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**FOR IMMEDIATE RELEASE**

## **Adobe Announces New eBook and PDF Support for Mobile Devices**

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### **Software Development Kit Enables Reflowable PDF and Content Protection for Smartphones and Reading Devices**

**BARCELONA, Spain — Feb. 16, 2009** — At the GSMA Mobile World Congress, Adobe Systems Incorporated (Nasdaq:ADBE) today announced the availability of the new Adobe® Reader® Mobile SDK, a software development kit (SDK) designed to enable companies to deliver mobile phones and handheld devices that can easily download, manage, and display PDF content and eBooks. The new software engine delivers support for reflowable PDF technology, Adobe's content protection technology, as well as the EPUB file format, an XML-based eBook standard with broad support from the publishing industry.

In support of the new Adobe Reader Mobile SDK, a number of companies announced plans to ship devices or applications in 2009 that integrate the new Adobe technology, including Bookeen, iRex Technologies, Lexcycle, Plastic Logic, Polymer Vision Ltd., and Spring Design. The Adobe Reader Mobile engine is already integrated into the groundbreaking Reader Digital Book™ by Sony.

Adobe Reader Mobile SDK delivers new support for reflowable PDF technology, where text is able to adapt automatically to the screen size enabling readers to consume digital content on a variety of devices while preserving layout integrity and enhancing the reading experience. The support for the new EPUB file format is expected to accelerate the availability of eBook content on mobile devices worldwide. Consumers can acquire content with Adobe Reader Mobile-enabled devices over the air (OTA) and via PCs and Macintosh systems through the latest version of Adobe Digital Editions, Adobe's popular desktop application for reading and managing digital publications.

“With Adobe Reader Mobile SDK, Adobe is expanding the reach of PDF content, making it easier for mobile users to engage with rich digital publications on the go,” said Kevin M. Lynch, vice president and general manager of the Acrobat family of products at Adobe. “Consumers are demanding content that looks great on a small screen and publishers want to ensure a viewing experience that enhances their brand and, where appropriate, protects their content. This new software engine delivers on both expectations.”

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“With support for reflowable PDF and the new EPUB format, we are able to deliver richer reading experiences to digital book lovers,” said Steve Haber, president, Digital Reading Business Division, Sony Electronics. “The Reader ships with support for Adobe Reader Mobile SDK today and allows consumers to acquire eBooks from a variety of sources, including public libraries. Our goal is to foster an open content environment that enables our customers to maximize the use and enjoyment of their Readers.”

“The sophisticated capabilities of Adobe Reader Mobile SDK will greatly enhance Stanza by providing flexible rights management for PDF and EPUB, such as the ability to borrow commercial books from libraries,” said Marc Prud’hommeaux, chief executive officer at Lexcycle. “Stanza’s 1.3 million users are spread across 60 countries worldwide, proving that the digital reading revolution is truly a global phenomenon and that next generation mobile devices like the iPhone and iPod Touch will play a major role in the future of reading.”

With integrated support for Adobe’s content protection technology, publishers can rely on the copy protection of eBooks and other digital publications. Adobe Content Server 4 enables publishers, retailers, libraries and other distributors to protect PDF and EPUB content for distribution to PCs and devices. For more information on Adobe’s content protection technology and Adobe Content Server 4, visit [www.adobe.com/products/contentserver](http://www.adobe.com/products/contentserver).

### Availability

Adobe Reader Mobile 9 SDK, which replaces the previous Adobe Reader LE 2.5 technology, is being integrated with licensee device and smartphone applications and is available immediately. The software engine is part of a family of Adobe document solutions, including the Adobe Acrobat® 9 product line and Adobe Reader 9 software. For information on the Adobe Reader Mobile SDK licensing, visit [www.adobe.com/devnet/readermobile](http://www.adobe.com/devnet/readermobile).

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