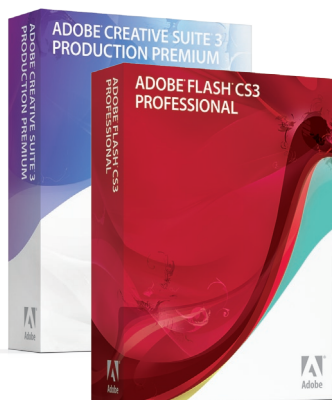


ADOBE® FLASH® CS3 PROFESSIONAL

CREATE AND DELIVER RICH, INTERACTIVE CONTENT



Adobe Flash CS3 Professional is a component of Adobe Creative Suite® 3 Production Premium, available for both Mac and Windows.

Adobe Creative Suite 3 Production Premium combines full new versions of:

- Adobe After Effects CS3 Professional
- Adobe Premiere Pro CS3*
- Adobe Photoshop® CS3 Extended
- Adobe Flash® CS3 Professional
- Adobe Illustrator® CS3
- Adobe Soundbooth CS3*
- Adobe Encore® CS3*
- Adobe OnLocation™ CS3 †
- Adobe Ultra™ CS3†
- Features available only in Production Premium: Adobe Dynamic Link* and Capture In After Effects*
- Adobe Device Central CS3 and Adobe Bridge CS3

* Mac version requires Intel®-based Mac.

† Windows only. Adobe OnLocation requires Boot Camp to run on Mac. Ultra is not included in the Mac version of Production Premium.

The Mac version of unmarked items runs on Intel-based or PowerPC Mac.

With a new streamlined user interface, timesaving design and development tools, and integration with Adobe After Effects®, Adobe Premiere® Pro, and Soundbooth® software, Flash CS3 Professional ensures a fluid and efficient web video workflow.

All-new Adobe Flash CS3 Professional software enables video professionals to deliver truly interactive web video experiences for the widest online audience. Integration with After Effects, Adobe Premiere Pro, Photoshop, Illustrator, and Soundbooth ensures smooth workflows. And sophisticated new video encoding tools enable post-production professionals to carry forward the same high quality they are accustomed to in broadcast or film workflows. Take advantage of Emmy Award–winning Flash video technology, Flash Media Server, and the ubiquitous Adobe Flash Player to deliver interactive content with Flash CS3 Professional.

Flash CS3 Professional is an integral part of Adobe Creative Suite 3, which empowers creative professionals and developers to experience an uninterrupted flow of energy and ideas from initial concept to polished final execution across print, video, web, and mobile devices. The end-to-end integration is the core of what makes Creative Suite uniquely powerful—you can remain focused on your vision and achieve the highest quality results in less time.

With Adobe Flash CS3 Professional, you can:

Experience creative flexibility—Flash CS3 features a full set of creative drawing, animation, and interactive tools, offering greater productivity and flexibility to help you explore multiple design options. New Shape Primitives and a new Pen tool—one that functions like that found in Adobe Illustrator—allow for precise control over your artwork.

Work in an efficient production environment—New sophisticated video encoding functionality and the ability to import and export cue points make for a productive development environment. Featuring advanced QuickTime export and a new Flash Video Encoder, Flash CS3 enables efficient and consistent production.

Benefit from intelligent integration—Flash CS3 sports a new user interface that is consistent with other Adobe design software. Enhanced integration with these commonly used applications—like the ability to export layered Flash content for advanced compositing in After Effects—makes completing projects much more fluid and efficient. And new Adobe Device Central CS3 makes it easier to develop content for mobile devices.

Adobe Flash CS3 Professional is also available as part of:

- Adobe Creative Suite 3 Design Premium
- Adobe Creative Suite 3 Web Premium
- Adobe Creative Suite 3 Web Standard
- Adobe Creative Suite 3 Master Collection

Pricing

Adobe Creative Suite 3 Production Premium will be available in North America for an estimated street price of US\$1699, directly from Adobe or through Adobe Authorized Resellers. Customers may order directly from Adobe by visiting the Adobe Store at www.adobe.com or calling 1-888-724-4507.

Licensed users of Adobe Production Studio (Premium or Standard edition) can upgrade to Adobe Creative Suite 3 Production Premium for an estimated street price of US\$799. Licensed users of qualifying Adobe point products, such as Flash or After Effects, can upgrade to Production Premium for an estimated street price of US\$1199.

Estimated street prices do not include taxes, shipping, handling, or other related expenses. A complete list of products that qualify users for upgrade pricing is available in the Pricing Overview document. Information on pricing and support policies outside of North America and for Education customers will be available separately.

Expected Ship Date

Flash CS3 Professional: Second Quarter 2007

Production Premium: Third Quarter 2007

New features for post-production in Adobe Flash CS3

Sophisticated video encoding—Flash CS3 includes the Flash Video Encoder, which features new encoding options such as deinterlacing, advanced cue point control, and a larger selection of video component skins to provide you with more control over the appearance of your video.

Import and export of cue points—Import cue points from After Effects, Adobe Premiere Pro, and Soundbooth for sophisticated interactive video experiences. Use the new Flash Video Encoder to import XML-based cue point data files to trigger interactivity at specified points in your video and audio content.

Advanced QuickTime export—Flash CS3 introduces an advanced QuickTime export feature that captures exactly what Adobe Flash Player plays back. The ability to generate an alpha channel, combined with a new Publish option that can ignore hidden layers upon export, allows for entirely new workflows between Flash and Adobe Premiere Pro and After Effects.

Advanced video playback component—Integrate video into ActionScript™ 3.0-based projects using the newly optimized video playback component. Now including captioning capabilities, this new component supports streaming FLV content from the Flash Media Server as well as progressively downloaded FLV files.

Native Photoshop and Illustrator import—Copy and paste or import native Photoshop and Illustrator content into Flash CS3. Preserve layers and object fidelity, specify options that convert objects or layers to movie clips, merge layers, maintain text editability, and preserve bitmap layer effects.

Convert animation to ActionScript 3.0—Timeline tween animations can now be copied and pasted or instantly converted to ActionScript 3.0, allowing you to animate visually, and then translate motion into reusable, easily editable code. Whether you're new to ActionScript or an experienced coder, converting animations to code offers the perfect way to take things to the next level.

Optimized and easily skinned UI components for ActionScript 3.0—Design interactive content using a new lightweight, easy-to-skin set of user-interface components written in ActionScript 3.0. Once you've started using these video components, you can easily re-skin them to match the exact look and feel of your project.

Common Adobe Creative Suite 3 user interface—Enjoy a common user interface when working with software from the Creative Suite 3 family. Similar tools, familiar icons, and customizable workspaces enable you to move smoothly between Flash and other Adobe production software. Take advantage of cross-application scripting through Adobe Bridge CS3.

Powerful drawing tools—Create precise paths in Flash CS3 using the new Pen tool, which looks and behaves like the one found in Adobe Illustrator. When importing or pasting artwork from Illustrator into Flash, path and anchor point fidelity is preserved. Use new Shape Primitives to easily round rectangle corners, create pie wedges, define an inner circle radius, and more.

Adobe Device Central—Integrated with Flash CS3 as well as throughout the various editions of Creative Suite 3, Adobe Device Central simplifies the creation of mobile content with built-in mobile device skins and quarterly-updated device profiles. Now you can easily design, preview, and test engaging mobile content, such as interactive Flash Lite™ applications and rich user interfaces.

Better by Adobe.™



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