Adobe Acquires Aviary to Fast-Track Creative Cloud App Development

Release Date:  
Monday, September 22, 2014 4:01 pm EDT

**Acquisition and New Creative SDK Accelerates Delivery of Mobile Apps that Integrate with Adobe Creative Cloud**

SAN JOSE, Calif.--(BUSINESS WIRE)--Adobe (Nasdaq:ADBE) today announced that it has acquired privately held Aviary, a developer of mobile SDKs (Software Development Kits) for the delivery of creative apps. With millions of people already using Aviary-powered photo-editing apps and thousands of developers using Aviary's SDKs, across mobile platforms, the acquisition accelerates Adobe's strategy to make Creative Cloud a vibrant platform for third-party apps, through a new Creative SDK. Currently under development, Adobe Creative SDK is a software library that enables developers to tap into Adobe's creative technologies to build mobile apps and drive new connections between mobile devices and Adobe Creative Cloud desktop applications and services.

"Aviary has an exceptional team and technology platform, as well as expertise serving a robust developer ecosystem. We're thrilled to leverage Aviary's technology to make our Creative SDK even more powerful for app developers," said Scott Belsky, vice president of Creative Cloud Ecosystem & Behance at Adobe. "This is great news for developers because thousands of mobile apps will have the opportunity to become compatible with industry-defining desktop tools like Photoshop CC, as well as new Creative Cloud services."

Adobe Creative SDK gives third-party developers access to Adobe APIs (Application Programming Interfaces), previously only available to Adobe's internal engineering teams. Examples include: browsing files stored in Creative Cloud; extracting elements from PSD files; Adobe's “Touch Slide” software for straight-line drawing; and cloud image-editing services like Content-Aware Fill and Upright. Adobe Photoshop Mix, a recently launched mobile app for iOS, utilizes these new APIs and offers some of Adobe's best imaging technology for applying Photoshop looks and compositing images. Adobe Creative SDK is currently being tested by developers and a beta launch is expected in the coming months.

"Aviary was founded to bring creative freedom to the world," said Avi Muchnick, Aviary's co-founder. "We're excited to join Adobe and tap into their incredible wealth of creative technology and supercharge our collective SDK offering. Together, we will help nurture the next generation of third party creative apps."

For further details on today's announcement, visit Scott Belsky's blog and Aviary's blog.

**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 Aviary's technology into Adobe Creative SDK. 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 retain Aviary's developer community and user base, to deliver mobile tools that are compatible with Adobe's desktop applications and services, and other anticipated benefits of the transaction to Adobe; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. 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 Adobe Systems Incorporated**