

Adobe's Digital Publishing Roadmap

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Conference



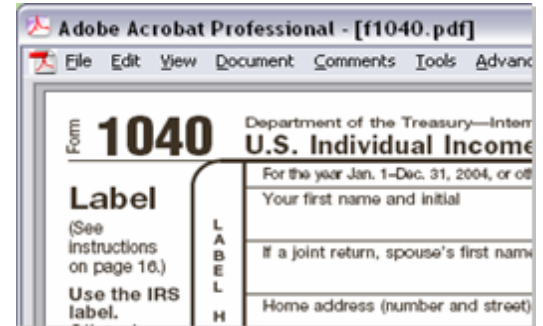
Adobe: Creating and Delivering Rich, Engaging Experiences



Yahoo! Maps



O'Reilly Web 2.0



IRS



Jaguar



Google Video



SAP

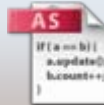
The Adobe Engagement Platform



Universal Client



Programming Model



Services

Document Services

Security & Policy

Data Services

Communication & Collaboration

Creative Tools



Creative Suite

Developer Tools



Flex Builder

Enterprise Infrastructure and Web Services

Digital Publishing: Crossing the Chasm

- The publishing industry and consumers are primed for a paradigm shift from paper to digital distribution and consumption of books and other text-based content
- Opportunity driven by the flexibility to digitally distribute content to generate incremental revenue
 - Using digital content to sell physical books (look-inside & search-inside)
 - Membership and subscription business models
 - Ad-based business models
 - Combining traditional book/periodical content with video and other rich/interactive media
 - User-driven content that adds value and generates “network effects”
- But we’re not quite there yet...

Enabling Digital Publishing Success

- User needs
 - Make any first-time installation/configuration a snap
 - Make fulfillment of new eBook content seamless and reliable
 - An immersive and engaging reading experience, online and offline
 - Ensure content longevity and portability across operating systems & devices, without DRM hassles
- Industry needs
 - Open non-proprietary platform based on industry standards
 - Substantially lower user support cost and increase customer satisfaction
 - Significantly improve scalability and failover of server component of content protection solution
 - Dramatically lower cost of eBook authoring and distribution
 - Enable new and flexible business models

Adobe's Digital Publishing Strategy

- Complement PDF's final-form strengths by adding support for reflow-centric content to our overall platform
- Proliferate a consumer-optimized reading-centric application for secure content (codename: "Twist")
- Deploy next-generation B2C content protection solution
- Add robust digital publishing tooling within the Creative Suite platform

Demos

- **“Twist” concept for thin client reading application**
- **OEBPS-based content with dynamic formatting**