


ADOBE® CREATIVE SUITE® 5: PRICING OVERVIEW

IN EUROS FOR LOCALIZED LANGUAGE VERSIONS*


| ADOBE CREATIVE PRODUCTS | EDITION COMBINES: | ESTIMATED STREET PRICE FOR FULL VERSION** | OR UPGRADE FROM THESE PRODUCTS... | ...FOR THIS ESTIMATED STREET PRICE** |
|---|--|---|---|--------------------------------------|
| <p>Adobe Creative Suite 5 Design Premium</p>  | <p>Adobe Photoshop® CS5 Extended Adobe Illustrator® CS5 Adobe InDesign® CS5 Adobe Flash® Catalyst™ CS5 Adobe Flash® Professional CS5 Adobe Dreamweaver® CS5 Adobe Fireworks® CS5 Adobe Acrobat® 9 Pro</p> <p><i>Also includes:</i> Adobe Bridge CS5 Adobe Device Central CS5</p> <p>Integrates with new Adobe CS Live online services</p> | <p>€2,299</p> | <p>Adobe Creative Suite 4 Design Premium Adobe Creative Suite 4 Design Standard Adobe Creative Suite 4 Web Premium Adobe Creative Suite 4 Web Standard Adobe Creative Suite 4 Production Premium Adobe Creative Suite 4 Master Collection</p> | <p>€749</p> |
| | | | <p>Adobe Creative Suite 3 Design Premium Adobe Creative Suite 3 Design Standard Adobe Creative Suite 3 Web Premium Adobe Creative Suite 3 Web Standard Adobe Creative Suite 3 Production Premium Adobe Creative Suite 3 Master Collection Adobe Creative Suite 2 Premium Adobe Creative Suite 2 Standard Macromedia® Studio 8 Adobe Production Studio® Premium Adobe Production Studio Standard</p> | <p>€999</p> |
| | | | <p>Adobe Photoshop CS2, CS3, CS4, or CS5 Adobe Photoshop CS3, CS4, or CS5 Extended Adobe Illustrator CS2, CS3, CS4, or CS5 Adobe InDesign CS2, CS3, CS4, or CS5 Macromedia Flash 8 (Professional or Basic); Adobe Flash CS3 Professional, CS4 Professional, or Professional CS5 Macromedia Dreamweaver 8; Adobe Dreamweaver CS3, CS4, or CS5 Adobe Acrobat 6.x Professional, 7.x Professional, 8.x Professional, or 9.x Pro</p> | <p>€1,749</p> |

* This document applies to German, Spanish, French, Swedish, Norwegian, Dutch, Finnish, and Danish versions of the Adobe products listed. Some Adobe products are not localized in all languages. For more information regarding which Adobe products are localized in each language visit, www.adobe.com or contact an Adobe Authorized Reseller.

**All prices are estimated street prices in Euros and do not include applicable taxes or shipping costs. For exact prices, visit the Adobe Store online (www.store.adobe.com) or contact an Adobe Authorized Reseller.

ADOBE® CREATIVE SUITE® 5: PRICING OVERVIEW

IN EUROS FOR LOCALIZED LANGUAGE VERSIONS* *CONTINUED...*


| ADOBE CREATIVE PRODUCTS | EDITION COMBINES: | ESTIMATED STREET PRICE FOR FULL VERSION** | OR UPGRADE FROM THESE PRODUCTS... | ...FOR THIS ESTIMATED STREET PRICE** |
|--|--|---|---|--------------------------------------|
| <p>Adobe Creative Suite 5 Design Standard</p>  | <p>Adobe Photoshop CS5 Adobe Illustrator CS5 Adobe InDesign CS5 Adobe Acrobat 9 Pro</p> <p><i>Also includes:</i> Adobe Bridge CS5 Adobe Device Central CS5</p> <p>Integrates with new Adobe CS Live online services</p> | <p>€1,699</p> | <p>Adobe Creative Suite 4 Design Premium Adobe Creative Suite 4 Design Standard Adobe Creative Suite 4 Web Premium Adobe Creative Suite 4 Web Standard Adobe Creative Suite 4 Production Premium Adobe Creative Suite 4 Master Collection</p> | <p>€599</p> |
| | | | <p>Adobe Creative Suite 3 Design Premium Adobe Creative Suite 3 Design Standard Adobe Creative Suite 3 Web Premium Adobe Creative Suite 3 Web Standard Adobe Creative Suite 3 Production Premium Adobe Creative Suite 3 Master Collection Adobe Creative Suite 2 Premium Adobe Creative Suite 2 Standard Macromedia Studio 8 Adobe Production Studio Premium Adobe Production Studio Standard</p> | <p>€799</p> |
| | | | <p>Adobe Photoshop CS2, CS3, CS4, or CS5 Adobe Photoshop CS3, CS4, or CS5 Extended Adobe Illustrator CS2, CS3, CS4, or CS5 Adobe InDesign CS2, CS3, CS4, or CS5 Adobe Acrobat 6.x Professional, 7.x Professional, 8.x Professional, or 9.x Pro</p> | <p>€1,139</p> |

* This document applies to German, Spanish, French, Swedish, Norwegian, Dutch, Finnish, and Danish versions of the Adobe products listed. Some Adobe products are not localized in all languages. For more information regarding which Adobe products are localized in each language visit, www.adobe.com or contact an Adobe Authorized Reseller.

**All prices are estimated street prices in Euros and do not include applicable taxes or shipping costs. For exact prices, visit the Adobe Store online (www.store.adobe.com) or contact an Adobe Authorized Reseller.

ADOBE® CREATIVE SUITE® 5: PRICING OVERVIEW

IN EUROS FOR LOCALIZED LANGUAGE VERSIONS* *CONTINUED...*


| ADOBE CREATIVE PRODUCTS | EDITION COMBINES: | ESTIMATED STREET PRICE FOR FULL VERSION** | OR UPGRADE FROM THESE PRODUCTS... | ...FOR THIS ESTIMATED STREET PRICE** |
|--|--|---|---|--------------------------------------|
| <p>Adobe Creative Suite 5 Web Premium</p>  | <p>Adobe Dreamweaver CS5 Adobe Flash Catalyst CS5 Adobe Flash Professional CS5 Adobe Flash Builder™ 4 Adobe Photoshop CS5 Extended Adobe Illustrator CS5 Adobe Acrobat 9 Pro Adobe Fireworks CS5 Adobe Contribute® CS5</p> <p><i>Also includes:</i> Adobe Bridge CS5 Adobe Device Central CS5</p> <p>Integrates with new Adobe CS Live online services</p> | <p>€1,999</p> | <p>Adobe Creative Suite 4 Design Premium Adobe Creative Suite 4 Design Standard Adobe Creative Suite 4 Web Premium Adobe Creative Suite 4 Web Standard Adobe Creative Suite 4 Production Premium Adobe Creative Suite 4 Master Collection</p> | <p>€649</p> |
| | | | <p>Adobe Creative Suite 3 Design Premium Adobe Creative Suite 3 Design Standard Adobe Creative Suite 3 Web Premium Adobe Creative Suite 3 Web Standard Adobe Creative Suite 3 Production Premium Adobe Creative Suite 3 Master Collection Adobe Creative Suite 2 Premium Adobe Creative Suite 2 Standard Macromedia Studio 8 Adobe Production Studio Premium Adobe Production Studio Standard</p> | <p>€899</p> |
| | | | <p>Macromedia Dreamweaver 8; Adobe Dreamweaver CS3, CS4, or CS5 Macromedia Flash 8 (Professional or Basic); Adobe Flash CS3 Professional, CS4 Professional, or Professional CS5 Adobe Photoshop CS2, CS3, CS4, or CS5 Adobe Photoshop CS3, CS4, or CS5 Extended Adobe Illustrator CS2, CS3, CS4, or CS5 Adobe Acrobat 6.x Professional, 7.x Professional, 8.x Professional, or 9.x Pro</p> | <p>€1,549</p> |

* This document applies to German, Spanish, French, Swedish, Norwegian, Dutch, Finnish, and Danish versions of the Adobe products listed. Some Adobe products are not localized in all languages. For more information regarding which Adobe products are localized in each language visit, www.adobe.com or contact an Adobe Authorized Reseller.

**All prices are estimated street prices in Euros and do not include applicable taxes or shipping costs. For exact prices, visit the Adobe Store online (www.store.adobe.com) or contact an Adobe Authorized Reseller.

ADOBE® CREATIVE SUITE® 5: PRICING OVERVIEW

IN EUROS FOR LOCALIZED LANGUAGE VERSIONS* *CONTINUED...*


| ADOBE CREATIVE PRODUCTS | EDITION COMBINES: | ESTIMATED STREET PRICE FOR FULL VERSION** | OR UPGRADE FROM THESE PRODUCTS... | ...FOR THIS ESTIMATED STREET PRICE** |
|---|--|---|---|--------------------------------------|
| <p>Adobe Creative Suite 5 Production Premium</p>  | <p>Adobe Premiere® Pro CS5 Adobe After Effects® CS5 Adobe Photoshop CS5 Extended Adobe Illustrator CS5 Adobe Flash Catalyst CS5 Adobe Flash Professional CS5 Adobe Soundbooth® CS5 Adobe OnLocation™ CS5 Adobe Encore® CS5</p> <p><i>Also includes:</i> Adobe Dynamic Link Adobe Bridge CS5 Adobe Device Central CS5</p> <p>Integrates with new Adobe CS Live online services</p> | <p>€2,099</p> | <p>Adobe Creative Suite 4 Design Premium Adobe Creative Suite 4 Design Standard Adobe Creative Suite 4 Web Premium Adobe Creative Suite 4 Web Standard Adobe Creative Suite 4 Production Premium Adobe Creative Suite 4 Master Collection</p> | <p>€699</p> |
| | | | <p>Adobe Creative Suite 3 Design Premium Adobe Creative Suite 3 Design Standard Adobe Creative Suite 3 Web Premium Adobe Creative Suite 3 Web Standard Adobe Creative Suite 3 Production Premium Adobe Creative Suite 3 Master Collection Adobe Creative Suite 2 Premium Adobe Creative Suite 2 Standard Macromedia Studio 8 Adobe Production Studio Premium Adobe Production Studio Standard</p> | <p>€999</p> |
| | | | <p>Adobe Premiere Pro 1.x, 2.x, CS3, CS4, or CS5; or any version of Adobe Premiere Adobe After Effects 7.x (Professional or Standard), CS3 Professional, CS4, or CS5 Adobe Photoshop CS2, CS3, CS4, or CS5 Adobe Photoshop CS3, CS4, or CS5 Extended Adobe Illustrator CS2, CS3, CS4, or CS5 Macromedia Flash 8 (Professional or Basic); Adobe Flash CS3 Professional, CS4 Professional, or Professional CS5</p> | <p>€1,369</p> |

* This document applies to German, Spanish, French, Swedish, Norwegian, Dutch, Finnish, and Danish versions of the Adobe products listed. Some Adobe products are not localized in all languages. For more information regarding which Adobe products are localized in each language visit, www.adobe.com or contact an Adobe Authorized Reseller.

**All prices are estimated street prices in Euros and do not include applicable taxes or shipping costs. For exact prices, visit the Adobe Store online (www.store.adobe.com) or contact an Adobe Authorized Reseller.

ADOBE® CREATIVE SUITE® 5: PRICING OVERVIEW

IN EUROS FOR LOCALIZED LANGUAGE VERSIONS* *CONTINUED...*

| ADOBE CREATIVE PRODUCTS | EDITION COMBINES: | ESTIMATED STREET PRICE FOR FULL VERSION** | OR UPGRADE FROM THESE PRODUCTS... | ...FOR THIS ESTIMATED STREET PRICE** |
|--|--|---|---|--------------------------------------|
| Adobe Creative Suite 5 Master Collection  | Adobe Photoshop CS5 Extended Adobe Illustrator CS5 Adobe InDesign CS5 Adobe Acrobat 9 Pro Adobe Flash Catalyst CS5 Adobe Flash Professional CS5 Adobe Flash Builder 4 Adobe Dreamweaver CS5 Adobe Fireworks CS5 Adobe Contribute CS5 Adobe Premiere Pro CS5 Adobe After Effects CS5 Adobe Soundbooth CS5 Adobe Encore CS5 Adobe OnLocation CS5 <i>Also includes:</i> Adobe Bridge CS5 Adobe Device Central CS5 Adobe Dynamic Link Integrates with new Adobe CS Live online services | €3,099 | Adobe Creative Suite 4 Master Collection | €999 |
| | | | Adobe Creative Suite 3 Master Collection | €1,399 |
| | | | Adobe Creative Suite 4 Design Premium Adobe Creative Suite 4 Design Standard Adobe Creative Suite 4 Web Premium Adobe Creative Suite 4 Web Standard Adobe Creative Suite 4 Production Premium Adobe Creative Suite 3 Design Premium Adobe Creative Suite 3 Design Standard Adobe Creative Suite 3 Web Premium Adobe Creative Suite 3 Web Standard Adobe Creative Suite 3 Production Premium Adobe Creative Suite 2 Premium Adobe Creative Suite 2 Standard Macromedia Studio 8 Adobe Production Studio Premium Adobe Production Studio Standard | €1,499 |

* This document applies to German, Spanish, French, Swedish, Norwegian, Dutch, Finnish, and Danish versions of the Adobe products listed. Some Adobe products are not localized in all languages. For more information regarding which Adobe products are localized in each language visit, www.adobe.com or contact an Adobe Authorized Reseller.

**All prices are estimated street prices in Euros and do not include applicable taxes or shipping costs. For exact prices, visit the Adobe Store online (www.store.adobe.com) or contact an Adobe Authorized Reseller.

ADOBE® CREATIVE SUITE® 5: PRICING OVERVIEW

IN EUROS FOR LOCALIZED LANGUAGE VERSIONS* *CONTINUED...*



| ADOBE CREATIVE PRODUCTS | ESTIMATED STREET PRICE FOR FULL VERSION** | OR UPGRADE FROM THESE PRODUCTS... | ...FOR THIS ESTIMATED STREET PRICE** |
|---|---|---|--------------------------------------|
| Adobe Acrobat 9 Pro | €559 | Adobe Acrobat 6.x, 7.x, or 8.x (Professional or Standard) or Adobe Acrobat 9 Standard | €189 |
| Adobe After Effects CS5 | €1,199 | Adobe After Effects 7.x (Professional or Standard), CS3 Professional, or CS4 | €299 |
| Adobe Contribute CS5 | €199 | Adobe Contribute 4, CS3, or CS4 | €99 |
| Adobe Dreamweaver CS5 | €479 | Macromedia Dreamweaver 8; Adobe Dreamweaver CS3 or CS4 Adobe GoLive® CS, CS2, or 9.x | €249 |
| Adobe Fireworks CS5 | €349 | Macromedia Fireworks 8; Adobe Fireworks CS3 or CS4 | €149 |
| Adobe Flash Builder 4 Standard | €175 | Adobe Flex Builder® 2 or 3 Standard | €69 |
| Adobe Flash Catalyst CS5 | €479 | N/A | N/A |
| Adobe Flash Professional CS5 | €699 | Macromedia Flash 8 (Professional or Basic); Adobe Flash CS3 Professional or CS4 Professional | €249 |
| Adobe Illustrator CS5 | €719 | Adobe Illustrator CS2, CS3, or CS4 Macromedia FreeHand® 9.x, 10.x, or MX | €249 |
| Adobe InCopy® CS5 | €299 | Adobe InCopy CS2, CS3, or CS4 | €99 |
| Adobe InDesign CS5 | €849 | Adobe InDesign CS2, CS3, or CS4 Adobe PageMaker® 6.x or 7.x | €249 |
| Adobe Photoshop CS5 | €849 | Adobe Photoshop CS2, CS3, or CS4 Adobe Photoshop CS3 or CS4 Extended | €249 |
| | | Adobe Photoshop Elements 4.0, 6.0, or 8.0 (Mac OS®) Adobe Photoshop Elements 6.0, 7.0, or 8.0 (Microsoft Windows®) | €649 |
| Adobe Photoshop CS5 Extended | €1,199 | Adobe Photoshop CS3 or CS4 Extended Adobe Photoshop CS2, CS3, CS4 or CS5 | €399 |
| | | Adobe Photoshop Elements 4.0, 6.0, or 8.0 (Mac OS) Adobe Photoshop Elements 6.0, 7.0, or 8.0 (Microsoft Windows) | €1099 |
| Adobe Premiere Pro CS5 with Adobe OnLocation CS5 and Adobe Encore CS5 | €849 | Adobe Premiere Pro 1.x, 2.x, CS3, or CS4 Any version of Adobe Premiere Adobe Encore 2.x | €299 |
| | | Adobe Premiere Elements 4.0, 7.0, or 8.0 | €766 |
| Adobe Soundbooth CS5 | €249 | Adobe Soundbooth CS3 or CS4 | €129 |

*This document applies to German, Spanish, French, Swedish, Norwegian, Dutch, Finnish, and Danish versions of the Adobe products listed. Some Adobe products are not localized in all languages. For more information regarding which Adobe products are localized in each language visit www.adobe.com or contact an Adobe Authorized Reseller.

**All prices are estimated street prices in Euros and do not include applicable taxes or shipping costs. For exact prices, visit the Adobe Store online (www.store.adobe.com) or contact an Adobe Authorized Reseller.

ADOBE® CREATIVE SUITE® 5: PRICING OVERVIEW

IN EUROS FOR LOCALIZED LANGUAGE VERSIONS* *CONTINUED...*

Additional upgrade policies

- **Tiered upgrade policy** Adobe's tiered upgrade policy offers customers who upgrade every release a lower upgrade price relative to customers who upgrade less frequently. This means that customers upgrading to Creative Suite 5 from Creative Suite 4 will pay a lower upgrade price compared to customers upgrading to Creative Suite 5 from an earlier version of Creative Suite.

Note: The tiered upgrade policy applies only to editions of Adobe Creative Suite and not to upgrades to individual products, such as Adobe After Effects, Flash Professional, InDesign, Illustrator, Photoshop, and so on. Customers can upgrade to the CS5 version of individual products from up to 3 versions back. The only exception is Adobe Premiere Pro CS5 which you can upgrade to from any previous version of Adobe Premiere software.

- **Upgrade from one edition of CS5 to another edition of CS5** Customers who purchase or upgrade to an edition of Adobe Creative Suite 5 can move to another edition of Creative Suite 5 at any time for the same price as someone upgrading to Creative Suite 5 from Creative Suite 4. For example, someone who purchased Adobe CS5 Design Standard can later decide to move to Adobe CS5 Design Premium for the same price as someone upgrading to Adobe CS5 Design Premium from any version of Adobe Creative Suite 4.

In addition, customers who upgraded to Adobe Photoshop CS5 can move to Adobe Photoshop CS5 Extended. And customers with CS5 versions of individual products can move to an eligible version of Adobe Creative Suite 5. For pricing information, customers should refer to the pricing table to find the upgrades they are eligible for. Volume licensing customers should contact their Adobe Licensing Center.

- **Special note for customers upgrading to Creative Suite 5 from an Adobe Bundle** Customers who purchased an Adobe Web Bundle (Adobe Creative Suite 2 Premium and Macromedia Studio 8), Adobe Design Bundle (Adobe Creative Suite 2 Premium and Macromedia Flash Professional 8), or Adobe Video Bundle (Adobe Production Studio Premium and Macromedia Flash Professional 8) are eligible for the same upgrade pricing as customers upgrading to Adobe Creative Suite 5 from Adobe Creative Suite 3 or earlier. For pricing information, customers should refer to the pricing table to find the upgrades they are eligible for.

To locate an Adobe Sales Center, go to the Adobe website for your region, click Contact, and then click Sales under Contact Adobe.

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

* This document applies to German, Spanish, French, Swedish, Norwegian, Dutch, Finnish, and Danish versions of the Adobe products listed. Some Adobe products are not localized in all languages. For more information regarding which Adobe products are localized in each language visit, www.adobe.com or contact an Adobe Authorized Reseller.

Adobe, the Adobe logo, Acrobat, Adobe OnLocation, Adobe Premiere, After Effects, Contribute, Creative Suite, Dreamweaver, Encore, Fireworks, Flash, Flash Builder, Flash Catalyst, Flex Builder, FreeHand, GoLive, Illustrator, InCopy, InDesign, Lightroom, Macromedia, PageMaker, Photoshop, Production Studio, and Soundbooth are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Mac OS is a trademark of Apple, Inc., registered in the U.S. and other countries. Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2010 Adobe Systems Incorporated. All rights reserved. 01/10

