Adobe and Macromedia

Customer Perspectives

Beth Israel Deaconess Medical Center & Harvard Medical School
Boston, Massachusetts
www.bidmc.harvard.edu/sites/bidmc/home.asp

"Adobe has transformed the way we acquire, process, and store information at Beth Israel Deaconess. From automating our consent processes to rendering perfect prescriptions, the LiveCycle™ suite has become an integral part of my infrastructure. At Harvard Medical School, our students not only use Adobe products to view their course content, but they rely on Macromedia products to deliver realistic simulations which make them better doctors. The union of Adobe and Macromedia brings together document management and user experience tools that will enhance our ability to serve patients, providers, educators, and students."

— Dr. John Halamka, Chief Information Officer, Beth Israel Deaconess Medical Center & Harvard Medical School
A teaching hospital of Harvard Medical School, Beth Israel Deaconess Medical Center is renowned for excellence in patient care, biomedical research, and teaching.

Big Spaceship
Brooklyn, New York
www.bigspaceship.com

"I'm always looking for ways to work more efficiently so we can spend more time being creative, rather than just implementing. I can't wait to have more seamless integration between Adobe® Photoshop® Illustrator® After Effects® and Flash® The idea of greater integration is the most exciting thing for me about the acquisition. It really has the potential to be a perfect workflow."

— Michael Lebowitz, Co-founder and CEO, Big Spaceship
Big Spaceship is a creative agency known for providing jaw-dropping campaigns for some of the world's most prestigious entertainment and consumer brands including Sony Pictures, ABC, Gucci, Coca-Cola, 20th Century Fox, MoMA, Paramount Pictures, LG, Billboard, and Universal Pictures, among others.

Bureau Veritas
West Sacramento, California
www.bureauveritas.com

"Information management costs for a large construction project can easily total hundreds of thousands of dollars. By implementing better strategies for managing and collaborating on engineering information, we can substantially lower costs for everyone—architects, contractors, engineers, and government agencies. Because solutions from Adobe and Macromedia continually redefine how digital content can be presented and processed, we're excited about future possibilities for improving our business."

— Kevin Wedman, Chief Building Official, Bureau Veritas
Bureau Veritas is a global service company specializing in Quality, Health, Safety, and Environment (QHSE) consulting.

The Chopping Block, Inc.
New York, New York
www.choppingblock.com

"We strive to inspire our clients, peers, and students to use and experience digital information in new ways. Adobe and Macromedia technologies are worldwide standards for delivering design and content online and off, and many of the applications from both companies are unparalleled in the industry. The combined solutions will enhance any designers ability to create kick-ass interactive digital content and deliver it to global audiences."

— *Matthew Richmond, Principal and Designer, The Chopping Block, Inc.*
The Chopping Block is an award-winning web and graphics design firm that specializes in designing innovative, interactive web site content for a host of corporate and entertainment industry clients.

Eaton Corporation
Raleigh, North Carolina
www.eaton.com

"Adobe's acquisition of Macromedia could revolutionize the quality and impact of content that we deliver to our staff and customers. With the integration of Flash and Adobe Portable Document Format (PDF), we could distribute truly interactive training materials and support documents. Staff and customers could have everything they need—rich images, text, video, interactive demos—in a single training or service file. It's an exciting development for communications and multimedia technologies."

— *Sherman Ferguson, Technical Writer, Eaton Corporation*
Eaton Corporation is a leading global provider of power quality and management solutions.

Euro RSCG Worldwide
San Francisco, California
www.eurorscg.com

"To remain competitive, it's important that we continually find new and better ways to serve clients. Adobe's acquisition of Macromedia has tremendous potential for our business. Tighter integration among the companies' products will streamline our creative processes, ultimately saving us both time and money. At the same time, an enhanced Adobe PDF and Flash platform will enable us to continue to innovate in delivery of compelling print and interactive solutions for our global client base."

— *John Porter, Studio Manager, Euro RSCG San Francisco*
Euro RSCG San Francisco is the San Francisco office of Euro RSCG Worldwide. Headquarted in New York, Euro RSCG Worldwide is the largest unit of Havas, the world's sixth-largest communications group.
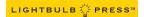
Landor Associates
Cincinnati, Ohio
www.landor.com

"Having a good brand is essential to surviving and standing out in today's information-driven world. Adobe and Macromedia applications have always helped our company develop rich experiences that bring brands to life. The combination of Adobe's prowess in graphics, print, video, and document-level security along with Macromedia's expertise in animation and web applications is awe-inspiring. It's truly a 'you put your chocolate in my peanut butter' situation!"

— *Joe Stitzlein, Design Director, Landor Associates*
Serving clients such as FedEx, BP, Procter & Gamble, The Salt Lake Olympic Committee, and the YWCA, Landor Associates is the world's most accomplished and internationally recognized branding and design consultancy.

Lightbulb Press
New York, New York
www.lightbulbpress.com

"Adobe and Macromedia applications are the primary design and layout tools for our print publications and online projects. We are confident Adobe's acquisition of Macromedia will positively impact our business, because with a more integrated publishing solution from one company, we will be able to develop and provide deliverables to our customers more quickly and efficiently. Ultimately we will also save time and costs associated with managing, upgrading, and general support."

— *Rickie Kowlessar, Director of Technology, Lightbulb Press*
Lightbulb Press is widely recognized for its best-selling guides and widely distributed web content on personal finance, investing, retirement planning, and other topics that are intimidating to consumers.

MEDIUM Design Group Inc.
Santa Barbara, California
www.mediumdesigngroup.com

"Our designers are innovators in the fashion and footwear markets and rely on software from both Adobe and Macromedia to create designs that appeal to customers worldwide. The acquisition brings together the best in design and development software and will enable us to generate more innovative designs, effectively communicate design details to manufacturers and retailers, and ultimately bring products to a worldwide market faster."

— *Kevin Milden, Executive Producer, MEDIUM Design Group Inc.*
MEDIUM is a group of individual designers building products that appeal to the Creative Class.

Natexis Banques Populaires, a part of the Banque Populaire Group
Paris, France
www.natexis.fr

"Listed vehicle of the Banque Populaire Group, Natexis Banques Populaires is a financing, investment banking, and services bank that strives to offer its customers the best value added services to accelerate their businesses. Adobe and Macromedia tools have been key to our ability to create innovative offers for our customers worldwide. With the two companies coming together, we look forward to developing more innovative value-added services for both the enterprise and consumer markets."

— *Francois Schotte, Head of Marketing & Communication, Financial Services, Natexis Banques Populaires*
Listed vehicle of the Banque Populaire Group, Natexis Banques Populaires is the Banque Populaire Group's financing, investment banking, and services bank, and also provides receivables management services through Coface.

Nokia
Helsinki, Finland
www.nokia.com

"The key success factor for Nokia is a great user experience with the so-called 'wow' effect. The acquisition of Macromedia by Adobe is expected to further contribute to offering these exciting mobile experiences."

— *Christian Buchbauer, Alliance Director, Nokia Technology Platforms*
Nokia is a world leader in mobile communications, providing equipment, solutions, and services for consumers, network operators, and corporations.

Open Access Limited

Toronto, Ontario

www.openaccessltd.com

"In our industry, providing clients with fast, reliable access to personalized account information is essential. By continuing to leverage the powerful information creation, delivery, and processing capabilities of Adobe solutions, we can improve customer service and gain an edge in the competitive market for managing group retirement and pension services. We are excited to see Adobe expand its offerings with the acquisition of Macromedia and look forward to exploring new ways to improve our business with Adobe solutions."

— Sean Dalley, Vice President of Information Technology, Open Access Limited

Open Access Limited provides corporate clients with a complete outsourcing solution for group retirement plans and defined contribution pension plans.

Pep Boys

Philadelphia, Pennsylvania

www.pepboys.com

"At Pep Boys, Macromedia® Breeze® is essential for our elearning, collaboration, and web conferencing needs. By acquiring Macromedia, Adobe will now deliver a powerful platform for companies like Pep Boys to communicate across the organization, while reducing costs and saving time. The combined technological forces of Adobe and Macromedia, will truly redefine how the world interacts with ideas and information."

— Liviu Dedes, Director of Training and Organizational Development, Pep Boys

Pep Boys is the nation's leading full-service automotive aftermarket chain.

Qbrick

Stockholm, Sweden

www.qbrick.com

"Adobe has a tradition of making competitive tools for multimedia production. Joined together with Macromedia's products, we hope to see a smooth workflow through the technologies. With the latest product release, Flash is quickly becoming a viable video platform, so a tighter integration with Adobe products will benefit the users of both toolsets greatly."

— David Karlsson, CTO Digital Meida, Qbrick

Qbrick is a Scandinavian market leader in the streaming media industry.

Rochester Institute of Technology (RIT), School of Print Media

Rochester, New York

www.rit.edu

"Adobe PDF and Flash are worldwide standards, so Adobe's acquisition of Macromedia has exciting implications. A combined Adobe PDF and Flash platform will dramatically change the possibilities for delivering dynamic content over the web, PDAs, cell phones—virtually any digital device imaginable. In addition, printers are finding revenue opportunities in cross-media publishing, repurposing content across media to become one-stop media suppliers for their customers. The combination of Adobe and Macromedia will help printers accomplish this."

— Frank Romano, Professor Emeritus, School of Print Media, Rochester Institute of Technology

RIT was founded in 1829 and is an internationally recognized leader in imaging, technology, and fine and applied arts.

Salesforce.com

Salesforce.com
San Francisco, California
www.salesforce.com

"Due to the effective rich communication and wide audience reach provided by Macromedia Breeze, we build our marketing strategies around the product to deliver the latest salesforce.com technologies and ideas to more than 308,000 paying subscribers worldwide. There is no question that Adobe's acquisition of Macromedia will provide salesforce.com with great opportunities to engage customers even further with digital information. We believe the synergy of Adobe and Macromedia will transform the way enterprise companies communicate today."

— Marc Benioff, Chairman & CEO, Salesforce.com
Salesforce.com is the world leader in on-demand customer relationship management (CRM) services.

SVA School of VISUAL ARTS

School of Visual Arts
New York, New York
www.sva.edu

"Adobe and Macromedia are perfect complements, so we're thrilled about the acquisition. Both companies provide tools that our students rely on daily to do everything from creating rich still images to developing and delivering full-motion content. The combined solutions and shared visions of Adobe and Macromedia have the potential to reinvent the quality of digital content that is created and consumed."

— Lita Talarico, Co-Chair, MFA Design, School of Visual Arts
School of Visual Arts is one of the world's widely recognized art schools for its innovative and experimental program philosophies, attracting distinguished faculty and students from around the globe.

Sheridan
Institute of Technology
and Advanced Learning

Sheridan Institute of Technology and Advanced Learning
Oakville, Ontario, Canada
www.sheridaninstitute.ca

"Adobe and Macromedia applications are standards in our coursework and key to Sheridan's ability to give students the creative and communication skills they need to succeed after graduation. Sheridan believes that that acquisition of Macromedia by Adobe will result in greater integration and innovation among already powerful design, video, and interactive media tools and will further enhance Adobe's strong commitment to educators and students."

— Howard Simkins, Coordinator of Computer Technology School of Animation Arts and Design, Sheridan Institute of Technology and Advanced Learning
Founded in 1967 with a handful of programs and 400 students, The Sheridan College Institute of Advanced Technology and Learning serves more than 14,700 students.

Trifecta MULTIMEDIA

05
2005 Sundance Film Festival

Trifecta Multimedia, LLC working with Sundance Online Film Festival
Marina Del Rey, California
www.trifectamultimedia.com
www.sundanceonlinefilmfestival.org

"We want to continually provide new and unexpected experiences at the Sundance Film Festival, whether people attend the event in Utah or participate as online viewers. Central to our efforts to develop dynamic digital content for the web is the use of software from Adobe and Macromedia. The combination of these industry leaders will provide us with a more robust software solution to reach Sundance viewers with engaging digital content that helps people feel more connected to the event, no matter where they are."

— Rob King, Creative Director, Trifecta Multimedia, LLC working with Sundance Online Film Festival
The Sundance Film Festival puts forward the best in independent film from around the world for an audience of 30,000 people from 27 countries. The Sundance Online Film Festival extends the event to a worldwide, online audience.

University of California (UCLA), Los Angeles

Los Angeles, California
www.design.ucla.edu

"Adobe's acquisition of Macromedia will drive new solutions for cell phones, media players, computers, high-definition TVs, and other digital communications. It's a terrific development that will raise the standards for the quality and interactivity of content delivered electronically. Our students will enjoy easier access to a better integrated set of leading tools for creating and delivering rich content to any device. This is a great day for the industry."

— *Maroun Harb, Computing Resource Manager, Design|Media Arts Department, UCLA*
UCLA is one of the world's top-ranked universities, attracting distinguished faculty and students from around the globe.

The Wharton School of the University of Pennsylvania

Philadelphia, Pennsylvania
www.wharton.upenn.edu

"By combining Adobe's enterprise solutions for generating intelligent documents with Macromedia's powerful Rich Internet Application development environment, organizations can deploy secure web applications that will reinvent how people access and interact with information online. The opportunity is huge for web applications supporting rich document generation, presentation, and processing."

— *Kendall Whitehouse, Senior Director, Advanced Technology Development, The Wharton School of the University of Pennsylvania*
Wharton is one of the world's premiere business schools, attracting students from around the globe.