

Adobe® Creative Suite® 4 Web Standard

The following copy blocks can be used in web pages, catalogs, print ads, or other promotional materials for Adobe® Creative Suite® 4 Web Standard software.

Websites

Catalogs

Print ads

Websites

For web pages, use the following product descriptions and feature lists.

Adobe® Creative Suite® 4 Web Standard tagline

Streamline web design, development, and maintenance

Combines:

- Adobe Dreamweaver® CS4
- Adobe Flash® CS4 Professional
- Adobe Fireworks® CS4
- Adobe Contribute® CS4

Product highlights

Use these product highlights only when space is limited. Otherwise use "Top reasons to upgrade" and "Top reasons to buy" feature lists.

Improved fundamental tools for web design—Move from one suite tool to another and take advantage of the common user interface and shared formats. Create wireframes, prototypes, and web pages with the workflow enhancements of Adobe Fireworks® CS4, and then convert them to standards-compliant HTML and CSS for deployment in Adobe Dreamweaver® CS4. Apply the powerful graphic designer toolsets in Adobe Flash® CS4 Professional and Fireworks CS4 to craft interactive movies and rich application interfaces without re-creating assets.

Find inspiration online*—Fuel your creativity and optimize your collaborations with the new online communication options accessible from within Adobe Creative Suite 4 Web Standard. Share your ideas with up to three coworkers or clients in real time by accessing Adobe ConnectNow, the web-based meeting room service. Browse, create, and share harmonious color themes through the Adobe Kuler™ web-hosted application. Take advantage of Adobe Community Help for quick access to tool tips, Adobe Help content, and community-generated tutorials.

Information for upgrade SKUs

Use the following descriptions for web pages targeting customers with an earlier version of the product.

Short upgrade description

Get essential tools for building websites, interactive experiences, and mobile device content with the enhanced feature set in Adobe® Creative Suite® 4 Web Standard software.

Long upgrade description

Get essential tools for building websites, interactive experiences, and mobile device content with Adobe® Creative Suite® 4 Web Standard software. New versions of Adobe Dreamweaver®, Flash® Professional, Fireworks®, and Contribute® are combined with a rich selection of services and technologies.

Top reasons to upgrade to Adobe® Creative Suite® 4 Web Standard

New versions, new integration—Enjoy updated versions of the tools you need when designing for the web, mobile devices, and the desktop. Creative Suite 4 Web Standard software includes new versions of Adobe Dreamweaver®, Flash® Professional, Fireworks®, and Contribute®.

Complex pages made approachable—Design and develop more sophisticated websites with new Live View in Dreamweaver CS4, featuring interactive code editing. Rely on the new Related Files and Code Navigator features to dive deeply into complex pages.

Powerful animation tools—Quickly animate in Flash CS4 Professional using new object-based animation controls—which apply tweens directly to objects instead of keyframes. Add perspective with new 3D translation and rotation tools. Bring your animations to life with the advanced inverse kinematics of the Bones tool.

Multiple export options from a single creative source—Design once and deploy to many formats without having to re-create your work. Move from Dreamweaver or Flash to Fireworks with confidence, thanks to a universal interface design.

Advanced application development—Design and create your Adobe AIR™ interactive prototype in Fireworks for deployment in Adobe Dreamweaver, Flash Professional, or Flex® software. Enhance your Adobe AIR application with HTML and JavaScript in Dreamweaver—and then preview or deploy it immediately.

Mobile content authoring—Extend your websites to mobile devices with sleek workflows and high-fidelity results. Adobe Device Central CS4 offers tighter integration with Flash Professional and other Creative Suite 4 components and enables full-featured content testing.

Direct connection with clients and coworkers*—Share your ideas by accessing the Adobe ConnectNow web conferencing service. Browse and create color themes using the Adobe Kuler™ web-hosted application. Visit Adobe Community Help for quick access to tips, Adobe Help, and community-generated tutorials.

PDF collaboration—Communicate with your clients professionally with PDF export from Fireworks CS4. Fireworks automatically transforms linked pages into interactive PDF elements so clients can quickly experience how your design flows from one page to another.

Collaborative web publishing—Establish a collaborative workflow and process to author, review, and publish content—without compromising website integrity—with Adobe Contribute CS4. Define different review paths at the template level, from single approval to multiple sign-offs.

Cross-platform support—Creative Suite 4 Web Standard is available for Mac OS, Microsoft® Windows® XP, and Windows Vista® systems. Design with your chosen system, and then deliver across platforms with reliable, consistent, and high-performance results.

Information for full-version SKUs

Use the following descriptions for web pages targeting customers new to the product.

Short full-version description

Adobe® Creative Suite® 4 Web Standard software offers essential tools to design, develop, and maintain websites, interactive experiences, and mobile content.

Long full-version description

Adobe® Creative Suite® 4 Web Standard software offers essential tools to design, develop, and maintain websites, interactive experiences, and mobile content. Move your creations from design to deployment without re-creating assets to maximize your skills and time. Collaborate with clients and colleagues in real time without leaving your toolset for optimal results.

Top reasons to buy Adobe® Creative Suite® 4 Web Standard

Power tools for high-powered work—Step up to powerful web tools, complete with integrated workflows and enhanced utilities. Design, develop, and maintain sophisticated websites, full-featured applications, and compelling interactive experiences for the web, mobile devices, and the desktop.

Total workflow integration—Follow your workflow wherever it leads you with Adobe Dreamweaver® CS4, Flash® CS4 Professional, and Fireworks® CS4. Manage your assets with Adobe Bridge CS4, and experience real-world mobile development and testing with Adobe Device Central CS4.

Powerful animation tools—Quickly animate in Flash CS4 Professional using new object-based animation controls—which apply tweens directly to objects instead of keyframes. Add perspective with new 3D translation and rotation tools. Bring your animations to life with the advanced inverse kinematics of the Bones tool.

Cutting-edge technologies coupled with industry standards—Work with the latest technologies to output standards-based websites and applications, whether you're working with client-side HTML/XHTML, CSS, and XML; server-side application languages like Adobe ColdFusion®, ASP, and PHP; or advanced JavaScript and Asynchronous JavaScript and XML (Ajax).

Adobe ActionScript® 3.0 development—Code more efficiently with ActionScript 3.0, the Adobe Flash Player runtime programming language. Leverage the extensive ActionScript 3.0 API, libraries, and community support to extend the reach and improve the performance of your applications.

Best practices—Make best practices in web design and development your practice with standards-based tools from Adobe—whether you're building CSS-based layouts or data-rich pages with the accessible HTML Data Set feature.

Mobile content authoring—Extend your websites to mobile devices with sleek workflows and high-fidelity results. Adobe Device Central CS4 offers tighter integration with Flash and other Creative Suite 4 components and enables full-featured content testing.

Advanced application development—Design and create your Adobe AIR™ interactive prototype in Fireworks for deployment in Adobe Dreamweaver, Flash Professional, or Flex® software. Enhance your Adobe AIR application with HTML and JavaScript in Dreamweaver—and then preview or deploy it immediately.

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Upselling to Adobe® Creative Suite® 4 Web Premium

Before you choose—Consider Adobe Creative Suite 4 Web Premium software, which combines all the components and services of Web Standard plus Adobe Photoshop® CS4 Extended, Acrobat® 9 Pro, Soundbooth® CS4, and more.

Upgrade eligibility information

Use the following to clarify eligibility for upgrade SKUs.

To install an upgrade version of Creative Suite® 4 Web Standard software, you must have an eligible older version of Adobe or Macromedia software. For more information on eligibility, visit www.adobe.com/go/upgradeinfo.

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Short upgrade description

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Product highlights

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* This product may allow you to access certain features that are hosted online (“online services”), provided you have a high-speed Internet connection. The online services, and some features thereof, may not be available in all countries, languages, and/or currencies and may be discontinued in whole or in part without notice. Use of the online services is governed by separate terms of use and by the Adobe Online Privacy Policy, and access to these services may require user registration. Some online services, including services that are initially offered at no charge, may be subject to additional fees. For more details and to review the terms of use and Online Privacy Policy, visit www.adobe.com.

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