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FOR IMMEDIATE RELEASE

Adobe's Project Primetime To Bring Coverage Of London Games To Devices Across the UK

The BBC to Use Primetime Highlights and Primetime Simulcast to Deliver Live Events Across Desktops, Smartphones, Tablets and Internet-Connected TVs

SAN JOSE, CA — July 26, 2012 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that the British Broadcasting Corporation (BBC) is one of its first broadcast partners to use key components of Adobe's Project "Primetime" to deliver live video streams and video-on-demand (VOD) content of the London Games across the Web and all major device types. "Primetime Simulcast" will allow the BBC's coverage of the Olympics and major sports events to be simultaneously streamed on desktops, smartphones, tablets, and Internet-connected TVs to viewers across the U.K. With "Primetime Highlights", video-on-demand (VOD) coverage of key sporting moments are quickly created as they happen and immediately published to desktops and connected devices.

Adobe's Project Primetime is the industry's first fully integrated video technology platform to deliver seamless viewing experiences for TV content via apps and browsers across all major platforms including Android and iOS. For more information visit the Digital Media blog.

"We are thrilled to see Project Primetime come to life at one of the most important sport events that brings the world together," said David Wadhwani, senior vice president, Digital Media Business, Adobe®. "The BBC continues to push the boundaries when it comes to new technologies. With Primetime's ability to reach almost every device including PCs, laptops, Android and iOS tablets and smartphones as well as connected TVs Adobe will help bring BBC's coverage of the Olympics to the broadest possible audience."

Primetime Simulcast leverages the latest Adobe Media Server technology to take live broadcast feeds of all sports competitions and simultaneously deliver them across devices via desktop Web browsers, mobile apps and browsers as well as Internet-connected TVs. Viewers will be able to watch the global sports event on tablets, smartphones and Internet-connected TVs for the first time in history.

Primetime Highlights enables the broadcaster to create and deliver VOD coverage of live events in real time using a single workflow that reaches their audience across multiple screens. VOD coverage can be delivered instantly – making content more timely and less expensive to produce to reach the widest audience in the U.K. Clips are offered across all major platforms including Android, iOS devices and Internet-connected TVs. Primetime Highlights enables a viewing experience that is smooth and comparable to traditional TV broadcasts.

Project Primetime
Project Primetime is the industry's first fully integrated video technology platform to deliver seamless viewing experiences for ad-supported TV content across connected devices. Primetime empowers media companies to publish premium videos, insert ads and measure content across desktops, tablets, smartphones and connected TVs. Addressing the increasing challenges of device and platform fragmentation, Primetime delivers content more efficiently by offering a single, end-to-end workflow that interconnects Adobe's core video publishing, advertising and analytics technologies. Major components of Primetime include Adobe Auditude®, the Adobe Digital Marketing Suite, Adobe Access, Adobe Media Server, Adobe Pass and Primetime Highlights.

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[Primetime](#) with full integration of all major components will be available in the second half of 2012 with support for Windows, Mac OS, Apple iOS, Google Android, Samsung SmartTVs and other platforms. Components of Primetime are available today as separate, individual products. Primetime is currently in trial with major broadcasters and media companies around the world.

About Adobe Systems Incorporated
Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

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