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# Adobe Debuts Flash Media Server 4

## New Family of Flash Server Software Radically Improves Scalable Delivery of Video and Social Media Applications

**SAN JOSE, Calif. and AMSTERDAM, Netherlands — Sept. 9, 2010** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced at the IBC 2010 Conference and Exhibition the availability of Adobe® Flash® Media Server 4 software, the industry leading solution for streaming video and real-time communication. With this major release, Adobe is unveiling a video solution for every type of customer with three new versions: Flash Media Streaming Server 4, Flash Media Interactive Server 4 and Flash Media Enterprise Server 4, the first release to enable peer-assisted networking, with Real Time Media Flow Protocol (RTMFP), drastically reducing bandwidth usage. These new versions advance the company's leadership in rich media delivery and open significant new opportunities for content owners who want to deliver high quality, network efficient media experiences at a lower cost, while reaching the broadest possible audience, across any screen.

Adobe will debut the Adobe Flash Media Server 4 software family during the IBC 2010 Exhibition at its stand (Hall 7, Stand H.23) in the RAI Convention Center in Amsterdam, Sept. 10-14. To mark the launch of Flash Media Server 4 software, Adobe is hosting a live event from its stand at IBC 2010 on Sept. 10 at 9:30 a.m. PST, which will be streamed live at Ustream's website at <http://www.ustream.tv/adobe2010>. In addition, Adobe and Streaming Media Magazine are hosting a free webinar "[Flash Media Server Roadmap — What's Next?](#)" on Friday, Sept. 10 at 11:00 a.m. PST. The webinar will feature Kevin Towes, senior product manager for Flash Media Server, Rich Media Solutions at Adobe and Dan Rayburn, executive vice president of Streaming Media. For more information, visit [www.adobe.com/go/fms/](http://www.adobe.com/go/fms/).

"The release of Flash Media Server 4 software changes the game for the delivery of rich interactive media," said David Wadhvani, senior vice president of Creative and Interactive Solutions at Adobe. "By introducing a new enterprise server with peer-assisted networking and our RTMFP, we are transforming the way enterprise organizations and social media companies deliver rich interactive content by reducing the bandwidth costs associated with media delivery. The Adobe Flash Platform continues to set new standards in the delivery of compelling content to the widest possible audience."

### A Video Solution for Every Customer

The Adobe Flash Media Server 4 family of products provides solutions designed for small- and medium-sized publishers up to large enterprise deployments. All versions of Adobe Flash Media Server 4 now leverage the full benefits of 64-bit operating systems, which provide nearly unlimited memory range to increase caching capacity, deliver more advanced interactive services and increase the quality of service.

### Adobe Flash Media Streaming Server 4

With Adobe Flash Media Streaming Server 4 software, small- to medium-sized customers can start streaming high quality live and on-demand content quickly and easily to a wide variety of platforms and devices, with content protection and advanced playback experiences.

### Adobe Flash Media Interactive Server 4

Adobe Flash Media Interactive Server 4 software enables secure, scalable live and on-demand playback experiences, along with real-time, social media applications. Now, customers can take advantage of network efficiencies with new IP multicast and live packaging with HTTP Dynamic Streaming for superior playback quality across the broadest range of platforms and devices.

**Adobe Flash Media Enterprise Server 4**

Building on the capabilities of the Flash Media Streaming and Flash Media Interactive Servers, Adobe Flash Media Enterprise Server 4 enables enterprise customers to deliver video communication and collaboration by providing a software approach to large-scale video streaming and social applications, across multiple screens. The new RTMFP technology reduces bandwidth usage without network upgrades by leveraging connected Adobe Flash Player clients for real-time data delivery across the network, enabling lower costs and more efficient network management. Customers can utilize IP multicast or peer-to-peer delivery independently or combine them as Multicast Fusion, further increasing the capacity and quality within both private and public networks.

"Our mission is to be the best place to meet new people – on the web or mobile phone – and we think video is one of the richer ways to communicate online," said Gavin Roy, CTO of myYearbook, one of the top 25 most trafficked sites in the US according to comScore (July 2010). "We see great potential with Adobe Flash Media Server 4 software as a solution for our upcoming video chat service for premium users. We've seen great traction with our VIP Club and subscription offerings, and we think video will lead to additional uptake of premium services. Leveraging the Flash Platform will allow us to manage our own infrastructure, while keeping the cost of media delivery down."

**Pricing and Availability**

Adobe Flash Media Streaming Server 4 is offered at US\$995. Adobe Flash Media Interactive Server 4 is offered at US\$4,500. Adobe Flash Media Enterprise Server 4 pricing can be quoted by contacting Adobe at [https://www.adobe.com/cfusion/mmform/index.cfm?name=fms\\_rfi](https://www.adobe.com/cfusion/mmform/index.cfm?name=fms_rfi). Products can be ordered today at [www.adobe.com/go/fms](http://www.adobe.com/go/fms) and are available immediately.

**About the Adobe Flash Platform**

Adobe Flash Media Server 4 software, a key component of the Flash Platform, is part of the Flash Media family of products that enable the delivery of secure, scalable live and on-demand video and interactive applications. The Adobe Flash Platform is the leading design and development platform for creating expressive applications, content and video that run consistently across desktop operating systems and the first mobile platforms with tablets, smartphones and other devices. Major broadcasters and media companies including Disney.com, MLB.com, DIRECTV and others rely on the Adobe Flash Platform for delivering video on the web and the platform powers social network sites such as YouTube and MySpace. For more information about the Adobe Flash Platform, visit [www.adobe.com/flashplatform](http://www.adobe.com/flashplatform).

**About Adobe Systems Incorporated**

Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit [www.adobe.com](http://www.adobe.com).

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