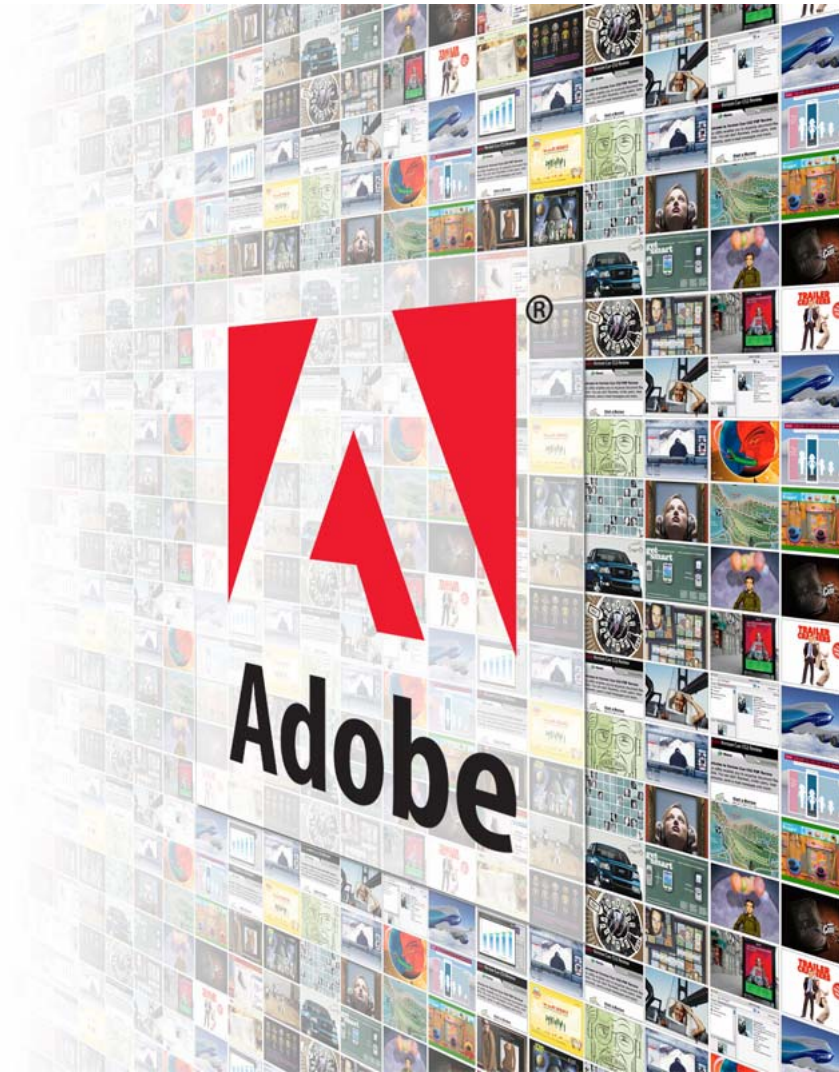


Web 2.0, Rich Internet Applications and Adobe's Strategy for Innovation

Shantanu Narayen
President & COO





Adobe revolutionizes how the world
engages with **ideas and information**

Adobe Today

Worldwide Offices



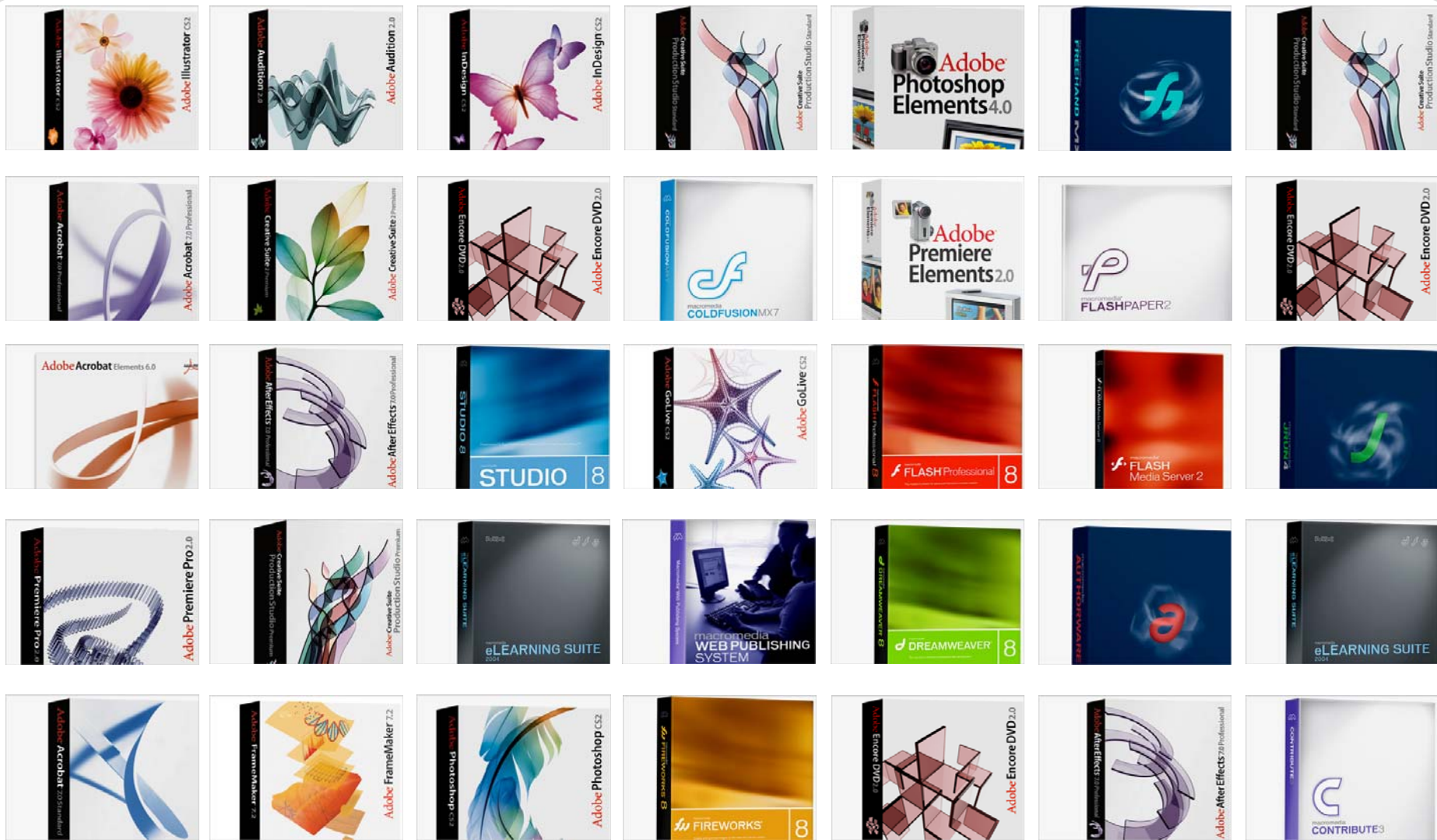
Corporate Headquarters – San Jose, California



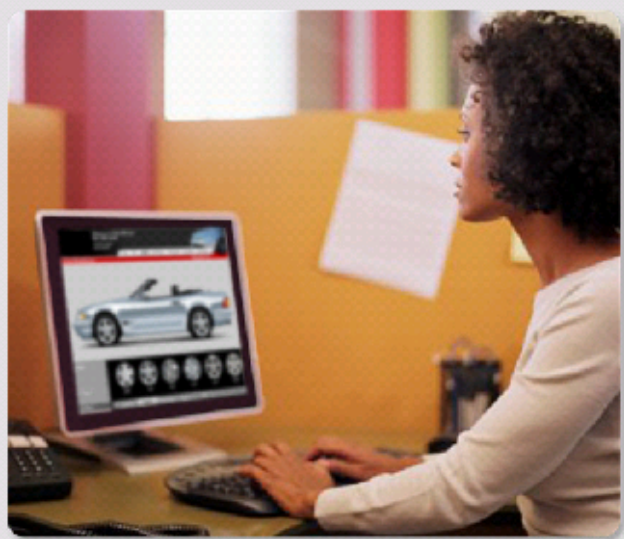
Key Statistics

Adobe FY 2005 Revenue	\$1.966B
Macromedia FY 2005 Revenue	\$436M
Years in Business	23
Employees	5,000

Adobe Products



Creating Engaging Experiences



Web 2.0 - Technology Trends



- Separation of data and UI
 - Open data formats
 - RSS Feeds
 - Public APIs
- Use of local computing power
- Information comes to you
- Remixing, custom user interfaces

Web 2.0 Observations*



1. Importance of Users
2. Software that is never released
3. Integration of devices in software
4. Not code but data
5. Platform beats an application
6. Breakthrough experience matters

*From Tim O'Reilly, <http://oreillynet.com/>

Engaging Scenario: Trip to Sydney

The desktop screen shows a travel website with the following elements:

- Navigation:** Depart, Arrive, Hotel, Rental Car, Activities, Notes, Blog, Print, Save a Copy, Send to Mobile, Offline.
- Search:** "How many miles from Sydney?" with a value of 20.
- Activities:** Hiking, Kayaking, Sailing, Wakeboarding, Waterskiing, Windsurfing (selected), Balmoral, Botany Bay, Narabeen Lakes, SCUBA Diving, Arts and Culture, Music.
- Calendar:** April 2005. Selected dates: T 14 (Flight), F 15 (Dim...), S 16 (Karen's Dim...), S 17 (Dim...).
- Botany Bay Windsurfing:**
 - Lessons Daily 1:30pm
 - Learn to windsurf in one of Australia's most beautiful bays! The City of Botany Bay offers a 3 hour windsurfing program that includes all the gear and instruction you'll need to get sailing. At the end of the lesson you will be able to confidently u-steer and reef program tea techniques.
 - \$125.00 per person
- Available Dates:**
 - Thu, April
 - Fri, April
 - Sat, April
 - Sun, April
 - Mon, April
 - Tue, April
- Flight Details:**
 - Arizona Airlines Flight 182: San Francisco to Sydney, 8:18am SFO, Gate A32, 11:00am SFO, Gate 182, Seat 18A, 18B, 18C.
 - Lufthansa Flight 16: Sydney to San Francisco, 8:19am SYD, Gate 62, 11:00am SFO, Gate 16, Seat 16C, 17B, 17E.
- Rental Car:** You currently do not have a rental car reservation.
 - Auto: 01-2-2092-1298
 - Budget: 01-2-1143-0422
 - Hertz: 01-2-1424-9990

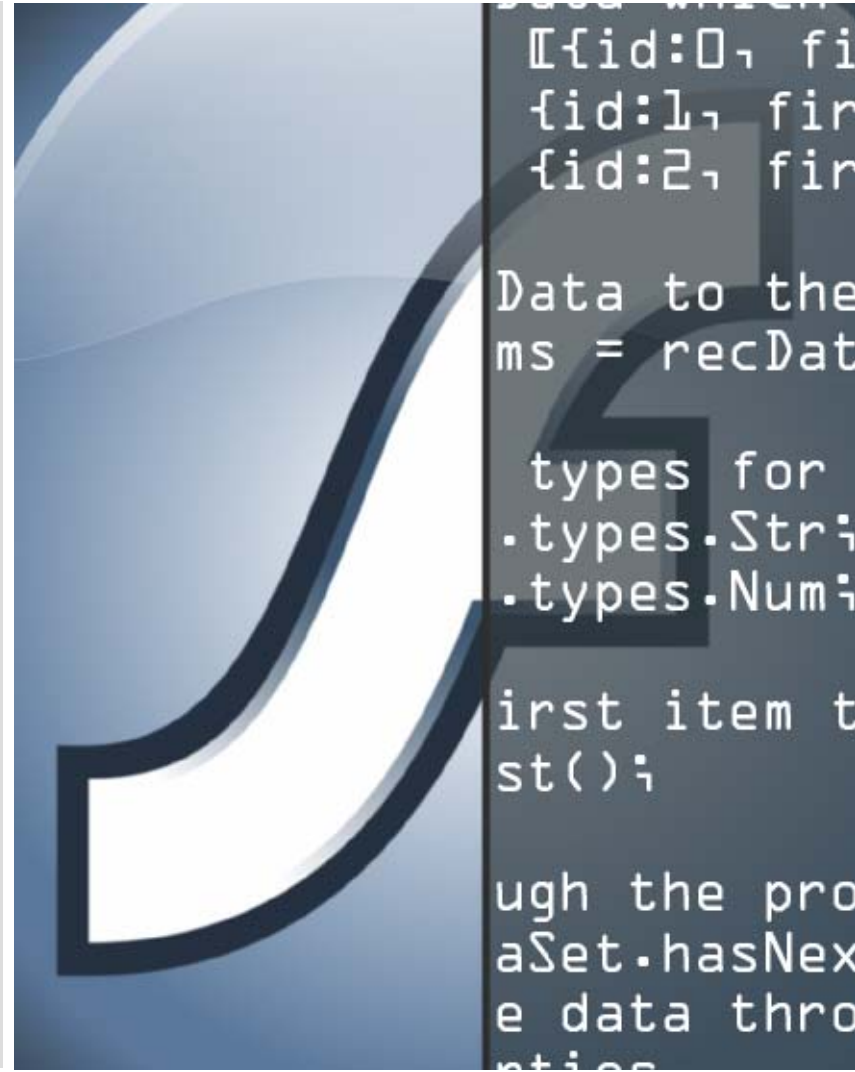


Demonstration: Yahoo! Maps Google Finance Jaguar



Demonstration: Flex / Ajax Bridge

Flickr Viewer



The Engagement Platform



Universal Client



Programming Model



Servers



LiveCycle



Flex



ColdFusion



Flash Media
Server

Creative Tools



Creative Suite

Developer Tools

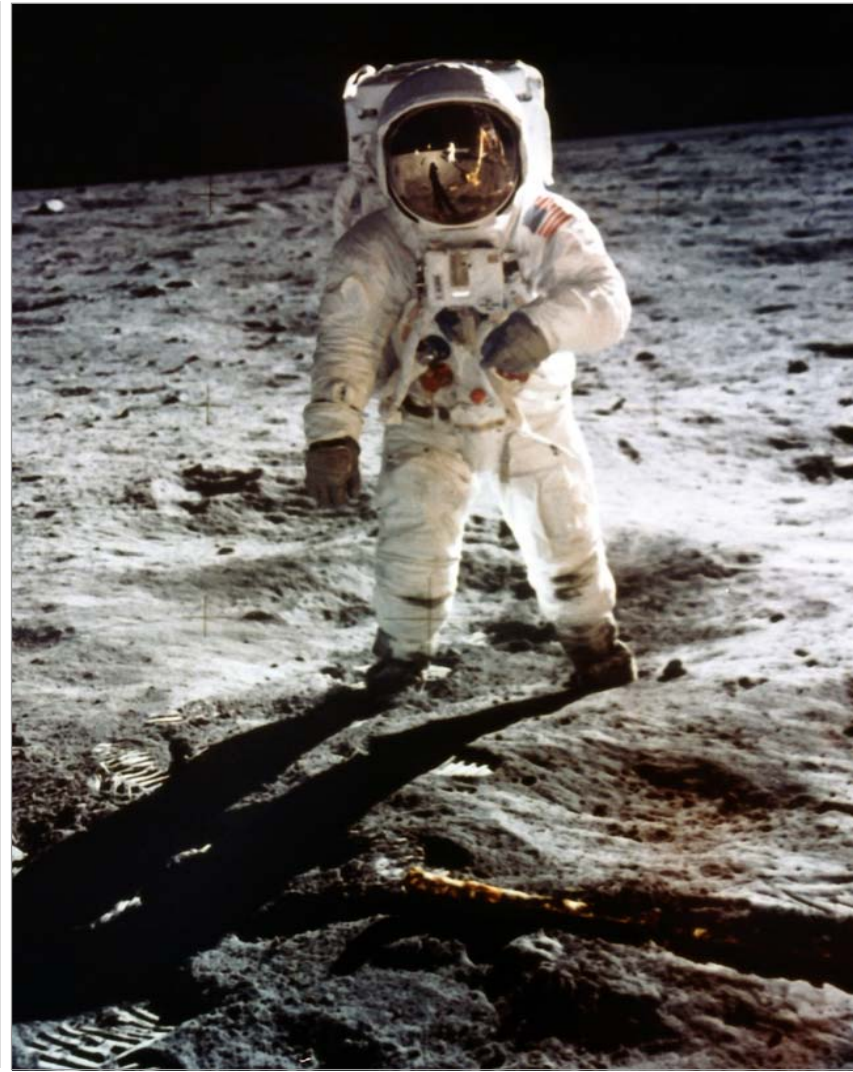


Flex Builder

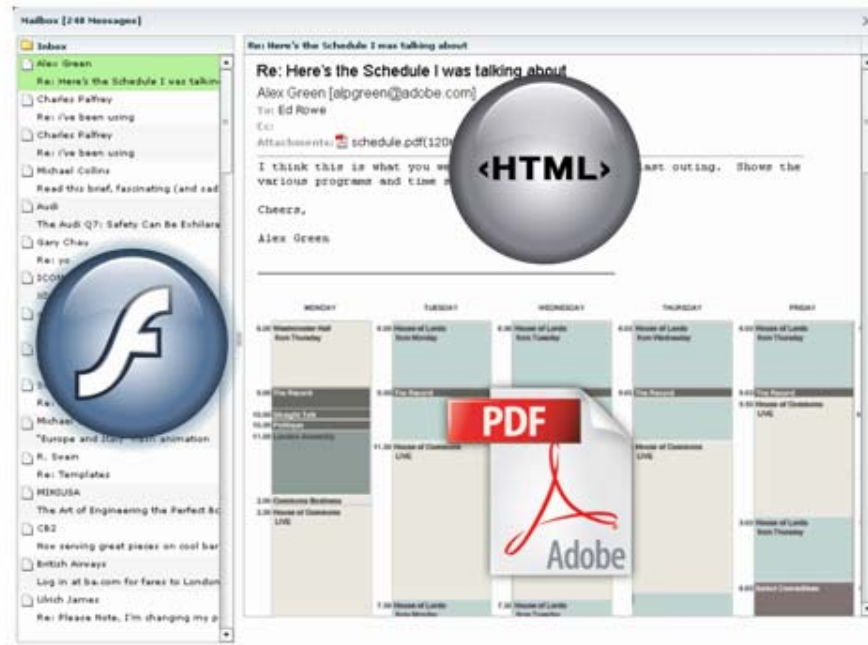
Enterprise Infrastructure and Web Services

Future Direction

“Apollo”

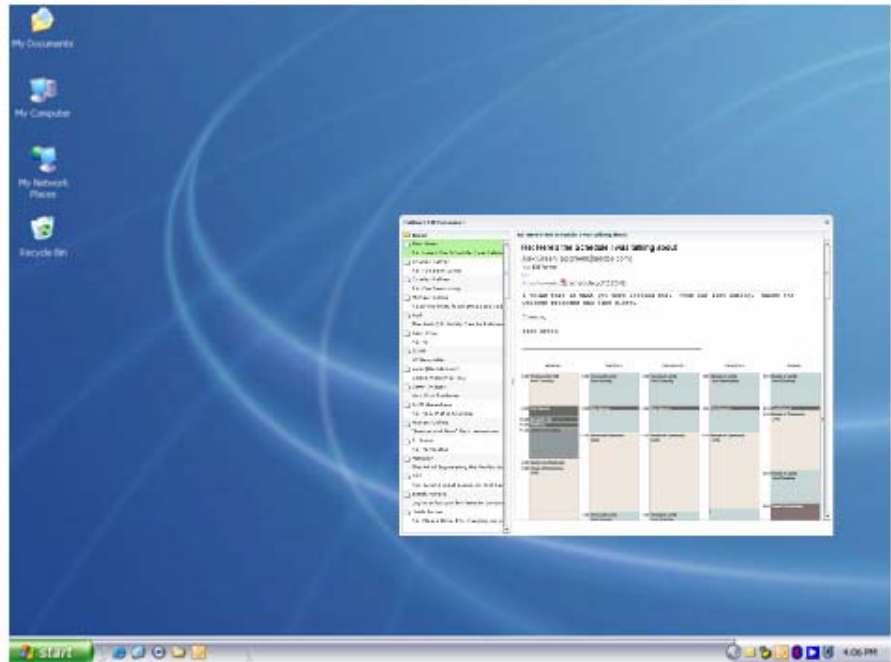


What is Apollo?



Apollo Applications from a User's Perspective

- Installed from web browser or file system
- Launched like any desktop application
- Chrome completely controlled by application
- Integrated with usual desktop functionality



Driving Innovation in the Digital Enterprise

- Tuning
- Transforming

The Path to Innovation

- What is the “Zen”?
- Do you have the “Zen Master”?
- Beware the “black holes”
- Don't over analyze the go-to-market



Summary

- Web is undergoing a transformation
- Focus on your users
- Focus on the User experience
- Innovation comes from everywhere in the organization

Better by Adobe.™