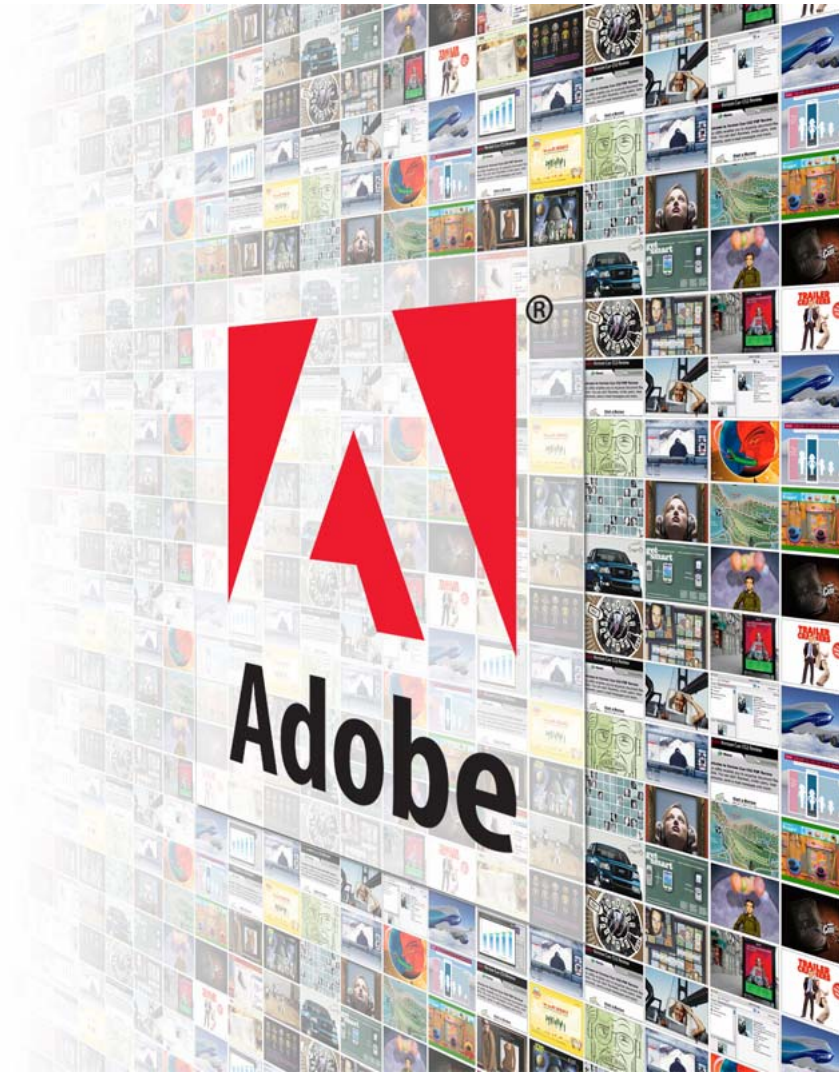


# Web 2.0, Rich Internet Applications and Adobe's Strategy for Innovation

Shantanu Narayen  
President & COO





Adobe revolutionizes how the world  
**engages** with **ideas and information**

# Adobe Today

## Worldwide Offices



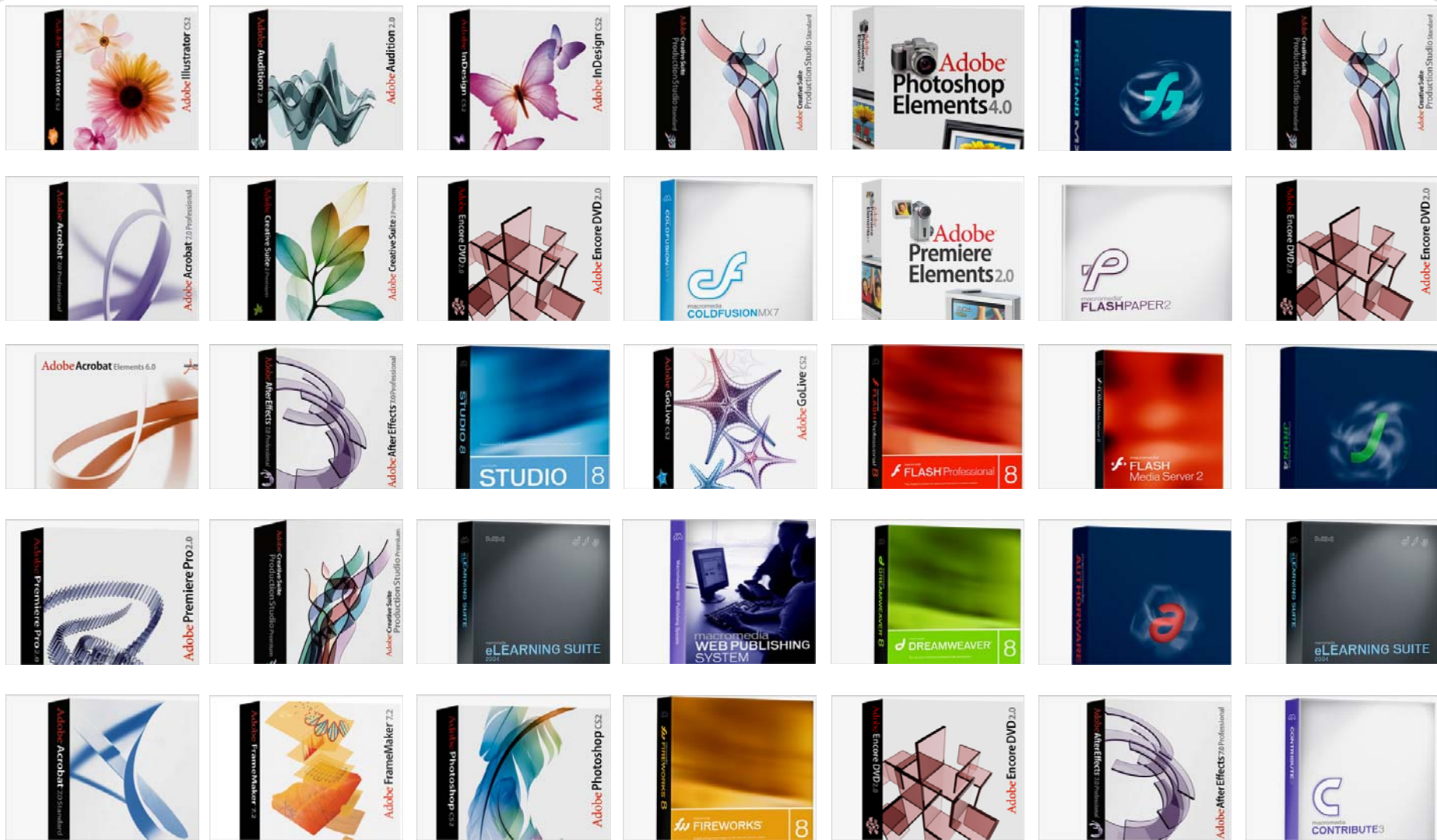
## Corporate Headquarters – San Jose, California



## Key Statistics

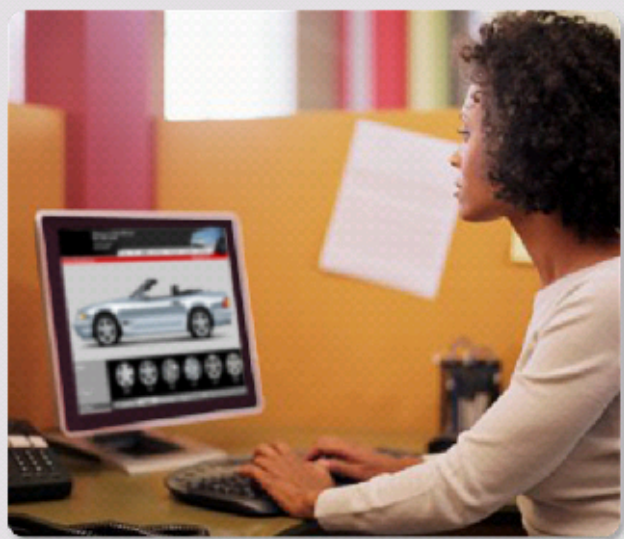
Adobe FY 2005 Revenue	\$1.966B
Macromedia FY 2005 Revenue	\$436M
Years in Business	23
Employees	5,000

# Adobe Products



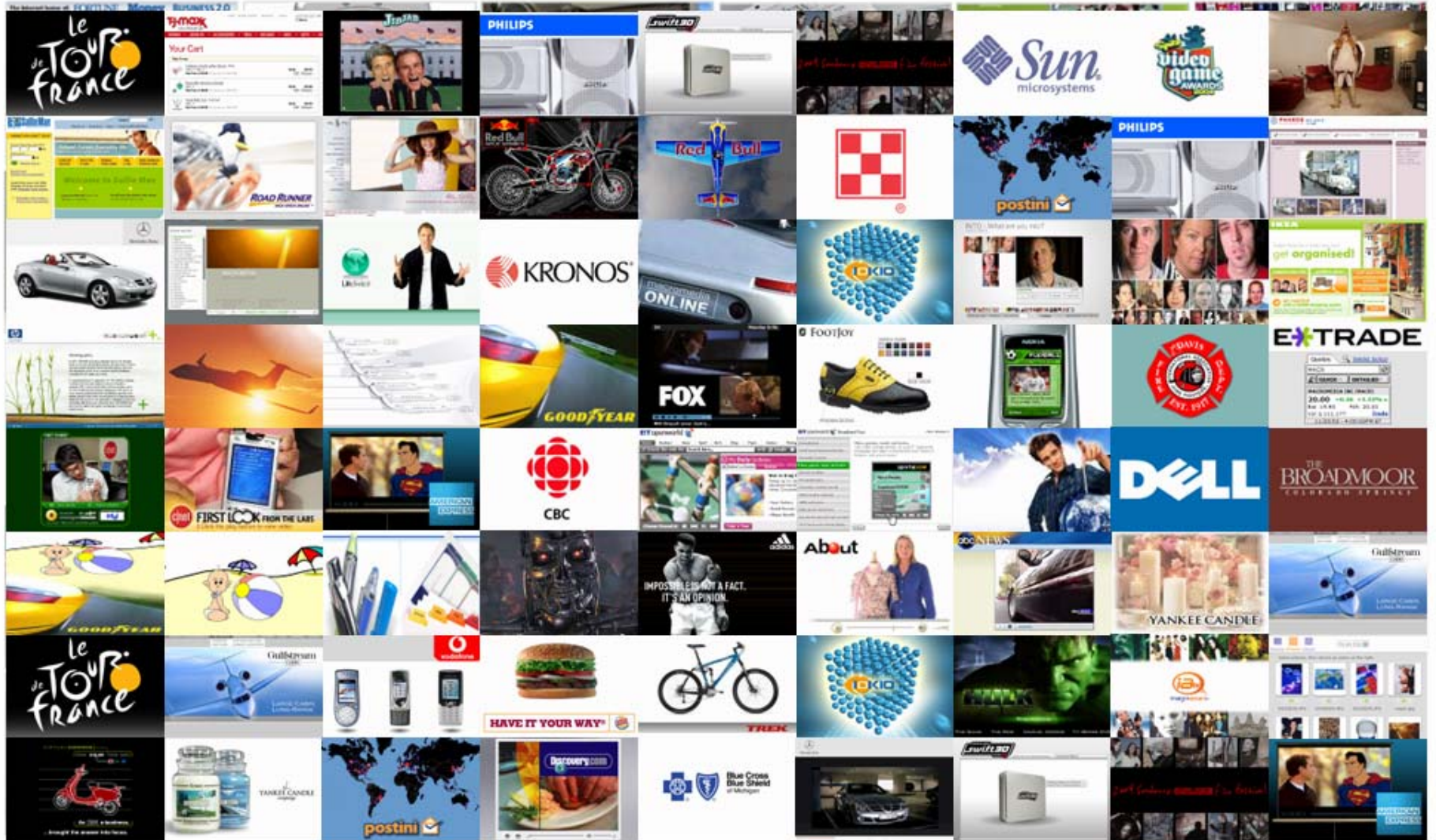


# Creating Engaging Experiences





# Challenge: Information Overload



# Web 2.0 - Technology Trends



- Separation of data and UI
  - Open data formats
  - RSS Feeds
  - Public APIs
- Use of local computing power
- Information comes to you
- Remixing, custom user interfaces

# Web 2.0 Observations\*



1. Importance of Users
2. Software that is never released
3. Integration of devices in software
4. Not code but data
5. Platform beats an application
6. Breakthrough experience matters

\*From Tim O'Reilly, <http://oreillynet.com/>



# Engaging Scenario: Trip to Sydney

The desktop screen shows a travel website with the following elements:

- Navigation:** Depart, Arrive, Hotel, Rental Car, Activities, Notes, Blog, Print, Save a Copy, Send to Mobile, Offline.
- Search:** "How many miles from Sydney?" with a value of 20.
- Activities:** Hiking, Kayaking, Sailing, Wakeboarding, Waterskiing, Windsurfing (selected), Balmoral, Botany Bay, Narabeen Lakes, SCUBA Diving, Arts and Culture, Music.
- Calendar:** April 2005, with dates T 14 (Flight), F 15 (Dim), S 16 (Karen's Dim), S 17 (Dim).
- Botany Bay Windsurfing:**
  - Lessons Daily 1:30pm
  - Learn to windsurf in one of Australia's most beautiful bays! The City of Botany Bay offers a 3 hour windsurfing program that includes all the gear and instruction you'll need to get sailing. At the end of the lesson you will be able to confidently u-steer and reef program tea techniques.
  - \$125.00 per person
- Available Dates:**
  - Thu, April
  - Fri, April
  - Sat, April
  - Sun, April
  - Mon, April
  - Tue, April
- Flight Details:**
  - Flights:
    - Thu, April 14th: San Francisco to Sydney (8:18am SFO - 10:00am SYD) via AirAsia.
    - Fri, April 15th: Sydney to San Francisco (8:19am SYD - 10:00am SFO) via AirAsia.
  - Boarding Passes: AirAsia Airlines Flight 182, Lufthansa Flight 16.
  - Maps: SFO Map, SYD Map.
  - Flight Details: Lufthansa Name, In-Flight Meals (Breakfast, Lunch, & Complimentary Snacks), In-Flight Music (War of the Worlds), Total Flight Time: 8hrs 35mins.
  - Rental Car: You currently do not have a rental car reservation. Avis: 81-2-2092-1298, Budget: 81-2-1143-0422, Hertz: 81-2-1424-9990.

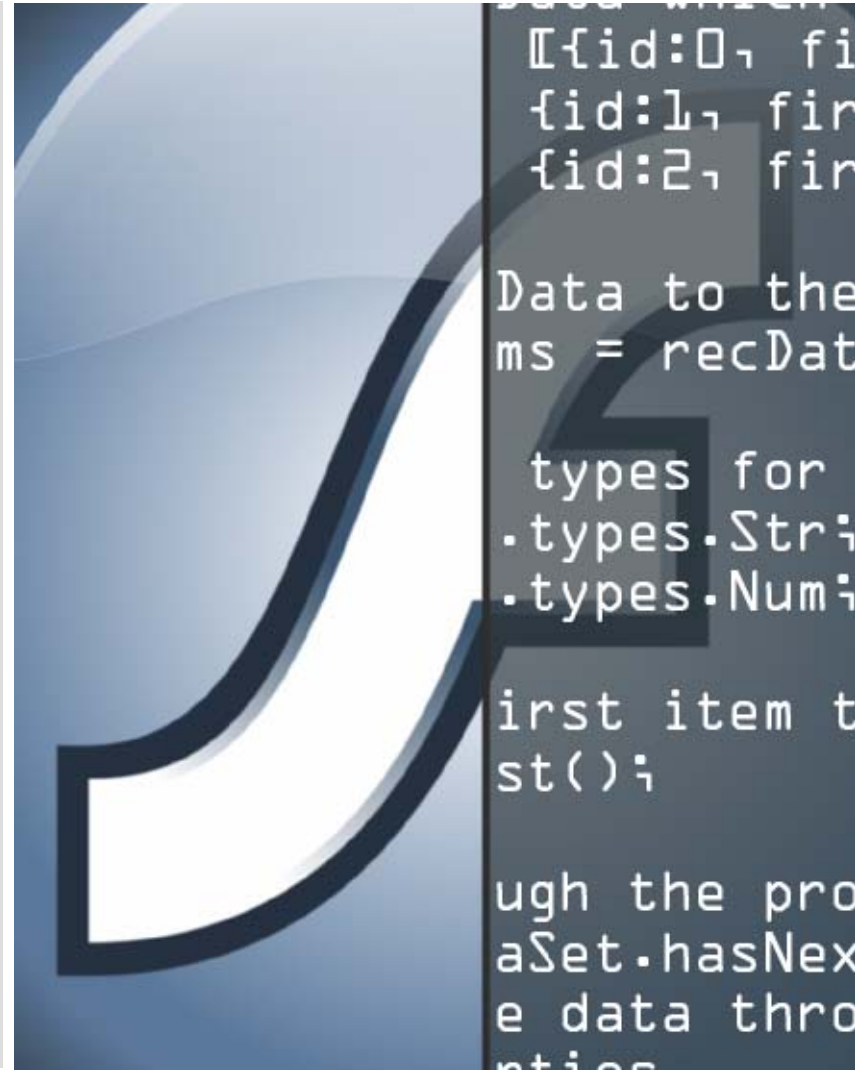


# Demonstration: Yahoo! Maps Google Finance Jaguar



# Demonstration: Flex / Ajax Bridge

Flickr Viewer





# The Engagement Platform



## Universal Client



## Programming Model



## Servers



LiveCycle



Flex



ColdFusion



Flash Media Server

## Creative Tools



Creative Suite

## Developer Tools

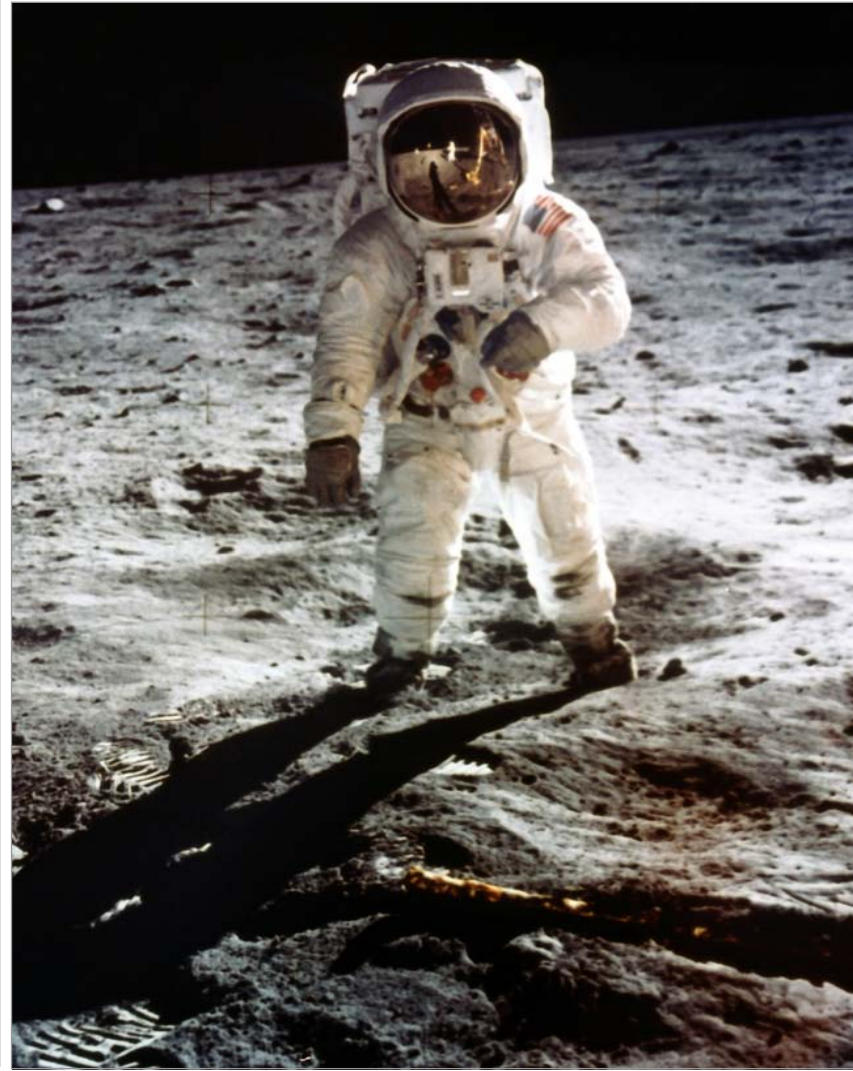


Flex Builder

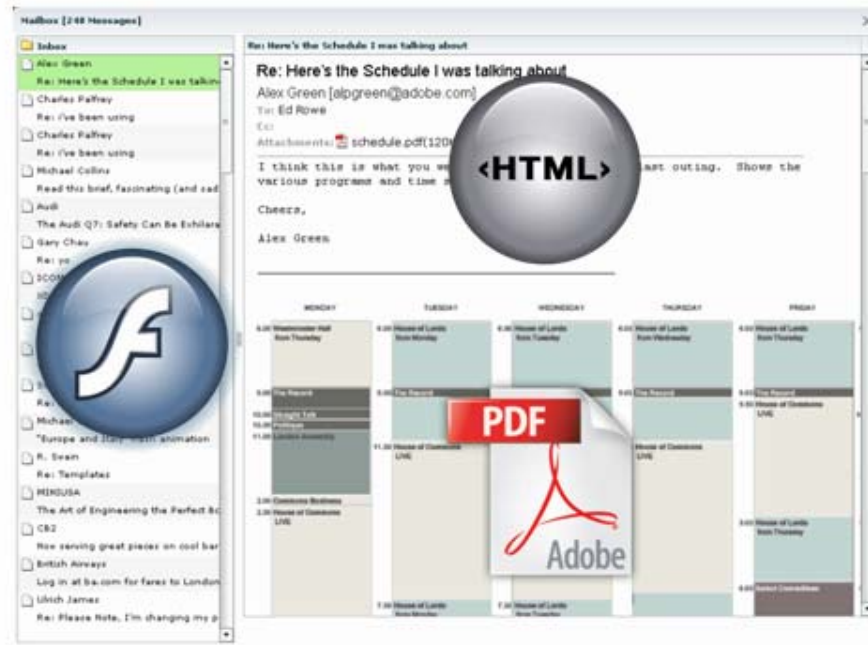
## Enterprise Infrastructure and Web Services

# Future Direction

“Apollo”



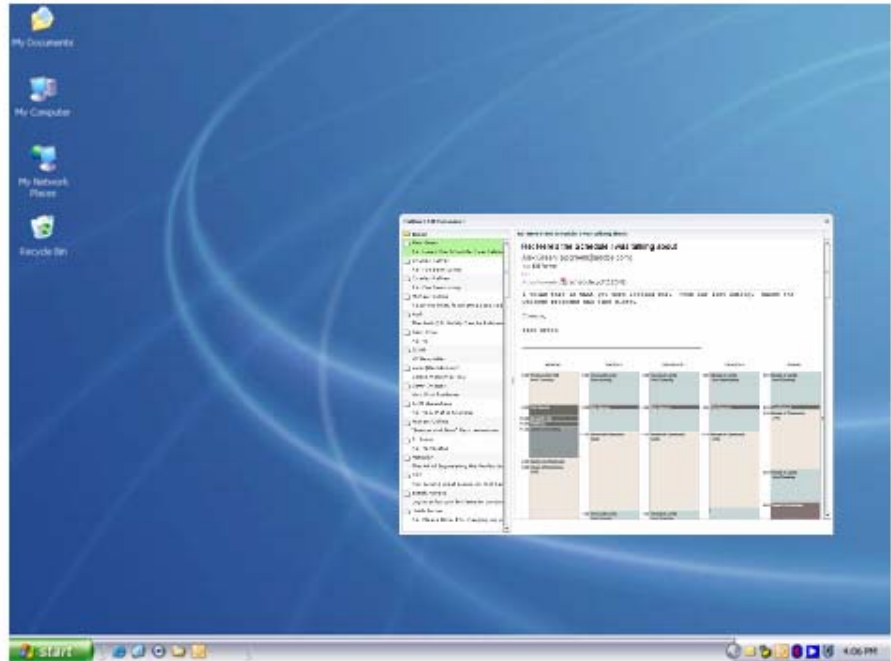
# What is Apollo?





# Apollo Applications from a User's Perspective

- Installed from web browser or file system
- Launched like any desktop application
- Chrome completely controlled by application
- Integrated with usual desktop functionality



# Driving Innovation in the Digital Enterprise

- Tuning
- Transforming

# The Path to Innovation

- What is the “Zen”?
- Do you have the “Zen Master”?
- Beware the “black holes”
- Don’t over analyze the go-to-market





# Summary

- Web is undergoing a transformation
- Focus on your users
- Focus on the User experience
- Innovation comes from everywhere in the organization

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