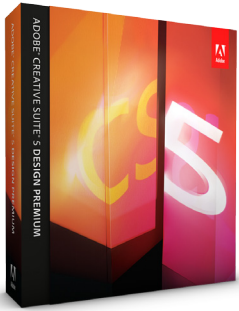


Adobe® Creative Suite® 5 Design Premium

Deliver innovative ideas in print, web, interactive, and mobile design



Adobe Creative Suite 5 Design Premium combines:

Adobe Photoshop® CS5 Extended
 Adobe Illustrator® CS5
 Adobe InDesign® CS5
 Adobe Flash® Catalyst™ CS5
 Adobe Flash Professional CS5
 Adobe Dreamweaver® CS5
 Adobe Fireworks® CS5
 Adobe Acrobat® 9 Pro

Additional components:

Adobe Bridge CS5
 Adobe Device Central CS5

Integration with new Adobe CS Live online services*

Which product should I upsell to?

Consider Adobe Creative Suite 5 Master Collection software, which combines the best of Design Premium with Adobe Premiere® Pro CS5 and After Effects® CS5 for professional film and video production and more. Master Collection is a value-packed offering for designers who need to deliver ideas in virtually any medium.

Adobe Creative Suite 5 Design Premium software gives you fresh new creative tools, along with the ability to deliver ideas faster in print and create interactive content without writing code. Plus Design Premium integrates with Adobe CS Live online services* to maximize your design time by streamlining critical nondesign tasks. CS Live online services are complimentary for a limited time—visit www.adobe.com/go/cs5live for details.

Customer profile

Designers—Designers who create visual information for delivery through brochures and ads, newsletters, magazines, signage, packaging, websites, t-shirts, and posters. Many designers started working exclusively in print, but in recent years more of them have taken on work in digital media as well. They are usually comfortable handling print projects from concept through final production but are more likely to work with web designers, interactive designers, and web developers for digital media such as interactive applications and websites.

Top reasons to buy Adobe Creative Suite 5 Design Premium

The ultimate toolkit for designers—Work with the latest versions of professional design software to deliver innovative ideas in print, web, interactive, and mobile design.

State-of-the-art image editing—Use industry-standard Adobe Photoshop CS5 Extended to edit, manipulate, enhance, and refine eye-catching images for print layouts, web pages, interactive content, digital documents, and mobile devices.

Creative 3D possibilities—Quickly add depth and create unusual effects using 3D editing tools in Photoshop CS5 Extended. Create attention-getting 3D logos and artwork from text and shapes, and edit, manipulate, and paint directly on 3D models.

Versatile graphics for print, web, interactive, and mobile design—Produce resolution-independent graphics that can be incorporated into projects that span a wide variety of media with Adobe Illustrator CS5.

Efficient, high-quality print design and production—Design, preflight, and produce a broad range of printed material with Adobe InDesign CS5. Precise control over typography, built-in tools for creative effects, and an intuitive design environment let you create stunning page layouts fast.

Dynamic digital documents—Add attention-grabbing interactivity, animation, video, and sound to your digital documents and presentations with InDesign CS5. Export documents directly from InDesign to SWF format for viewing in Adobe Flash Player software.

Extension of InDesign content for mobile, web, and eBook reading devices—Extend the reach of the content in your InDesign documents beyond print. Open InDesign documents in Adobe Flash Professional CS5, maintaining the fidelity of your designs so that you can add complex interactivity and animations. Use the Export for Dreamweaver command to incorporate the content in your InDesign documents into web pages, or prepare InDesign pages for viewing on devices such as the Apple iPad, Barnes & Noble nook, and Sony eBook readers by exporting to the EPUB format.

Versatile PDF workflows—Use Adobe Acrobat 9 Pro to combine PDF documents and package layouts, drawings, images, animation, movies, audio, and other files in a single PDF Portfolio. Also apply extensive preflight checks and automatic correction features for reliable print production.

* See the last page for the disclaimer for all Adobe online services.

Interactive content creation without writing code using new Adobe Flash Catalyst CS5—

Start with artwork created in Photoshop or Illustrator and use Flash Catalyst to transform it into high-quality interactive content for web pages, user interfaces, and applications. Flash Catalyst lets you define buttons, scroll bars, sliders, page transitions, video players, and more—without touching a line of code.

Website and application prototyping with Adobe Fireworks CS5—Repurpose Photoshop and Illustrator assets, generate PDF or HTML comps, then export final designs for development with Adobe Dreamweaver, Flash Professional, or Flash Catalyst.

Creation of immersive interactive experiences with Adobe Flash Professional CS5—

Deliver immersive interactive experiences such as microsites and games that are presented consistently across computers, browsers, and mobile devices. Import your design from Photoshop, Illustrator, or InDesign, and then add interactivity and motion with Flash Professional to bring your design to life.

Building of standards-based websites and applications—Design, develop, and maintain standards-based websites and applications with Dreamweaver CS5. Jump-start your designs with built-in page templates using cascading style sheets (CSS), and work visually in Design View or edit code directly in Code View.

Content testing for mobile devices—Plan, preview, and test rich media and HTML content across a wide spectrum of devices from mobile handsets to gaming systems and television screens. Easily create and share snapshots of screens with fellow designers or clients to hone design ideas.

Adobe CS Live online services* integration—Connect the power and reach of the Internet with the design software you use every day to streamline critical, time-consuming processes such as creative reviews, web page previewing, and collaborative content authoring. CS Live online services are complimentary for a limited time—visit www.adobe.com/go/cs-live for details.

Visual media management—Find files fast by browsing thumbnails instead of filenames with Adobe Bridge. Find and place files without leaving your design software using Adobe Mini Bridge, convenient panel accessible from within Photoshop CS5 Extended and InDesign CS5.

Adobe Community Help—Find exactly the answers you need using an online search engine accessible from within components of Design Premium. Searchable content includes in-depth, product-specific Help from Adobe, plus additional Adobe and third-party expert content.

Consistent Adobe user interface—Work quickly and intuitively thanks to a consistent approach to the user interface across all CS5 Design Premium components. Enjoy a shorter learning curve and stay more focused on the art of design.

Compatibility with the latest operating systems—Take advantage of the power and performance of the latest Apple and Microsoft operating systems. In Photoshop Extended, enjoy 64-bit support for faster image editing across platforms.

Top reasons to upgrade to Adobe Creative Suite 5 Design Premium

Explore new creative possibilities

Powerful new creative tools in Photoshop and Illustrator enable you to craft artwork that stands out in a wide range of media.

NEW Realistic painting effects in Adobe Photoshop CS5 Extended—Easily paint with lifelike brush strokes to create beautiful, expressive images. Blend a photo's colors; use bristle properties such as shape, length, and stiffness; or define multiple colors on a single brush and blend them into the underlying colors on your canvas.

NEW Fluid vector painting with Adobe Illustrator CS5—Combine the expressiveness of painting with the editability and scalability of vectors. Paint freely with vectors that resemble real-world brush strokes, controlling paint opacity and bristle characteristics such as shape, length, and stiffness.

NEW Easy 3D extrusions with Adobe Repoussé in Photoshop CS5 Extended—Create 3D logos and artwork from any text layer, selection, or layer mask. Twist, rotate, extrude, bevel, and inflate these designs, and then apply materials such as chrome, mud, and grass to achieve different looks.

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Express your ideas faster

Design Premium includes dozens of features designed to reduce the number of steps required to complete common tasks. Photoshop, Illustrator, InDesign, and Dreamweaver—the tools you use every day—offer numerous enhancements to help you make fast work of your next project.

ENHANCED Truer edge selection technology in Photoshop CS5 Extended—Produce highly accurate masks and make selections faster and more easily than ever before with powerful new controls for refining selection edges in Photoshop CS5. Even the trickiest image elements, such as hair and foliage, can be masked quickly and accurately to produce realistic composite images.

NEW Beautiful strokes with Illustrator CS5—Avoid time-consuming workarounds by using convenient width handles to adjust stroke width interactively. Precisely size and position arrowheads, and align dashes symmetrically. Control stretch at any point when scaling art brushes on a path, and see how strokes join intelligently at corners.

NEW Simplified object selection and editing in Adobe InDesign CS5—Save time by performing exacting layout tasks efficiently. Manipulate frames and frame content without switching tools. Dynamically adjust white space between objects to reposition page items. Use on-object controls to modify frame corners directly in the layout.

NEW Multiple page sizes in a single InDesign file—Streamline design and production for projects with multiple page sizes, such as brand identity, marketing collateral, and complex magazine folds. Include different page sizes in a single document and intelligently apply the same master page to different-sized layouts.

ENHANCED More efficient CSS-based design with CSS Inspection in Adobe Dreamweaver CS5—Easily view the box model properties of an element, quickly make adjustments in the CSS panel, and see the results rendered in real time.

NEW Crisp graphics for web, interactive, and mobile delivery in Illustrator CS5—Create resolution-independent vector graphics that appear crisp in Fireworks, Dreamweaver, and Flash Professional—and on virtually any screen.

NEW Convenient asset handling with Adobe Mini Bridge—Access all your creative assets within the context of what you're working on. Use a customizable panel in Photoshop CS5 Extended and InDesign CS5 to sort and filter files, and then drag them directly into your document.

Deliver interactive content without writing code

CS5 Design Premium equips you to tackle interactive content using familiar tools, skills, and design processes—without touching a line of code.

NEW Interactive content creation without writing code using new Flash Catalyst CS5—Start with artwork created in Photoshop or Illustrator and use Flash Catalyst to transform it into high-quality interactive content for web pages, user interfaces, and applications. Flash Catalyst lets you define buttons, scroll bars, sliders, page transitions, video players, and more—without touching a line of code.

ENHANCED Dynamic digital document creation with InDesign CS5—Add attention-grabbing interactivity, animation, movies, and sound to your digital documents and presentations. Use enhanced tools, motion presets for easy animation, and support for importing FLV and MP3 audio files. Export to the SWF file format for playback in Adobe Flash Player.

ENHANCED Enhanced eBook document design with InDesign CS5—Create compelling eBooks with enhanced support for the EPUB file format. Author eBooks that can be read on a variety of devices such as the Apple iPad, Sony Reader, Barnes & Noble nook, and mobile phones or on personal computers using Microsoft® Windows® or Mac OS. Enjoy more consistent text and image placement, more accurate translation of page breaks, and support for text and table formatting.

NEW Superior typography in Flash Professional CS5—Make sure your typography looks as good onscreen as in print—preserve high-quality typography when handing off layouts from InDesign to Flash Professional. A new text engine in Flash Professional supports text styling, text layout control, multiple columns, and more.

NEW Simplified mobile content design with Adobe Fireworks CS5 and Device Central CS5—Easily experiment with designing for mobile devices. Use Device Central and Fireworks to quickly set up a project with the correct specifications, design visually in Fireworks, preview your design in Device Central, and then hand off your prototype for development in Flash Professional or Dreamweaver.

Maximize design time by streamlining critical nondesign tasks

New in CS5 Design Premium, Adobe CS Live online services* integrate with and extend the capabilities of CS5 components. They link your desktop design software to the Internet to boost efficiency in activities that support day-to-day design and production. CS Live online services are complimentary for a limited time—visit www.adobe.com/go/cslive for details.

NEW Streamlined reviews through integration with Adobe CS Review—Maximize your design time by streamlining review processes through integration with CS Review, one of the CS Live online services*. CS Live online services are complimentary for a limited time—visit www.adobe.com/go/cslive for details. Initiate shared reviews from within Photoshop, Illustrator, and InDesign. Invite colleagues and clients to comment with easy-to-use annotation tools, and then view their comments in the context of your design.

NEW Live online meetings with Adobe ConnectNow—Choose File > Share My Screen from your design software to initiate a web conferencing session quickly share ideas and discuss details of a project with others—all online. A feature of Acrobat.com, one of the CS Live online services*, ConnectNow is accessible from your web browser. CS Live online services are complimentary for a limited time—visit www.adobe.com/go/cslive for details.

NEW Web page preview through integration with Adobe BrowserLab—Through integration with Browserlab, a CS Live online service* efficiently previews web pages on multiple browsers and operating systems. Save time and money by eliminating the need to buy costly testing hardware, install multiple browsers, and maintain testing labs. CS Live online services are complimentary for a limited time—visit www.adobe.com/go/cslive for details.

System requirements

Windows

- Intel® Pentium® 4 or AMD Athlon® 64 processor
- Microsoft Windows XP with Service Pack 3; Windows Vista® Home Premium, Business, Ultimate, or Enterprise with Service Pack 1 (Service Pack 2 recommended); or Windows 7
- 1GB of RAM or more recommended
- 9.3GB of available hard-disk space for installation; additional free space required during installation (cannot install on removable flash-based storage devices)
- 1280x800 display with qualified hardware-accelerated OpenGL graphics card, 16-bit color, and 256MB of VRAM
- Some GPU-accelerated features require graphics support for Shader Model 3.0 and OpenGL 2.0
- Some features in Adobe Bridge rely on a DirectX 9–capable graphics card with at least 64MB of VRAM
- DVD-ROM drive compatible with dual-layer DVDs
- Java™ Runtime Environment 1.5 (32 bit) or 1.6
- QuickTime 7.6.2 software required for multimedia features
- Adobe Flash Player 10 software required to export SWF files
- Broadband Internet connection required for online services*

Mac OS

- Multicore Intel processor
- Mac OS X v10.5.7 or v10.6
- 1GB of RAM or more recommended
- 10.3GB of available hard-disk space for installation; additional free space required during installation (cannot install on a volume that uses a case-sensitive file system or on removable flash-based storage devices)
- 1280x800 display with qualified hardware-accelerated OpenGL graphics card, 16-bit color, and 256MB of VRAM
- Some GPU-accelerated features require graphics support for Shader Model 3.0 and OpenGL 2.0
- DVD-ROM drive compatible with dual-layer DVDs
- Java Runtime Environment 1.5 or 1.6
- QuickTime 7.6.2 software required for multimedia features
- Adobe Flash Player 10 software required to export SWF files
- Broadband Internet connection required for online services*

For more information

Product details:

www.adobe.com/go/creativesuitedesign

Upgrade details:

www.adobe.com/go/dp_upgrade



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Adobe Creative Suite 5 Design Premium customer FAQ

Why do I need all the products in Design Premium?

Designers rarely work on a project that can be completed with one product. Most design jobs combine images (prepared with Photoshop) and vector graphics (created in Illustrator) in a layout. The product used to create the layout differs based on the final destination for the work: InDesign for print or digital documents, Dreamweaver for websites, and Flash Catalyst or Flash Professional for interactive content. Design Premium combines all the software designers need to deliver their ideas in print, web, interactive, or mobile media.

Why should I buy Design Premium instead of an individual product?

You'll get more for your money. Purchasing the individual products in Design Premium costs US\$4,842. By buying them as part of a suite, you save over 60% (over US\$3,000).

If you've been using individual Adobe products, you may be eligible for special pricing when upgrading to Design Premium. See www.adobe.com/go/dp_upgrade to determine if you qualify.

Why should I upgrade to Design Premium?

By upgrading to Design Premium, you get fresh new creative tools, along with the ability to deliver ideas faster in print and to create interactive content without writing code. You also gain access to CS Live online services*, which allow you to maximize design time by streamlining critical nondesign tasks. CS Live online services are complimentary for a limited time—visit www.adobe.com/go/cslive for details. And by keeping your software current, you not only get the latest features and functionality, but you also benefit from special upgrade pricing.

Which products are included with each suite edition?

Check the suite comparison chart to see what's included in each of the suite editions. Or use the suite selector tool for recommendations on which suite edition best meets your needs.

What's new in each product?

When you visit the web pages for any specific product, go to the features page and choose "Top new" to learn about the latest features.

* This product may allow you to extend its functionality by accessing certain features that are hosted online, including CS Live online services ("Online Services"), provided you have a high-speed Internet connection. The Online Services, and some features thereof, may not be available in all countries, languages, and/or currencies and may be discontinued in whole or in part without notice. Use of the Online Services is governed by separate terms of use and by the Online Privacy Policy, and access to some services may require user registration. Some Online Services, including services that are initially offered at no charge, may be subject to additional fees and require a separate subscription. For more details and to review the applicable terms of use and Online Privacy Policy, visit www.adobe.com. For more information about CS Live online services, visit www.adobe.com/go/cslive.

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