

Agenda for Adobe Creative Suite 5 Road Show

- 9:30 am **Welcome Address**
- 9:35 am **Highlights of Creative Suite 5**
The show starts with much fanfare and flourish, to give you a glimpse of what the day will hold. From innovative tools to enhanced workflows, cross-media solutions to diverse content delivery, Adobe Creative Suite 5 paves the way for efficiency, creativity, code-free interactive content and more.
Mark Phibbs, Marketing Director, Asia Pacific, Adobe Systems
- 10:00 am **Adobe Creative Suite 5: Design Segment**
See the latest ground breaking tools for designing for multiple "surfaces" with CS5 – *including print*. Today, there are a huge variety of devices, and more being announced every day; your audience chooses when, where and how they consume the content you create. Learn how you can create the work you do today more efficiently, and deliver to this ever expanding array of media devices, including 'traditional' print. Learn how CS5 can help reduce the time and cost of creating content – including interactive content, – by using the skills you already have to create digital content for devices. Understand more about Adobe's brand new product Flash Catalyst – what it does and what it means to the design community (apart from creating great business opportunities)!
You'll also be able to see the amazing top five features in InDesign, Illustrator, Flash Catalyst and Photoshop that will change how you work with these tools forever!
Terry White, Worldwide Design Evangelist, Adobe Systems
- 11:30 am **Coffee Break**
- 11:45 am **Adobe Creative Suite 5: Web Segment (Part I)**
See the latest comprehensive Flash platform toolset – three unique Flash tools, each designed for a specific purpose: create immersive experiences with Flash Catalyst and RIAs with Flash Builder. Develop for existing standards, new frameworks and integrate advanced imaging technologies with new functionality in Web Premium CS5. Streamline critical processes with the new CS Live Web Online Services and save time in design and development.
See the Top features of Dreamweaver, Flash Builder and Flash Professional that will dramatically improve modern development workflow.
Greg Rewis, Principal Evangelist, Creative Suite Web Premium, Adobe Systems
- 12:45 pm **Lunch Break**
- 1:45 pm **Adobe Creative Suite 5: Web Segment (Part II) with Highlights of Photoshop**

Continuing from Web Segment Part 1, don't miss this slot as there will be a special Photoshop Top Features section!

Greg Rewis, Principal Evangelist, Creative Suite Web Premium, Adobe Systems

2:15 pm **Customer Testimonials/ Partner Presentations**

2:45 pm **Coffee Break**

3:00 pm **Adobe Creative Suite 5: Video Segment**

The Need for Speed - with Adobe 64 bit Video. Packed with innovations like native 64-bit support and the new Mercury playback engine that dramatically increase productivity, Adobe's video tools up the ante with industry-leading performance breakthroughs and amazing tools that accelerate post-production. New features let you express your creativity like never before, and new products help streamline planning and production workflows. Collaborate efficiently by easily integrating CS5 Production Premium into existing production workflows. See the top five features in After Effects and Premiere that re-define what is possible in video tools.

Jason Levine, Senior Worldwide Product Evangelist for Dynamic Media, Adobe Systems

4.30 pm **The Grand Finale**

This 30 minute segment of fun frantic activity will give you the exciting tips, hidden favorites and personal techniques of our Evangelists. Don't miss this!

Greg Rewis, Principal Evangelist, Creative Suite Web Premium, Adobe Systems

Terry White, Worldwide Design Evangelist, Adobe Systems

Jason Levine, Senior Worldwide Product Evangelist for Dynamic Media, Adobe Systems

5:00 pm **Q&A Closing and Lucky Draw**