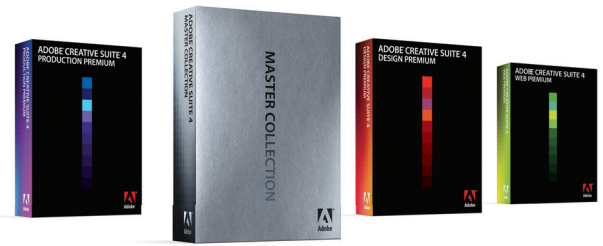


### CS4: What is in it for you?

#### DRAMATICALLY INCREASE YOUR PROFITS

- An opportunity to take advantage of this explosive growth in digital and online media as Adobe makes the tools that enable these engaging experiences
- Adobe products give you a higher GP
- “Drag Though” effect on your other products eg. hardware



### CS4: Top Reasons to Upgrade

| Creative Suite 4 Master Collection                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Top Reasons to Upgrade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• InDesign CS4</li> <li>• Photoshop CS4 Extended</li> <li>• Illustrator CS4</li> <li>• Acrobat® 9 Pro</li> <li>• Flash CS4 Professional</li> <li>• Dreamweaver CS4</li> <li>• Fireworks CS4</li> <li>• Contribute® CS4</li> <li>• After Effects CS4</li> <li>• Adobe Premiere® Pro CS4</li> <li>• Soundbooth® CS4</li> <li>• Adobe OnLocation™ CS4</li> <li>• Encore® CS4</li> </ul> <p>+</p> <ul style="list-style-type: none"> <li>• Adobe Bridge CS4</li> <li>• Adobe Device Central CS4</li> <li>• Dynamic Link</li> <li>• Version Cue® CS4</li> </ul> | <p><b>More speed and control in everyday design tasks</b>—Catch production errors on-the-fly with Live Preflight and manage placed files more efficiently with the newly customisable Links panel in Adobe InDesign CS4. Zoom in on images more smoothly and rapidly than ever, and rotate your canvas to any angle in Adobe Photoshop CS4 Extended. Combine multiple artboards in a single document in Adobe Illustrator CS4.</p> <p><b>New dimensions in image editing</b>—Use the indispensable tools in Photoshop Extended as a starting point in any medium: Apply the revolutionary new Content-Aware Scaling to automatically recompose an image as you resize it, smartly preserving vital areas of the image as it adapts to new dimensions. Paint, composite, and animate 3D models using familiar tools. Enhance video footage, even syncing visual effects to an audio track.</p> <p><b>Rich interactive documents</b>—Export a dynamic presentation or interactive brochure as a SWF file with interactive buttons, hyperlinks, and unique page transitions, such as curl, wipe, dissolve, and fade. Or, combine the page layout strength of InDesign and the authoring power of Adobe Flash CS4 Professional to customise rich interactive documents.</p> <p><b>New animation controls for richer online experiences</b>—Simplify the creation and updating of animations in Flash without losing creative flexibility. Apply tweens directly to objects instead of to key frames with greater control over individual animation attributes. Use the new 3D translation and rotation tools to animate 2D objects on x, y, and z axes in 3D space. Create more natural animated interactions between linked objects or distort a single shape using the new Bones tool.</p> <p><b>Exceptional productivity in video post-production</b>—Move content among Adobe After Effects CS4, Adobe Premiere Pro CS4, Soundbooth CS4, and Encore CS4 with unparalleled efficiency, so you have more time to craft your vision. Expanded Adobe Dynamic Link enables you to link content between components, so you can see updates instantly without rendering.</p> |
| Creative Suite 4 Design Premium                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Top Reasons to Upgrade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>• InDesign CS4</li> <li>• Photoshop CS4 Extended</li> <li>• Illustrator CS4</li> <li>• Flash CS4 Professional</li> <li>• Dreamweaver CS4</li> <li>• Fireworks CS4</li> <li>• Adobe Acrobat® 9 Pro</li> </ul> <p>+</p> <ul style="list-style-type: none"> <li>• Adobe Bridge CS4</li> <li>• Adobe Device Central CS4</li> <li>• Version Cue® CS4</li> </ul>                                                                                                                                                                                                 | <p><b>Essential design tools enhanced and extended</b>—Enjoy feature-packed new versions of your favourite design tools. Plus, discover innovative online services for collaborating, finding inspiration, and mastering your design tools, and use Adobe Fireworks CS4 for fast website prototyping.</p> <p><b>Everyday tasks made even simpler</b>—In Adobe InDesign CS4, easily manage placed files in the new, customisable Links panel. Rotate the canvas in Adobe Photoshop CS4 Extended or the spread in InDesign. Combine multiple artboards in a single document in Adobe Illustrator CS4.</p> <p><b>Streamlined delivery across media</b>—Build rich, interactive documents by exporting an InDesign layout and adding animation in Adobe Flash CS4 Professional. Prototype websites by opening Photoshop or Illustrator mockups in Fireworks CS4, and then embellishing in Flash or publishing in Adobe Dreamweaver CS4.</p> <p><b>Easy-to-do animation and video</b>—In Flash CS4 Professional, create simple but engaging animations in as few as two steps. Use Photoshop CS4 Extended to enhance video footage, even syncing visual effects to the audio track.</p> <p><b>Powerful 3D possibilities</b>—Edit, enhance, and manipulate 3D content in a streamlined interface—even paint directly on 3D models without leaving Photoshop CS4 Extended. Wrap 2D images around common 3D shapes, and create 3D animations by controlling movement, camera position, and rendering.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Creative Suite 4 Web Premium                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Top Reasons to Upgrade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>• Dreamweaver CS4</li> <li>• Flash CS4 Professional</li> <li>• Photoshop CS4 Extended</li> <li>• Illustrator CS4</li> <li>• Fireworks CS4</li> <li>• Soundbooth CS4</li> <li>• Acrobat® 9 Pro</li> <li>• Contribute® CS4</li> </ul> <p>+</p> <ul style="list-style-type: none"> <li>• Adobe Bridge CS4</li> <li>• Adobe Device Central CS4</li> <li>• Version Cue® CS4</li> </ul>                                                                                                                                                                          | <p><b>New versions, new integration</b>—Creative Suite 4 Web Premium combines new versions of Adobe Dreamweaver, Flash Professional, Photoshop Extended, Illustrator, Fireworks, Acrobat Pro, Soundbooth, and Contribute.</p> <p><b>Complex pages made approachable</b>—Design and develop more sophisticated websites with new Live View in Dreamweaver CS4, featuring interactive code editing. Rely on the new Related Files and Code Navigator features to dive deeply into complex pages.</p> <p><b>Powerful animation tools</b>—Enjoy a more efficient and powerful animation model in Adobe Flash CS4 Professional thanks to new object-based animation—tweens are now applied directly to objects ultimately allowing you to do more in far fewer steps. Flash CS4 Professional also delivers new design tools, including 3D transformation, Bones, and Deco, opening an entirely new world of creative possibilities.</p> <p><b>Multiple export options from a single creative source</b>—Design once and deploy to many formats without having to re-create your work. Move from Photoshop, Illustrator, or Flash Professional to Fireworks with confidence, thanks to a universal interface design.</p> <p><b>Faster, more expressive design tools</b>—Photoshop CS4 Extended introduces greater precision, more intuitive selection, and smoother image navigation, along with comprehensive 3D painting and ray-trace rendering. Illustrator CS4 incorporates multiple artboards, live preview, in-place editing, and robust gradient handling.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Creative Suite 4 Production Premium                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Top Reasons to Upgrade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>• After Effects CS4</li> <li>• Adobe Premiere Pro CS4</li> <li>• Photoshop CS4 Extended</li> <li>• Flash CS4 Professional</li> <li>• Illustrator CS4</li> <li>• Soundbooth CS4</li> <li>• Adobe OnLocation CS4</li> <li>• Encore CS4</li> </ul> <p>+</p> <ul style="list-style-type: none"> <li>• Adobe Bridge CS4</li> <li>• Adobe Device Central CS4</li> <li>• Adobe Dynamic Link</li> </ul>                                                                                                                                                            | <p><b>Powerful integration, including expanded Adobe Dynamic Link, for exceptional productivity</b>—Expanded Dynamic Link lets you link content between Creative Suite 4 Production Premium components, so you can see updates immediately without rendering.</p> <p><b>Project intelligence with XMP metadata</b>—Capture valuable XMP metadata from your camera, and accumulate key information throughout the production process for intelligent media management. Use new Speech Search technology in Adobe Premiere Pro and Soundbooth to turn spoken dialog into metadata, making it easy to find particular clips and make video assets searchable.</p> <p><b>Direct-to-disk recording and tapeless workflows</b>—Shoot footage directly to disk from non-file-based cameras with redesigned Adobe OnLocation™ CS4, which now runs natively on Windows and Intel based Mac OS systems. Import and natively edit a wide variety of tapeless formats—including RED One, P2, XDCAM, and AVCHD—without transcoding or rewrapping in Adobe Premiere Pro CS4.</p> <p><b>Wide variety of output options</b>—Deliver on film, on DVD and Blu-ray Disc, online, and on mobile devices with smooth efficiency to reach more audiences.</p> <p><b>Collaboration with clients and colleagues</b>—Access the Adobe ConnectNow service to share project storyboards online before you shoot. Visit Resource Central to find new assets, and quickly find news and inspiration in Bridge Home.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

## What's in each Creative Suite 4 Editon

|                                       | Design Premium | Design Standard | Web Premium   | Web Standard | Production Premium | Master Collection |
|---------------------------------------|----------------|-----------------|---------------|--------------|--------------------|-------------------|
| Adobe InDesign CS4                    | ●              | ●               |               |              |                    | ●                 |
| Adobe Photoshop CS4 Extended          | ●              |                 | ●             |              | ●                  | ●                 |
| Adobe Photoshop CS4                   |                | ●               |               |              |                    |                   |
| Adobe Illustrator CS4                 | ●              | ●               | ●             |              | ●                  | ●                 |
| Adobe Acrobat 9 Pro                   | ●              | ●               | ●             |              |                    | ●                 |
| Adobe Dreamweaver CS4                 | ●              |                 | ●             | ●            |                    | ●                 |
| Adobe Flash CS4 Professional          | ●              |                 | ●             | ●            | ●                  | ●                 |
| Adobe Fireworks CS4                   | ● <b>NEW!</b>  |                 | ●             | ●            |                    | ●                 |
| Adobe Contribute CS4                  |                |                 | ●             | ●            |                    | ●                 |
| Adobe After Effects CS4               |                |                 |               |              | ●                  | ●                 |
| Adobe OnLocation CS4                  |                |                 |               |              | ●                  | ●                 |
| Adobe Premiere Pro CS4                |                |                 |               |              | ●                  | ●                 |
| Adobe Soundbooth CS4                  |                |                 | ● <b>NEW!</b> |              | ●                  | ●                 |
| Adobe Encore CS4                      |                |                 |               |              | ●                  | ●                 |
| Additional Tools* in Creative Suite 4 |                |                 |               |              |                    |                   |
| Adobe Bridge CS4                      | ●              | ●               | ●             | ●            | ●                  | ●                 |
| Adobe Device Central CS4              | ●              | ●               | ●             | ●            | ●                  | ●                 |
| Adobe Dynamic Link                    |                |                 |               |              | ●                  | ●                 |
| Adobe Media Player                    | ●              | ●               | ●             | ●            | ●                  | ●                 |
| Adobe Version Cue CS4                 | ●              | ●               | ●             | ●            |                    | ●                 |

\*Adobe Creative Suite 4 also allows you to access features and services that are hosted online, such as Adobe Community Help, Adobe Kuler™, Adobe ConnectNow, Acrobat.com, Adobe InContext Editing, and Bridge Home. For more information, visit [www.adobe.com/go/creativeonlineservices](http://www.adobe.com/go/creativeonlineservices).

## Adobe Creative Suite 4 Upgrade Eligibility

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Master Collection                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Design Premium                                                                                                                                                                                                                                                                                                                                                          | Design Standard                                                                                                                                                                                                                                                       | Web Premium                                                                                                                                                                                                                                                                                                                                                             | Web Standard                                                                                                                                                                                                                                  | Production Premium                                                                                                                                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Suite to CS4 Suite Upgrade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Upgrade from Creative Suite 3 Master Collection                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Upgrade From Creative Suite 3 Creative Suite 3 Design Premium, Design Standard, Web Premium, Web Standard, Production Premium, Master Collection<br><br>Upgrade From older versions of Creative Suite or Studio<br>Creative Suite 2.x Premium<br>Creative Suite 2.x Standard<br>Creative Suite 1.x Premium<br>Creative Suite 1.x Standard<br>Studio 8<br>Studio MX 2004 | Upgrade From Creative Suite 3 Creative Suite 3 Design Premium, Design Standard, Web Premium, Web Standard, Production Premium, Master Collection<br><br>From older versions of Creative Suite or Studio<br>Creative Suite 2.x Standard<br>Creative Suite 1.x Standard | Upgrade From Creative Suite 3 Creative Suite 3 Design Premium, Design Standard, Web Premium, Web Standard, Production Premium, Master Collection<br><br>Upgrade From older versions of Creative Suite or Studio<br>Studio 8<br>Studio MX 2004<br>Creative Suite 2.x Premium<br>Creative Suite 2.x Standard<br>Creative Suite 1.x Premium<br>Creative Suite 1.x Standard | Upgrade From Creative Suite 3 Creative Suite 3 Design Premium, Design Standard, Web Premium, Web Standard, Production Premium, Master Collection<br><br>Upgrade From older versions of Creative Suite or Studio<br>Studio 8<br>Studio MX 2004 | Upgrade From Creative Suite 3 Creative Suite 3 Design Premium, Design Standard, Web Premium, Web Standard, Production Premium, Master Collection<br><br>Upgrade From older versions of Creative Suite<br>Creative Suite Production Studio Standard<br>Creative Suite Production Studio Premium           |
| Product to Product Suite Upsell                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Upsell From 1 older version of Creative Suite or Studio<br>Creative Suite 3 Design Standard or Premium<br>Creative Suite 3 Web Standard or Premium<br>Creative Suite 3 Production Premium<br>Creative Suite 1.x Standard or Premium<br>Creative Suite 2.x Standard or Premium<br>Creative Suite Production Studio Standard or Premium<br>Studio 8<br>Studio MX 2004<br><br>Upsell From 2 different older versions of Creative Suite or Studio<br>Creative Suite 3 Design Standard or Premium<br>Creative Suite 3 Web Standard or Premium<br>Creative Suite 3 Production Premium<br>Creative Suite 1.x Standard or Premium<br>Creative Suite 2.x Standard or Premium<br>Creative Suite Production Studio Standard or Premium<br>Studio 8<br>Studio MX 2004 | Upsell From point products<br>InDesign CS, CS2 or CS3<br>Illustrator CS, CS2 or CS3<br>Photoshop CS, CS2 or CS3<br>Photoshop CS3 Extended<br>Flash MX 2004, MX Professional 2004, Basic 8, Professional 8 or CS3 Professional<br>Dreamweaver MX 2004, 8 or CS3                                                                                                          | Upsell From point products<br>InDesign CS, CS2 or CS3<br>Illustrator CS, CS2 or CS3<br>Photoshop CS, CS2 or CS3                                                                                                                                                       | Upsell From point products<br>Illustrator CS, CS2 or CS3<br>Photoshop CS, CS2 or CS3<br>Photoshop CS3 Extended<br>Flash MX 2004, MX Professional 2004, Basic 8, Professional 8 or CS3 Professional<br>Dreamweaver MX 2004, 8 or CS3                                                                                                                                     | Upsell From point products<br>Flash MX 2004, MX Professional 2004, Basic 8, Professional 8 or CS3 Professional<br>Dreamweaver MX 2004, 8 or CS3                                                                                               | Upsell From point products<br>Premiere Pro 1.x, 2.0 or CS3<br>Any version of Premiere After Effects Professional 6.x, 7.0 or 8.0<br>Illustrator CS, CS2 or CS3<br>Photoshop CS, CS2 or CS3<br>Photoshop CS3 Extended<br>Flash MX 2004, MX Professional 2004, Basic 8, Professional 8 or CS3 Professional |
| <p>Adobe Systems Pty Ltd<br/>ABN: 72 054 247 835<br/>Locked Bag 4650, Chatswood, NSW, 2057<br/>Level 4, 67 Albert Avenue, Chatswood, NSW, 2067, Australia<br/>Tel 61 2 9778 4100 Fax 61 2 9778 4190 <a href="http://www.adobe.com">www.adobe.com</a></p> <p>Adobe, the Adobe logo, Adobe Premiere, Adobe OnLocation, Adobe Soundbooth, Acrobat, Acrobat Connect, ActionScript, After Effects, Contribute, Dreamweaver, Encore, Fireworks, Flash, Illustrator, InDesign, Photoshop, Reader, Ultra, and Version Cue are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.</p> <p>© Copyright 2008 Adobe Systems Incorporated.<br/>All rights reserved.</p>  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                          |

For upgrades from CS3.3 to CS4 contact Adobe Customer Support.

Contact Adobe Customer Support at [www.pacific.adobe.com/support](http://www.pacific.adobe.com/support) or call (AUS) 1800 504 971 or (NZ) 0800 447 414.