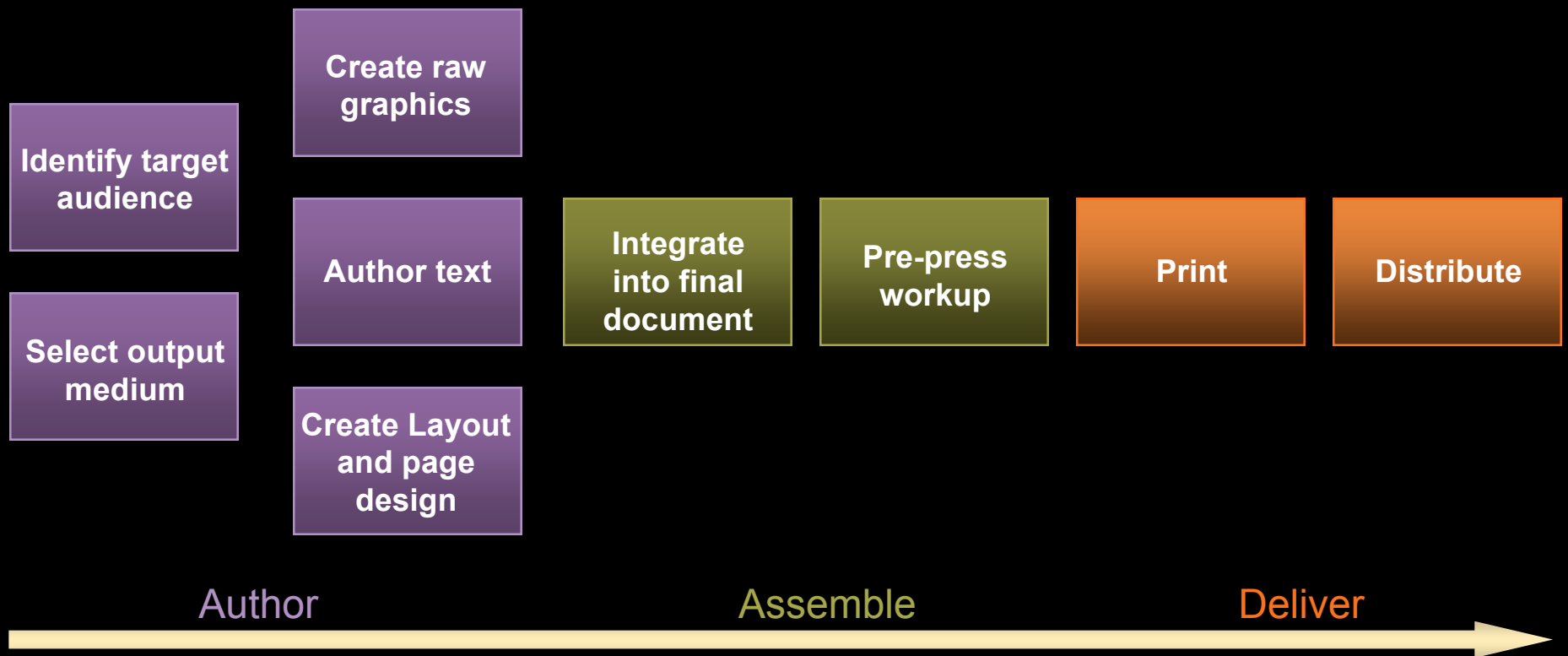
Today: Two Publishing Media

- Print
 - Often preferred
 - High resolution
 - Tactile
 - Highly portable
 - Static information & design
- Web
 - Interactive
 - Dynamic
 - Multimedia-capable
 - Low-cost production
 - Cross-platform



Print Authoring & Delivery

Print Process Workflow



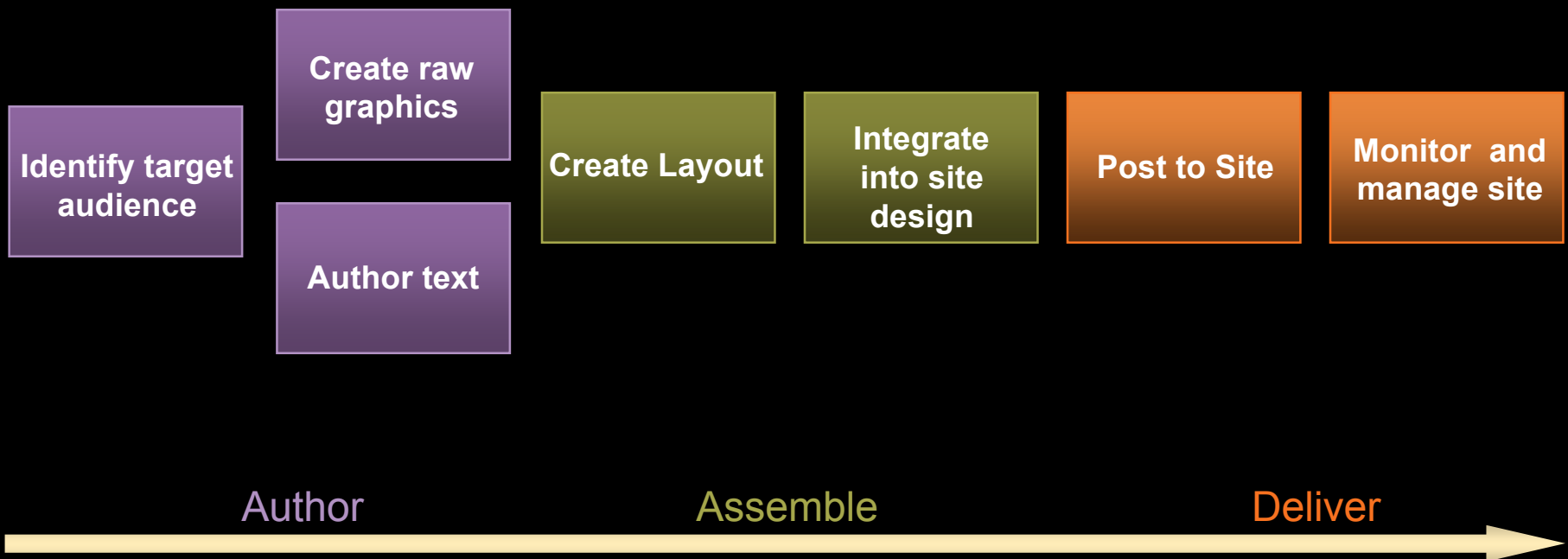
Print Publishing Issues

- Print format limits document appearance
- Content in multiple file formats difficult to reuse
- Porting print documents to the Web is costly & time-consuming
- Version control & content integrity



Web Authoring and Delivery

Electronic Process Workflow



Web Publishing Issues

- Technology limits on information design
- Web content in multiple file formats is difficult to reuse
- Printed Web content may not look as it does on screen
- Version control & content integrity



Two Media, Two Processes = Parallel Publishing

	Presentation Medium	Resolution	Component Formatting	Layout Formatting	Presentation Creation
Print	Document	Varies (300-1200 DPI)	At creation	Early	Static
Web	Views/pages	Low (72 DPI)	Creation and presentation	Mostly early	Dynamic



Parallel Publishing Is ...

- Fragmented: Print & web are separate processes
- Limiting: Each locks in information & design
- Inflexible: Multiple, incompatible file formats prevent reuse or require re-authoring
- Inefficient: Transferring information across media is resource-intensive or unreliable

The bottomline: Parallel publishing is expensive!

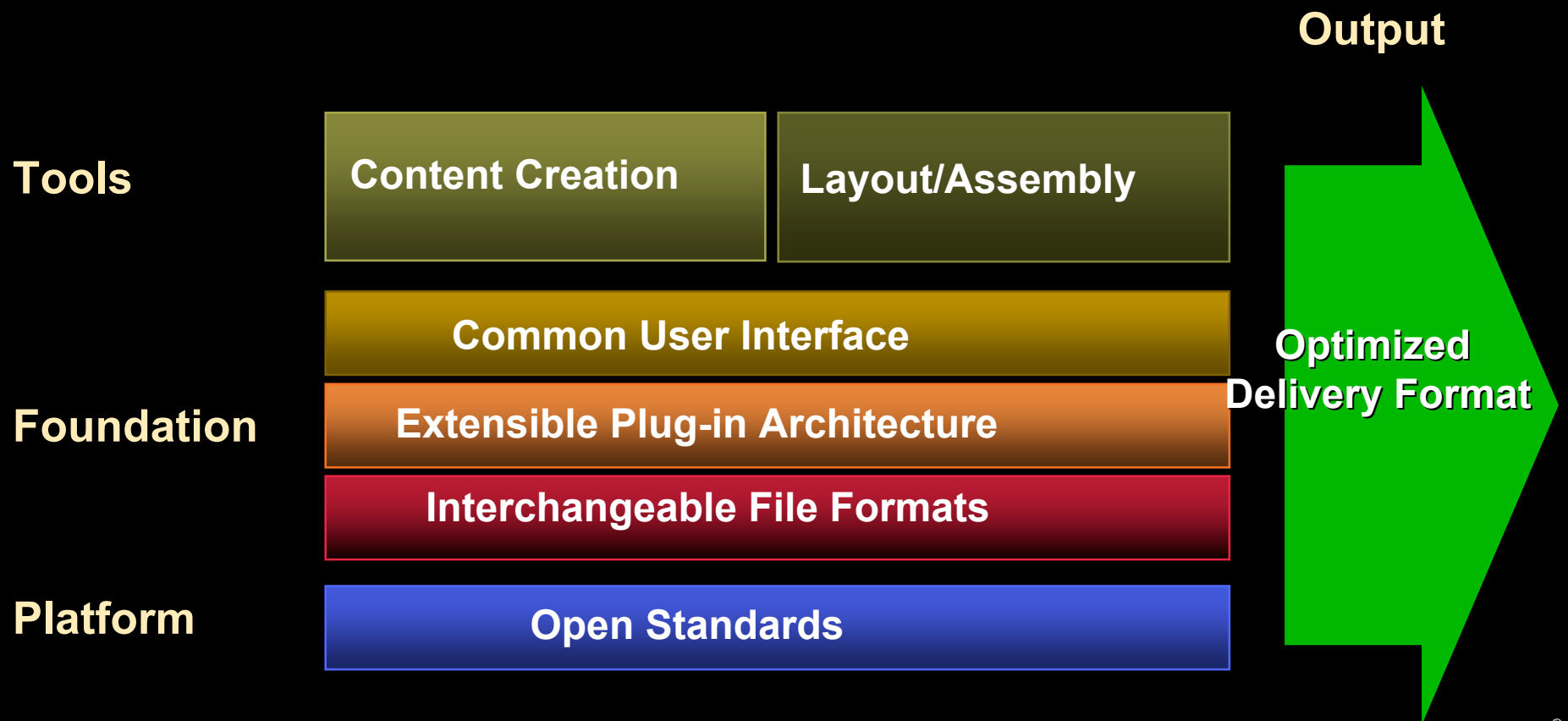


The Adobe Vision: Unify Print & Web Publishing

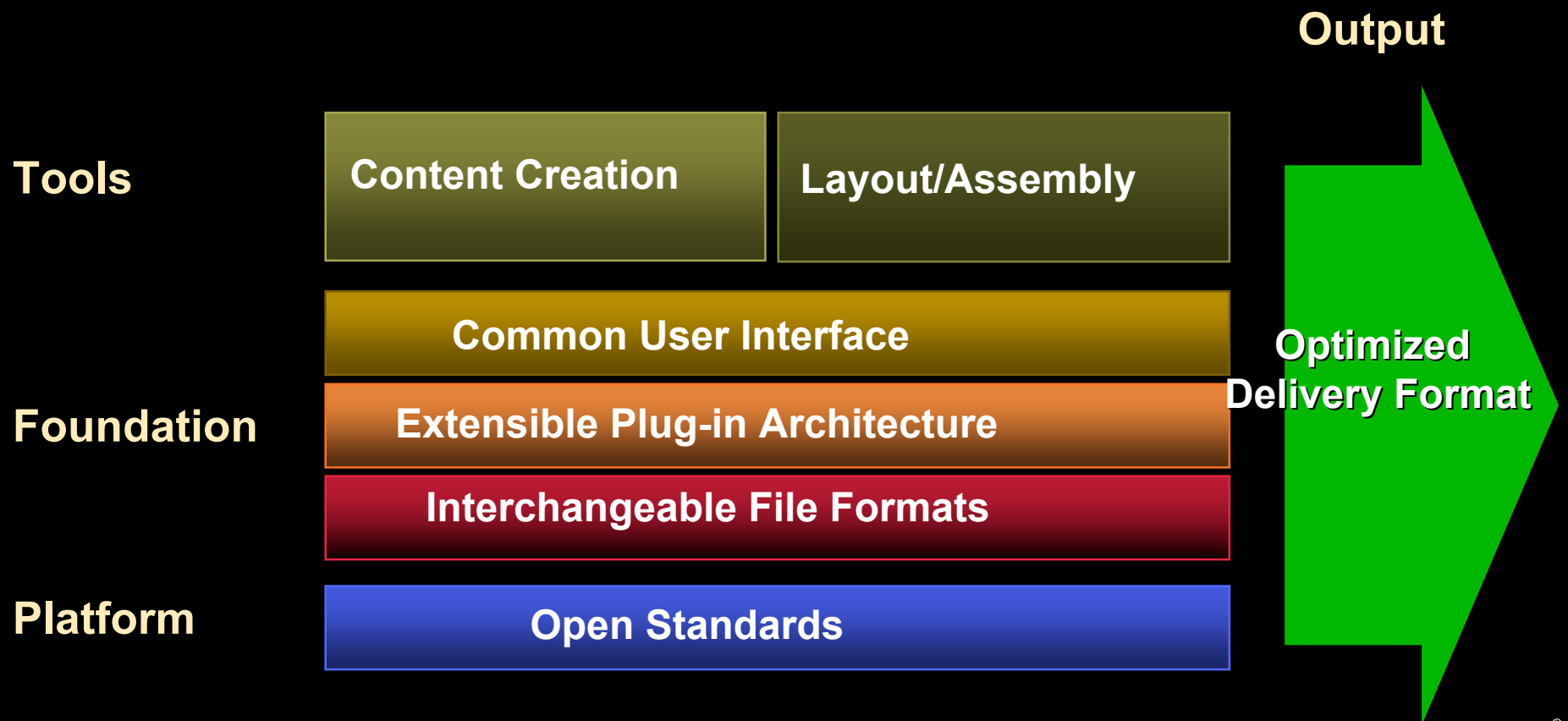
- Freedom: Assemble content from any source, without re-authoring
- Efficiency: Minimize duplication of source materials
- Flexibility: Create without regard to final output
- Consistency: Offer high quality print output regardless of creation process



The Adobe Integrated Publishing Architecture



The Adobe Integrated Publishing Architecture



The Benefits

- Creativity
- Quality
- Flexibility
- Value



Only Adobe Has What It Takes Today

- Cross-platform applications
- A consistent, familiar Adobe interface
- A complete line of products for each stage of the process
- An extensible, customizable architecture
- Optimized Delivery Formats for publishing reliably and consistently in print and on the Web



Building On The Adobe Integrated Publishing Architecture

- [MORE TO COME FROM BOB]



Knowledge & Site Management

- Web site structure design and navigation
- * Web site management
- * Web integration with databases to automatically update sites and fill them with content from a variety of sources
- All applications will use PDF as the Optimized Delivery Format



Create once, use often

- Users can easily re-purpose content for other media as needed, without re-authoring
- Users can create database banks or libraries of content and retrieve it as necessary



Customizable Solutions

- VARs and systems integrators can create specialized applications to exactly suit the needs of individuals and companies



Products & Benefits

