

Press Contacts

Marissa Lee
Adobe
415-832-5378
marlee@adobe.com

Alyssa King
Edelman
323-202-1899
alyssa.king@edelman.com

FOR IMMEDIATE RELEASE

Adobe Continues to Drive 360 Video and VR Innovation with Acquisition of Mettle's Skybox Tools for Editing and Visual Effects

Acquisition Accelerates Adobe's Position in Cutting Edge New Medium

SAN JOSE, Calif. — June 21, 2017 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced it has acquired all SkyBox technology from Mettle, a global developer of best-in-class 360-degree and virtual reality software. The acquisition comes at a time when increasing numbers of creators, global brands and media and entertainment companies are embracing 360/VR and are looking for seamless, end-to-end workflows for this new, immersive medium. The Skybox toolset is designed exclusively for post-production in Adobe Premiere Pro CC and Adobe After Effects CC and complements Adobe Creative Cloud's existing 360/VR cinematic production technology. Adobe will integrate SkyBox plugin functionality natively into future releases of Premiere Pro and After Effects.

To further strengthen Adobe's leadership in 360-degree and virtual reality, Mettle co-founder Chris Bobotis will join Adobe, bringing more than 25 years of production experience to his new role.

"We believe making virtual-reality content should be as easy as possible for creators. The acquisition of Mettle SkyBox technology allows us to deliver a more highly integrated VR editing and effects experience to the film and video community," said Steven Warner, vice president of digital video and audio, Adobe. "Editing in 360/VR requires specialized technology, and as such, this is a critical area of investment for Adobe, and we're thrilled Chris Bobotis has joined us to help lead the charge forward."

"Our relationship started with Adobe in 2010 when we created FreeForm for After Effects, and has been evolving ever since. This is the next big step in our partnership," said Chris Bobotis, now director, professional video at Adobe. "I've always believed in developing software for artists, by artists, and I'm looking forward to bringing new technology and integration that will empower creators with the digital tools they need to bring their creative vision to life."

Introduced in April 2015, SkyBox was the first plugin to leverage Mettle's proprietary 3DNAE Technology, and its success quickly led to additional development of 360/VR plugins for Premiere Pro and After Effects. Today, Mettle's plugins have been widely adopted by leading companies world-wide, such as The New York Times, CNN, HBO, Google, YouTube, Discovery VR, DreamWorks TV, National Geographic, Washington Post, Apple, and Facebook, as well as independent filmmakers and YouTubers.

Customers can learn more about the integrated solutions at:

- Adobe Creative Cloud Video [blog](#)
- Learn more about [Adobe After Effects](#)
- Learn more about [Adobe Premiere Pro](#)
- For customer support or product support questions visit: support.mettle.com.

Adobe Continues to Drive 360 Video and VR Innovation with Acquisition of Mettles Skybox Tools for Editing and Visual Effects

Forward-Looking Statements Disclosure

This press release includes forward-looking statements, within the meaning of the Private Securities Litigation Reform Act of 1995, that are subject to risks, uncertainties, and other factors, including risks and uncertainties related to Adobe's ability to successfully integrate Mettles technology and abilities into Adobe Premiere Pro CC and other Adobe Creative Cloud solutions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including statements regarding the ability of Adobe to successfully integrate Mettles technology and other anticipated benefits of the transaction to Adobe. These risks, uncertainties and other factors, and the general risks associated with Adobe's business, could cause actual results to differ materially from those referred to in the forward-looking statements. The reader is cautioned not to rely on these forward-looking statements. All forward-looking statements are based on information currently available to Adobe and are qualified in their entirety by this cautionary statement. For a discussion of these and other risks and uncertainties, individuals should refer to Adobe's SEC filings. Adobe does not assume any obligation to update any such forward-looking statements or other statements included in this press release.

About Mettle

Mettle is a motion graphics studio based in Montreal, Canada, that develops plugins for use with Adobe software. Customers include Disney Imagineering, The New York Times, Facebook, Google, YouTube and HBO. For more info please see: www.mettle.com.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

###