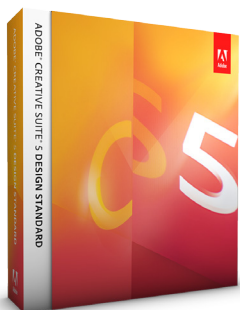


Adobe® Creative Suite® 5 Design Standard

Create outstanding print design, even under the tightest deadlines



Adobe Creative Suite 5 Design Standard combines:

Adobe Photoshop CS5
 Adobe Illustrator CS5
 Adobe InDesign CS5
 Adobe Acrobat 9 Pro

Additional components:

Adobe Bridge CS5
 Adobe Device Central CS5

Integrates with new Adobe CS Live online services*

Which product should I upsell to?

Consider Adobe Creative Suite 5 Design Premium software, which combines all the functionality of Design Standard plus Adobe Photoshop CS5 Extended, Adobe Flash® CS5 Professional, Dreamweaver® CS5, and Fireworks® CS5.

Adobe Creative Suite 5 Design Standard software offers a host of productivity features for print design, including more precise image selection in Adobe Photoshop®, enhanced object editing in Adobe InDesign®, and perspective drawing in Adobe Illustrator®. Revolutionize everyday creative work with innovative painting tools in Photoshop and Illustrator, and accelerate creative reviews with online services* that integrate with Design Standard software. Adobe CS Live online services are complimentary for a limited time—visit www.adobe.com/go/cslive 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 are taking on work in digital media. 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 Standard

Comprehensive toolset for print design and production—Express even your most innovative creative visions in print, using tightly integrated software for moving fluidly and confidently from inspiration to output. Accelerate creative reviews with new Adobe CS Live online services* that integrate with your Creative Suite software. CS Live online services are complimentary for a limited time—visit www.adobe.com/go/cslive for details.

Breakthrough image editing—Create compelling digital images with Photoshop CS5, the industry standard in digital imaging. Use versatile brush tools to paint with realistic strokes, precise selection tools to make exacting refinements, and a wide range of workflow and performance enhancements to accelerate everyday tasks.

Sophisticated vector graphics—Craft compelling graphics with Illustrator CS5, the vector-drawing environment used by design professionals worldwide. Experiment freely and quickly to achieve the look you want for illustrations, creative effects, typography, and color.

Professional page layout—Lay out stunning pages faster and more efficiently in InDesign CS5 with an intuitive design environment, precise typographic controls, built-in creative tools and effects, robust preflight capabilities, and a host of productivity features.

Adobe PDF creation, editing, and delivery—Prepare files for high-end print production with confidence using Adobe Acrobat® 9 Pro. End-to-end PDF workflows share common technology to generate, preview, and print PDF files, enabling consistent high-quality output.

CS Live online services*—Bring creative reviews directly into your design workflow using new CS Live online services* that integrate with your Creative Suite software. Initiate a quick online review from within Photoshop, Illustrator, or InDesign. Reviewers comment in their browser using simple annotation tools, and you view comments in the context of your work—making it much easier to match each comment to the right design element. CS Live online services are complimentary for a limited time—visit www.adobe.com/go/cslive for details.

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

Comprehensive preflight and production—Use robust preflight features to check files for high-end print publishing. Catch production glitches as you lay out pages, avoid color output surprises in graphics, and apply output presets to reliably meet exacting production standards and minimize costly errors.

Sophisticated typography—Easily compose beautiful type for page layouts, images, and illustrations using robust styles in InDesign CS5 and Illustrator CS5, along with a host of advanced typographic controls for creativity and precision.

Built-in creative tools and effects—Explore artistic possibilities with built-in Photoshop effects, nondestructive effects, and finer transparency controls in InDesign CS5. Create or modify images with brush tools and paint settings in Photoshop CS5. Sketch naturally and draw in accurate perspective in Illustrator CS5.

Faster performance in Photoshop—Perform day-to-day imaging tasks faster, and process very large images at least 10 times faster.†

† Requires a 64-bit-capable computer with a 64-bit version of Mac OS, Microsoft® Windows® 7, or Windows Vista®. Actual performance increase varies depending on the installed drivers, the features that you're using, and other factors.

Top reasons to upgrade to Adobe Creative Suite 5 Design Standard

NEW Complex selections made easy—Get better-than-ever results in Photoshop CS5 when selecting tricky image elements such as hair, and eliminate background color around selection edges.

NEW Simplified object selection and editing—Save time by performing repetitive layout tasks efficiently in InDesign CS5. 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 Innovative paint brushes—Revolutionize your everyday creative print work with exciting tools in Photoshop CS5 and Illustrator CS5. Create scalable vector artwork with the nuance and subtlety of fine art, enhance photographs with painterly effects, and paint freely on screen much as you would with physical brushes and paints.

NEW Resolution-independent effects—In Illustrator CS5, apply raster effects such as drop shadows, glows, blurs, and textures that maintain a consistent appearance at different resolutions throughout the design process.

NEW Production and printing tools—Find and place files fast by using the new Mini Bridge panel accessible from within InDesign CS5 and Photoshop CS5. Export large PDF files in the background, and eliminate font-related production problems using document-installed fonts in InDesign.

NEW Powerful new text features—In InDesign CS5, take advantage of efficiencies such as text-change tracking and paragraphs that span and split columns.

NEW Faster, more precise drawing tools—In Illustrator CS5, adjust stroke width interactively using convenient width handles, precisely size and position arrowheads, and align dashes symmetrically. Draw shapes and scenes in accurate 1-, 2-, or 3-point linear perspective.

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

NEW Accelerated creative reviews with CS Live online services*—Bring creative reviews directly into your design workflow using new CS Live online services* that integrate with your Creative Suite software. Conveniently initiate online reviews from within Photoshop, Illustrator, or InDesign. Reviewers comment in their browser using simple annotation tools, and you view their feedback in the context of your work—making it easier to match each comment to the right design element. CS Live online services are complimentary for a limited time—visit www.adobe.com/go/cslive for details.

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

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
- 7.7GB of available hard-disk space for installation; additional free space required during installation (cannot install on removable flash-based storage devices)
- 1024x768 display (1280x800 recommended) 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
- 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
- 8.2GB 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)
- 1024x768 display (1280x800 recommended) 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
- 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 updates to system requirements, visit www.adobe.com/go/designstandard_systemreqs.

For more information

Product details:

www.adobe.com/go/creativesuitedesignstandard

Upgrade details:

www.adobe.com/go/ds_upgrade



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Adobe Creative Suite 5 Design Standard customer FAQ

Why should I buy Creative Suite 5 instead of an individual product?

With Creative Suite 5, you get more for your money. Depending on the edition, it can cost up to 60% less compared to purchasing the individual products separately. Because you're likely to need more than one software component during your creative process, buying an edition instead of individual products is a smart and more affordable option. If you're already using individual Adobe products, you might be eligible for special pricing when upgrading to a Creative Suite 5 edition. For information on eligibility, visit www.adobe.com/go/upgradeinfo.

Why should I upgrade to Creative Suite 5?

When upgrading to Creative Suite 5, you stay on the cutting edge by taking advantage of significant improvements in workflow and efficiency, along with improved features and integration. Plus, when you upgrade to Creative Suite 5, you can still open files from earlier versions. By keeping your software current, you not only get the latest features and functionality, but you also benefit from special upgrade pricing.

Why do I need all of the products in a Creative Suite edition?

With Creative Suite 5 editions for design, web, and video, Adobe has selected the products that are most useful for those specific functions. The premium editions include a broader set of tools to enable cross-media work. In most cases, you will find that you use each tool in some capacity throughout the creative process. And even if you don't use every component now, you have the flexibility to use them later.

Which products are included with each Creative Suite edition?

Check the Creative Suite 5 editions comparison chart to see what's included in each edition.

Or use the suite selector tool for recommendations on which Creative Suite 5 edition best meets your needs.

Why should I purchase Design Premium instead of Design Standard?

If you are creating projects for digital channels in addition to print media, Design Premium gives you a comprehensive set of tools that enables you to design for print, web, and mobile devices. Design Premium includes Adobe Photoshop Extended, Flash Catalyst™, Flash Professional, Dreamweaver, and Fireworks, in addition to InDesign, Acrobat 9, and Illustrator.

* 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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