Six**Stories**

Adobe

In this age of information overload, people focused on connecting with their audiences have discovered how to cut through the clutter and create truly engaging experiences. Around the world, they can be found producing independent and feature films, publishing innovative magazines, delivering digital content to a world on the run, or dramatically increasing productivity across global enterprises and government agencies.

They are a diverse lot—from creative professionals and digital photography hobbyists to knowledge workers and business executives. At first glance, you might not think there was much to connect them, but upon reflection, you would discover a commonality: Adobe.

For more than two decades, Adobe's award-winning technologies and software have redefined business, entertainment, and personal communications by setting new standards for digital content that engages people virtually anywhere at any time. From rich images in print, video, and film to dynamic digital content for a variety of media, the impact of Adobe solutions is evident across industries and experienced by anyone who creates, views, and interacts with information.

There are thousands of stories about Adobe revolutionizing how people engage with ideas and information. On the following pages, we present six of them (and you can find more at *www.adobe.com/stories*).

Unlimited**Experiences**

Medical Center

Beth Israel Deaconess Medical Center, Harvard Medical School

A teaching hospital of Harvard Medical School, Beth Israel Deaconess Medical Center (BIDMC) has an outstanding history of patient care, as well as a healthy regard for the role that leading-edge technology plays in its ongoing success.

"When medicine was an entirely paper-based world, a patient's chart didn't always arrive with the right information at the right time," recalls John Halamka, chief information officer of BIDMC and Harvard Medical School. "Now, using Adobe® LiveCycle™ products, we can create an entire digital record for each patient—even including information from outside doctors' offices—helping us deliver quality care."

While providing patient care, a hospital must address privacy issues. "Enforcing HIPAA regulations involves things like digital signatures and policies around who can see what at what time," explains Halamka. "Adobe's LiveCycle suite provides the security features we need to protect patient privacy."

The medical center also relies on Macromedia® Flash® software to teach future clinicians. "Today, we have 200 simulations created in Flash that let our students experience the nature of patient care if there isn't a patient with a specific disease at hand," says Halamka.

And what about cost savings that can be realized from using Adobe products? Halamka estimates that "by using Adobe products to create electronic medical records and share them across the community, we have the potential to save $4.5 billion a year in Massachusetts alone." That would certainly be a healthy cost savings.
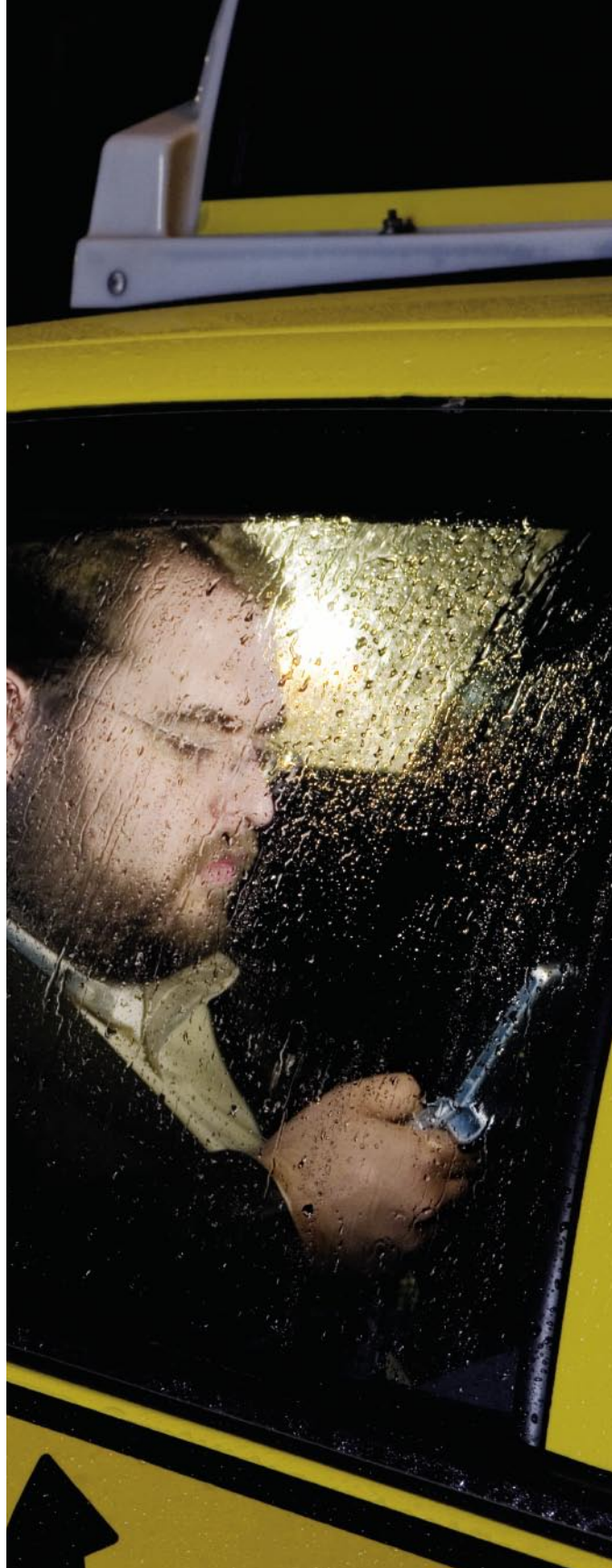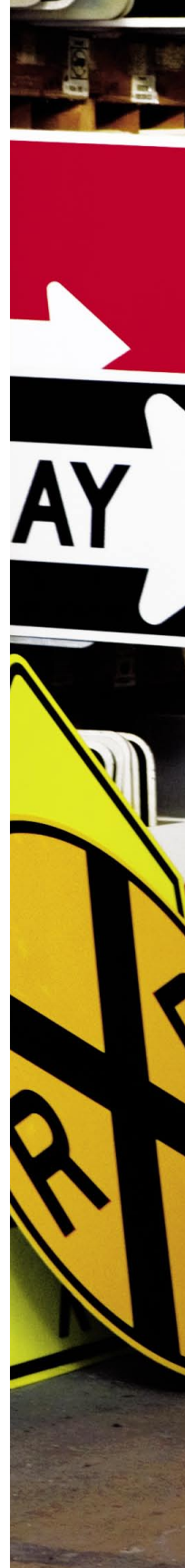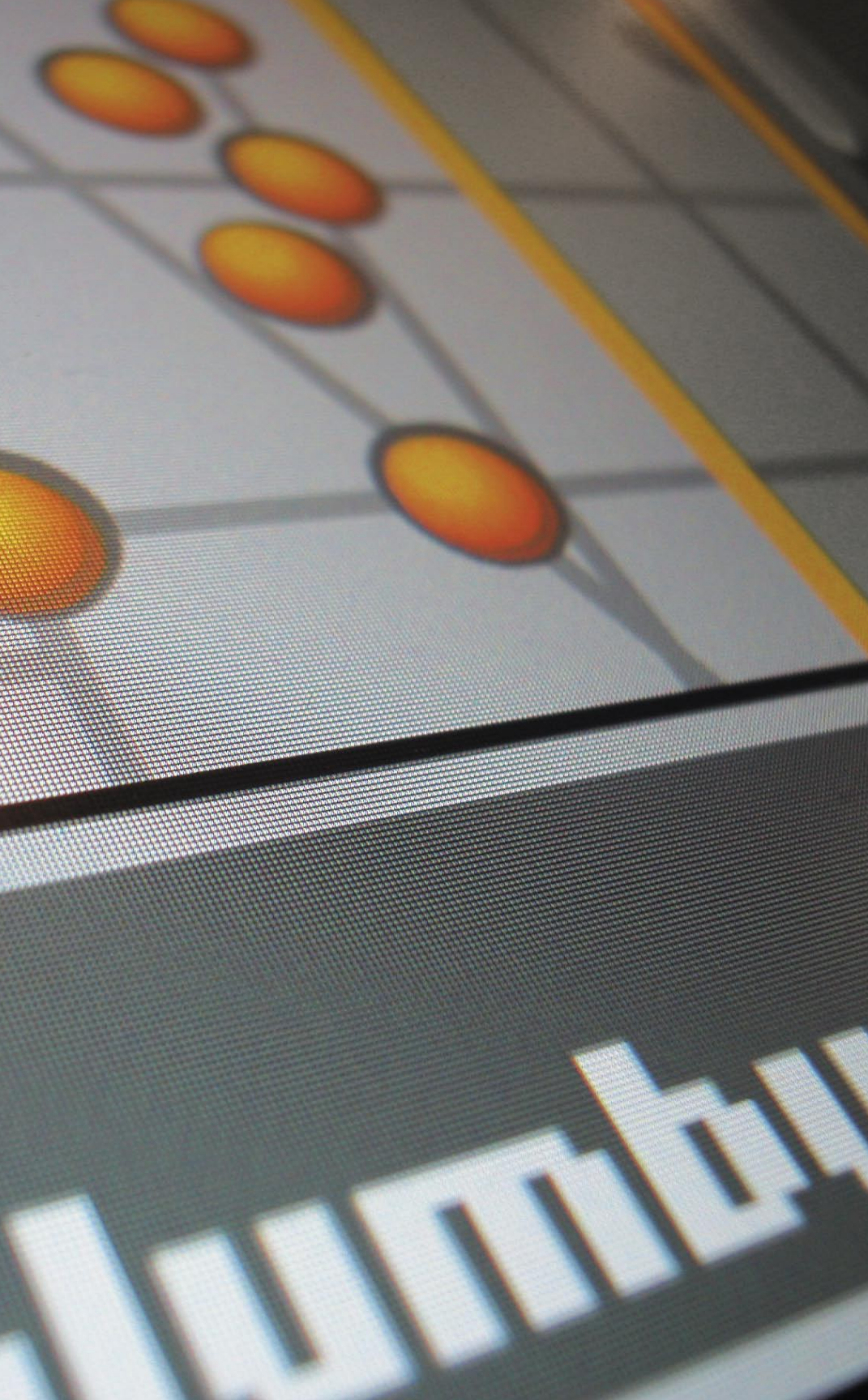
Products/solutions used:
Adobe LiveCycle
Adobe PDF
Macromedia Flash
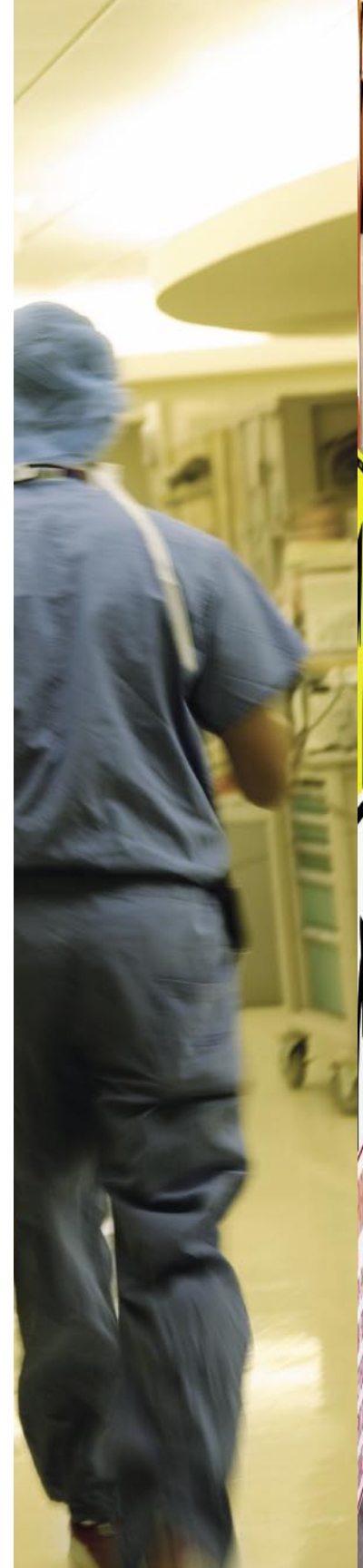
Flash Developer

Justin Everett-Church

Justin Everett-Church's working title is rich media evangelist for Yahoo! Inc. His work is always in progress as a Flash developer for mobile devices. His latest project, *NYC Traffic*, lets Manhattanites with handheld devices (and similarly armed bridge-and-tunnel road warriors) access real-time webcams to get up-to-the-second commute information. It took Grand Prize for "Best Business & Productivity Application" in this year's Flash Lite™ contest.

"Flash Lite enabled me to make my application interactive in ways that are more similar to those on game consoles, rather than the typical mobile experiences that simply aren't as good," explains Everett-Church. "Plus, Flash Lite gives me the ability to make my application more fun, and that's never a bad thing."

Using Adobe tools in his daily work has enabled Everett-Church to help people navigate important aspects of their own lives—like actually *getting* to work.

"Flash really is the future platform of mobile devices because it has the wow factor that attracts users," says Everett-Church. "It has the power that lets developers create applications that people actually want to use. And it's so versatile across all devices that it will move faster than any other technology." Which is important for people traveling in life's fast lane. As mobile devices proliferate, Flash software is lighting the way for a whole new industry of on-the-go applications.

Products used:
Macromedia Flash and Flash Lite
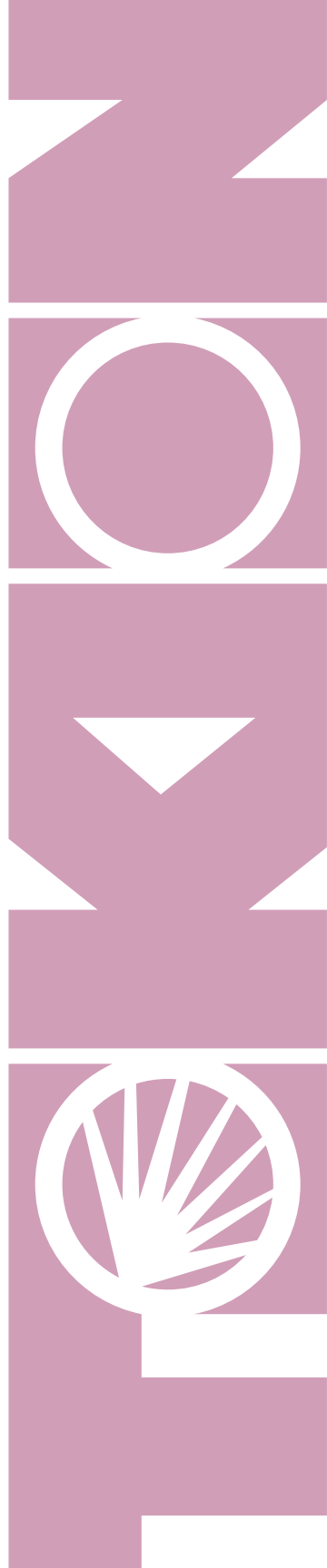
Publisher

Tokion Magazine
Translated from Japanese as "the sound of now," Tokion is like a sociological guidebook for today's pop-culture generation. With a desire to connect to what is genuine in today's world, Tokion bridges global popular culture by offering an in-depth perspective on great talent in music, fashion, art, design, and current events.

"Tokion's goal in its design and content is to create something that does not have boundaries," says Senior Editor Daisuke Nishimura. "We try to create something unique and new, something that you haven't seen before."

Each issue investigates a single theme—"Cold," "Warm," or "Dangerous," for example—from multiple angles. Stories and cover art feature cutting-edge typography and design (thanks in large part to Adobe Creative Suite software), as befits a magazine that reports on—and reflects— the international zeitgeist.

"Using Adobe software and PDF enables us to easily collaborate between our New York and Tokyo offices," says Nishimura. "The Adobe Creative Suite is the perfect tool for us because it makes it so easy to render whatever we imagine. We use Adobe Photoshop® for our major portraits, Adobe Illustrator® for the decorative aspects, and Adobe InDesign® to bring all the elements together."

Products/solutions used:
Adobe Creative Suite
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe PDF

Hussein Chalayan

Design is being turned inside out as the fashion world embraces the precedent-setting creations of Cyprus-born, London-based Hussein Chalayan. His industry-defining work has been included in numerous international exhibitions, including "Radical Fashion" at the Victoria and Albert Museum in London, "Fashion" at the Kyoto Costume Institute in Japan, and "Airmail Clothing" at the Musée de la Mode Palais du Louvre in Paris and the Istanbul Biennial.

Twice crowned "British Designer of the Year," Chalayan is now, in another clever deconstruction of fashion norms, designing the first wearable PDF document. A single Adobe PDF design will contain all the materials and detailed directions to assemble your own printable dress or top. "You can give it life in the way you print or make it—whether from Tyvek, which will include all the instructions on it and resemble an actual document, or from fabric—and in the way you wear it," says Chalayan.

"I'm interested in process, because process in itself is a piece of work," says Chalayan. "It's important for me to discover something new in each project. In this case, Adobe's technology has enabled me to turn fantasy into reality."

In the international world of fashion, one size may not fit all, but one software company does.

Solutions used:
Adobe PDF

Fashion Designer

U.S. Green Building Council

The U.S. Green Building Council (USGBC) is the nation's leading nonprofit coalition for advancing buildings that are environmentally responsible, profitable, and healthy places in which to live and work. Its annual International Green Building Conference and Expo, Greenbuild, also provides an important meeting place for the rapidly expanding green building industry worldwide.

All construction projects involve extensive paperwork, but "building green" requires even more. From submitting initial plans to obtaining final certifications can require as many as 15,000 sheets of paper, which typically reside in multiple binders. Using so much paper is definitely not compatible with environmentally conscious building. Enter Adobe and its Acrobat® and Adobe LiveCycle solutions for generating PDF-based Intelligent Documents.

"To certify a green building, every single material, every nail and screw, must be documented," explains Rick Fedrizzi, USGBC's president and CEO. "The Adobe templates let us do this now with clicks and bytes instead of trees and forests."

Going digital also means that the paper-filled binders, which required a huge amount of physical storage space, can be jettisoned. "A really great thing about using Adobe LiveCycle and Acrobat Professional software is that thousands of binders can be replaced by a single server," says Fedrizzi. "When I think of the space saving and the efficiency involved, I have to wonder why we didn't do this a long time ago."
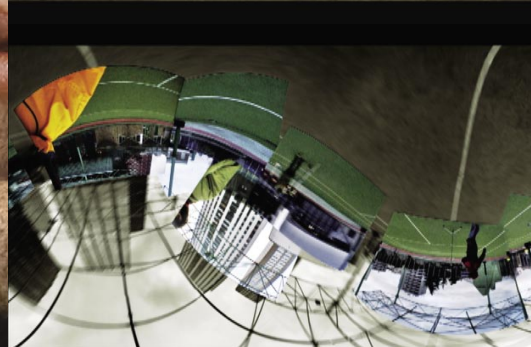
Products/solutions used:
Adobe LiveCycle
Adobe Acrobat Professional
Adobe PDF

Filmmaker

François Vogel

Moviemaking has come a long way since Louis Lumière—who invented the ground-breaking Cinématographe camera-projector back in 1895—famously remarked, "the cinema is an invention without a future."

Fast forward to fellow Frenchman François Vogel, who today continues to invent the future of cinema with cutting-edge music videos and experimental short films that are winning awards on the international film circuit.

Vogel likes working with Adobe After Effects® software because while it is powerful enough for making feature films, it also is extremely easy to use.

"The short film I'm doing right now is being made 100% with Adobe After Effects," says Vogel. "I could have used different software, but it would have taken a lot longer. Plus, with After Effects, it's very easy to use photos and videos at the same time and to mix everything together."

Talking about what inspires him, Vogel says, "I want to see something I haven't seen." When people view his work, that is exactly what they will see, too.

Products used:
Adobe After Effects

One**Platform**

From mobile applications and experimental films to digital medical records and construction plans to cutting-edge magazines and wearable art, Adobe tools continue to help people and organizations find new and better ways to engage with ideas and information.

Virtually every image you see today in magazines, on billboards, in business documents and government forms, and in advertisements—or experience in movies, on television screens, and on digital devices—has likely been touched by Adobe software.

Now, Adobe's powerful new Engagement Platform will combine the ubiquitous Adobe PDF and Adobe Reader® technologies with the also-ubiquitous Macromedia Flash and Macromedia Flash Player technologies as well as with HTML, allowing anybody who wants to create compelling experiences, actionable applications, and rich content to do so in a reliable, more secure, and engaging manner.

With open standards and APIs, the Adobe Engagement Platform also will allow solution providers and partners to develop their own rich solutions based on it. And it will allow Adobe to continue to revolutionize how individuals and organizations engage with ideas and information—across platforms, in virtually any medium, and on virtually any device, from cell phones to servers.

To connect with more stories and information about how Adobe is revolutionizing communication, visit *www.adobe.com/stories*.

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