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**FOR IMMEDIATE RELEASE**

## **Adobe Adds Support for New Digital Negative Specification in Updated Camera Raw Plug-in For Photoshop CS**

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### **.DNG Files and Raw Formats from New Batch of Pro Cameras Now Accessible in Photoshop CS**

**SAN JOSE, Calif. — Sept. 27, 2004** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced an update to the Camera Raw Plug-in, extending raw file support in Photoshop® CS to more than 65 digital camera models and enabling Photoshop CS to handle files in the new .DNG format, also announced today (see separate release). Available as a free download from Adobe's Web site, the plug-in builds on the raw file functionality already available in Photoshop CS, adding new support for the latest digital cameras from leading manufacturers, such as Canon, Epson, Fujifilm, and Nikon.

Raw files, which contain the original information captured by a camera sensor prior to any in-camera processing, have become popular in recent years, due to their promise of greater flexibility and image quality. Adobe® Photoshop pioneered the integration of raw files directly into digital imaging workflows through previous plug-in releases and by integrating raw file functionality into Photoshop CS. The company today also launched a free software tool, the Adobe DNG Converter that translates the raw formats supported by Photoshop CS and the Camera Raw Plug-in into the new .DNG file format (see separate release). Adding .DNG support allows Photoshop CS users to work with files created with the new DNG Converter – giving them a single unified file format in which to archive their raw files.

“Raw formats are important to professional photographers and Photoshop has been at the forefront of integrating raw files into digital imaging workflows,” said Bryan Lamkin, senior vice president of Digital Imaging and Digital Video products at Adobe. “The latest release of our Camera Raw Plug-in supports .DNG, a significant development that will future-proof raw files for archiving and further support raw files as a preferred workflow for creative professionals who value precise control over images.”

### **Pricing and Availability**

The new cameras supported by the Camera Raw 2.3 Plug-in are the Canon PowerShot S60, Epson R-D1, Fujifilm FinePix S20 Pro, and Nikon Coolpix 5400. The plug-in supports Photoshop CS customers running Mac OS X 10.2.4

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and higher, Microsoft® Windows® 2000 with Service Pack 3, and Windows XP. In addition, the recently announced Photoshop Elements 3.0 directly supports all cameras included as part of this announcement, as well as all previously announced camera models. The new Camera Raw plug-in can be downloaded immediately, free of charge, by going to the Adobe Web site at: [www.adobe.com/cameraraw](http://www.adobe.com/cameraraw).

**About Adobe Systems Incorporated**

Adobe helps people and businesses communicate better through its world-leading digital imaging, design and document technology platforms for consumers, creative professionals and enterprises. Adobe's revenue in its last fiscal year exceeded \$1.2 billion. For more information about Adobe, visit [www.adobe.com](http://www.adobe.com).

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