

# ADOBE® CREATIVE SUITE® 3

## Quick reference guide to the top reasons to upgrade

To successfully promote Adobe Creative Suite 3, make sure all your customers understand that the new versions are “must-have” upgrades. Highlight the great, new features listed here, and be sure to point out the value and benefits of using a complete solution. For more information, consult the Adobe Creative Suite 3 Telesales Guide.



CS3 Design Premium	Top reasons to upgrade
Adobe InDesign® CS3 Adobe Photoshop® CS3 Extended Adobe Illustrator® CS3 Adobe Flash® CS3 Professional Adobe Dreamweaver® CS3 Adobe Acrobat® 8 Professional	<b>Powerful design workflows</b> —Bring your most visionary ideas to life in print, on the web, and on mobile devices. Automatically find and fix errors before printing high-quality pages using InDesign and Acrobat. Export InDesign layouts as XHTML to use in web designs in Dreamweaver. Easily create graphics in Flash using the Adobe-standard Pen tool. And test mobile designs in Adobe Device Central.
	<b>Unprecedented integration</b> —Use native files more easily than ever in different design workflows. Import Photoshop and Illustrator files into Flash, and copy Photoshop files into Dreamweaver. And enjoy a unified, integrated design experience with new self-adjusting panels and other shared interface elements.
	<b>All-new versions of essential creative tools</b> —Experience the ultimate creative toolset with Adobe InDesign CS3 for page layout, Photoshop CS3 Extended for specialized image editing, Illustrator CS3 for vector graphics creation, Flash CS3 Professional for interactive design, Dreamweaver CS3 for web design and development, and Acrobat 8 Professional for Adobe PDF workflows.
CS3 Design Standard	Top reasons to upgrade
Adobe InDesign CS3 Adobe Photoshop CS3 Adobe Illustrator CS3 Adobe Acrobat 8 Professional	<b>Unprecedented integration for exceptional productivity</b> —Enjoy a consistent design experience across InDesign, Illustrator, and Photoshop with shared interface elements such as self-adjusting panels that dock out of your way when not in use. And use native file formats smoothly across software components to streamline design and production.
	<b>Efficient, powerful page design with Adobe InDesign CS3</b> —Explore more creative possibilities and experience new levels of productivity using InDesign CS3, which offers powerful features for creating graphically rich, complex documents; professional typographic controls; and robust, reliable printing.
	<b>Powerful color and printing capabilities</b> —Print Photoshop composites, Illustrator artwork, and InDesign layouts with confidence thanks to robust color options, consistent color settings, and professional output controls for high-quality printing.
CS3 Web Premium	Top reasons to upgrade
Adobe Dreamweaver CS3 Adobe Flash CS3 Professional Adobe Photoshop CS3 Extended Adobe Illustrator CS3 Adobe Fireworks® CS3 Adobe Acrobat 8 Professional Adobe Contribute® CS3	<b>Powerful integration</b> —Fluidly move assets across Adobe Photoshop CS3 Extended, Illustrator CS3, Flash CS3 Professional, Dreamweaver CS3, and Fireworks CS3 software. Use Adobe Version Cue® CS3, Adobe Bridge, and Adobe Stock Photos to manage assets. Prepare content for mobile devices with Adobe Device Central CS3.
	<b>More expressive interactive design</b> —Explore new dimensions in digital design with new features in Flash CS3 such as the Pen tool, shape primitives, new filter effects, and advanced video support. All of these come alongside renowned interactive video, animation, and graphics capability, plus high-quality text rendering.
	<b>Unrivaled image-editing power</b> —Perfect your images with new capabilities in Adobe Photoshop CS3 designed specifically for web professionals, including 3D editing, animation support, a new timeline, and more.
CS3 Web Standard	Top reasons to upgrade
Adobe Dreamweaver CS3 Adobe Flash CS3 Professional Adobe Fireworks CS3 Adobe Contribute CS3	<b>High-productivity tools</b> —Turbo-charge the web design and development process. Roundtrip editing between Fireworks, Flash, and Dreamweaver enables speedy prototyping, graphics creation, and optimization. Move CSS layouts from Fireworks to Dreamweaver. Use Contribute with Dreamweaver for controlled user-based web maintenance.
	<b>Emerging technologies</b> —Prepare for the next generation of web technology while applying best practices. Create dynamic user interfaces with CSS and Ajax, add Flash Video, incorporate new standards-based user elements, and support user-generated content for dynamic experiences.
	<b>Easy web maintenance</b> —Free yourself from simple web edits. With Contribute CS3, enable individuals or workgroups to easily edit and publish content to websites and blogs from a controlled, permissions-based application or from within Microsoft applications.

Continued Page 2

CS3 Production Premium	Top reasons to upgrade
Adobe After Effects® CS3 Professional Adobe Premiere® Pro CS3 includes Adobe Encore® CS3 and Adobe OnLocation™ CS3* Adobe Photoshop CS3 Extended Adobe Flash CS3 Professional Adobe Illustrator CS3 Adobe Soundbooth™ CS3	<b>Full new versions of Adobe's video, audio, and design tools</b> —Production Premium includes all-new versions of professional video, audio, and design software—a complete toolset for every aspect of your post-production workflow, including capturing, editing, effects, compositing, interactive authoring, and output.
	<b>Future-ready tools for delivery of video content anywhere</b> —Meet today's production demands and tomorrow's challenges head on. Broad support for leading standards and formats, an open approach to hardware and platform support, a rich ecosystem of plug-ins and other third-party solutions, and the ability to deliver video content to new types of devices—from mobile to Blu-ray Disc—give you a competitive edge.
	<b>Extensive integration for exceptional productivity</b> —Tighter-than-ever integration between Photoshop and After Effects and between After Effects, Illustrator, Adobe Premiere Pro, Encore, Soundbooth, and Flash software streamlines your workflow, making it easier than ever to move projects and files between components and work with a common user interface. In addition, Adobe Bridge offers new file type support and metadata previews.
CS3 Master Collection	Top reasons to upgrade
Adobe InDesign CS3 Adobe Photoshop CS3 Extended Adobe Illustrator CS3 Adobe Acrobat 8 Professional Adobe Flash CS3 Professional Adobe Dreamweaver CS3 Adobe Fireworks CS3 Adobe Contribute CS3 Adobe After Effects CS3 Professional Adobe Premiere® Pro CS3 includes Adobe Encore CS3 and Adobe OnLocation CS3* Adobe Soundbooth CS3	<b>An amazing value</b> —Expand your technical skills without breaking your budget. Creative Suite 3 Master Collection combines the best of the Design Premium, Web Premium, and Production Premium editions into one value-packed offering.
	<b>Highly efficient integration</b> —Work more productively than ever thanks to the exceptional integration of the tools in Master Collection. Come up to speed quickly with the help of the consistent interface across many of the creative tools—including the new standard Adobe interface in Flash—and easily exchange native file formats to streamline content creation across design disciplines. Import layered Photoshop files into Illustrator, InDesign, Fireworks, Flash, After Effects, Adobe Premiere Pro, and Encore, or copy and paste from Photoshop to Dreamweaver. Export InDesign files as XHTML to jump-start web designs in Dreamweaver. Paint video layers in Photoshop CS3 Extended, and then export to a variety of video formats, including Flash Video (FLV), to incorporate into a website or an After Effects or Adobe Premiere Pro project. And much more.
	<b>Easy collaboration between designers and developers</b> —Produce rich, engaging content that can be freely deployed on the web and on a wide variety of mobile and other devices. Quickly copy motion to ActionScript™ 3.0 language to hand off to a Flash developer, or use scripts to automate tasks across components of the software. Master Collection offers robust features for producing and deploying cutting-edge content as well as for improving efficiencies between designers and developers.

\* Adobe OnLocation CS3 (Windows® only)



**Adobe Systems Incorporated**  
 345 Park Avenue, San Jose, CA 95110-2704 USA  
[www.adobe.com](http://www.adobe.com)

Adobe, the Adobe logo, Adobe Premiere, Adobe OnLocation, Adobe Soundbooth, Acrobat, Acrobat Connect, ActionScript, After Effects, Contribute, Dreamweaver, Encore, Fireworks, Flash, Illustrator, InDesign, Photoshop, Reader, Ultra, and Version Cue are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© Copyright 2007 Adobe Systems Incorporated.  
 All rights reserved. Printed in the USA.  
 95008857 03/07

Adobe Creative Suite 3						
Adobe Creative Suite 3 combines Adobe Bridge CS3, Adobe Device Central CS3, Adobe Stock Photos, and Acrobat Connect™ with the following components:						
	Design Premium	Design Standard	Web Premium	Web Standard	Production Premium	Master Collection
Adobe InDesign CS3	✓	✓				✓
Adobe Acrobat 8 Professional	✓	✓	✓			✓
Adobe Illustrator CS3	✓	✓	✓		✓	✓
Adobe Photoshop CS3 Extended	✓		✓		✓	✓
Adobe Photoshop CS3		✓				
Adobe Flash CS3 Professional	✓		✓	✓	✓	✓
Adobe Dreamweaver CS3	✓		✓	✓		✓
Adobe Fireworks CS3			✓	✓		✓
Adobe Contribute CS3			✓	✓		✓
Adobe After Effects CS3 Professional					✓	✓
Adobe Premiere Pro CS3					✓	✓
Adobe Encore CS3					✓	✓
Adobe Soundbooth CS3					✓	✓
Adobe Dynamic Link CS3					✓	✓
Adobe Ultra® CS3*					✓	✓
Adobe OnLocation CS3*					✓	✓
Adobe Version Cue CS3	✓	✓	✓	✓		✓

\*Available only in Windows versions of Adobe Creative Suite 3 Production Premium and Master Collection