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FOR IMMEDIATE RELEASE

Adobe Scene7 Mobile Commerce Survey Reveals Significant Interest in Developing Mobile Websites

More Than 80 Percent of Businesses Surveyed Have Deployed or Are Developing Mobile Websites; Respondents Planning to Add More Rich Visual Experiences over Mobile Channel

SAN JOSE, Calif., — Aug. 12, 2010 — Adobe Systems Incorporated (Nasdaq:ADBE) today published the results of the first annual Adobe® Scene7® Mobile Commerce Survey, detailing leading businesses' strategies for leveraging the emerging mobile channel over the coming year. Respondents across several industries indicated an overwhelming preference for developing websites as their predominant mobile commerce presence with more than 80 percent planning or having already deployed a mobile website compared with other types of mobile properties, including downloadable applications. Merely eight percent of respondents cited a downloadable application-only mobile commerce strategy.

The survey uncovered four key areas of focus for businesses' mobile strategies: promotions, commerce, product information and branding. Seventy-five percent of respondents named promotions as the core of their mobile strategy, validating the mobile channel as an important method to drive traffic and support multi-channel commerce.

"Multi-channel shoppers tend to purchase more; therefore, companies must effectively engage customers by delivering consistent, rich experiences across all channels – including mobile – to maintain and fuel current double-digit e-commerce industry growth rates," said Sheila Dahlgren, senior director of product marketing at Adobe. "The survey results demonstrate the opportunities that exist for companies to fully leverage rich visualization features to improve their emerging mobile presences and drive cross-channel sales."

Mobile user experience findings from the survey point to full-screen image zoom and videos as the most important way to browse or display products on mobile devices, specifically:

- More than 55 percent of respondents cited full-screen image zoom and videos as indispensable viewing features for driving conversion
- In addition, 96 percent of respondents asserted the most effective visual merchandising features were catalogs & brochures, alternative images, and zoom & pan
- While only 18 percent of respondents currently utilize rich visual merchandising features for mobile commerce, up to 81 percent of respondents cited plans to deploy these features, thus implying richer mobile experiences will be created and offered over the next 12 months.

About the Survey

The Adobe Scene7 Rich Mobile Commerce Survey was conducted from July 6 to July 23, 2010, to identify businesses' strategic and tactical plans for mobile commerce over the next year. The survey received 446 responses from representatives at leading enterprises worldwide. The top six industries for respondents, representing more than 50 percent of the total, included retail, agencies (advertising/interactive), computer hardware-services-software and media. Retail was the highest segment to respond with more than 20 percent. Approximately 75 percent of respondents were from North America. A complete detailed summary of the report is available at: www.scene7.com/MCommerce2010.

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