

# Adobe® Illustrator® CS4

The following copy blocks can be used in web pages, catalogs, print ads, or other promotional materials for Adobe® Illustrator® CS4 software.

## Websites

### Catalogs

### Print ads

## Websites

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

### Adobe® Illustrator® CS4 tagline

Explore new paths with the essential vector tool

### Product highlights

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

**Explore new features**—Powerful additions such as the Blob Brush tool and transparency in gradients inspire new creativity. The highly anticipated multiple artboards feature prompts new ways of working.

**Discover hidden gems**—Existing features have been polished, and hidden functions have been uncovered to reveal usefulness and depth, enabling you to learn more quickly and take better advantage of the power of Illustrator.

**Work efficiently**—Illustrator CS4 offers improved interaction with options and tools, plus you can do more directly on the artboard. Innovations with Smart Guides and Isolation Mode plus new panel behaviors enable a smoother, more efficient workflow.

**Deliver almost anywhere**—Print delivery is more reliable with Separations Preview. And with new user interface similarity and shared formats among Adobe Creative Suite® tools, work across applications is virtually seamless.

### Information for upgrade SKUs

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

#### Short upgrade description

Design quickly and confidently with new Adobe® Illustrator® CS4 software, and deliver easily across media. New multiple artboards, a Blob Brush tool, and transparency in gradients invite you to explore more efficient ways of working.

#### Long upgrade description

Design quickly and confidently with new Adobe® Illustrator® CS4 software, and deliver easily across tools and media thanks to tight integration with the Adobe Creative Suite® family of products. New features such as multiple artboards, a Blob Brush tool for intuitive vector painting, and transparency in gradients with on-object controls invite you to explore more efficient and creative ways of working.

## Top reasons to upgrade to Adobe® Illustrator® CS4

**Multiple artboards**—Create files containing up to 100 artboards of varying sizes and display them any way you want—overlapping, side by side, or stacked. Save, export, and print artboards independently or together. Save a selected range or all artboards as a multipage PDF file.

**Transparency in gradients**—Define the opacity of any individual color stop in a gradient. Reveal underlying objects and images, and create rich color and texture mixes using multiple layers, knockouts, and cover-up fades.

**Blob Brush tool**—Sketch with a brush that generates a single clean vector shape, even when strokes overlap. Draw naturally, using the Blob Brush tool together with the Eraser and Smooth tools.

**Gradients exposed**—Interact with gradients right on your object. Set gradient angle, position, and elliptical dimensions. Add and edit colors using sliders—all with immediate feedback where you work.

**Integration and delivery**—Collaborate with your team, work across products, and deliver almost anywhere thanks to integrated tools and extensive format support. Confidently design for print, interactive experiences, motion effects, and more.

**Enhanced user experience**—Stay in the creative groove thanks to interface improvements that include on-object controls. Interact with tools smoothly, and increase your efficiency using new timesaving features and shortcuts.

**In-panel appearance editing**—Edit object characteristics directly in the Appearance panel, eliminating the need to open fill, stroke, or effects panels. Work with shared attributes and control display for faster rendering.

**Refined graphic styles**—Combine styles for unique effects and increased efficiency, and apply styles without disturbing an object's existing appearance. Enjoy new thumbnail previews and an expanded library of prebuilt styles.

**Clipping masks demystified**—Work with masks more easily by viewing only the clipped area of your objects during editing. Take advantage of Isolation Mode, and use Edit Clipping Path for even more control.

**Separations Preview**—Avoid color output surprises such as unexpected spot colors, unwanted overprinting, overprints that don't overprint, white overprinting, and CMYK blacks in text and placed files.

## Information for full-version SKUs

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

### Short full-version description

Adobe® Illustrator® CS4 software is a comprehensive vector graphics environment with new transparency in gradients and multiple artboards that invite you to explore more efficient ways to design.

### Long full-version description

Adobe® Illustrator® CS4 software is a comprehensive vector graphics environment tightly integrated with the Adobe Creative Suite® family of products. New features such as multiple artboards, a Blob Brush tool for intuitive vector painting, and transparency in gradients with on-object controls invite you to explore more efficient and creative ways of working.

## Top reasons to buy Adobe® Illustrator® CS4

**Sophisticated vector drawing controls**—Sketch naturally using the Blob Brush tool that turns strokes into a single filled object. Advanced path controls, graphic styles, and appearance editing enable intuitive vector drawing.

**Integration with Adobe design applications**—Share files smoothly with other Adobe professional design applications, collaborate with colleagues, and work easily among multiple tools for different media.

**Advanced typography**—Enjoy easy type creation and professional control with more than 80 OpenType® fonts, paragraph and character styles, paragraph composition, underlining and strikethroughs, transparent effects, and more.

**Multiple artboards**—Create files containing up to 100 artboards of varying sizes and display them any way you want—overlapping, side by side, or stacked. Save, export, and print artboards independently or together. Save a selected range or all artboards as a multipage PDF file.

**Live Color**—Explore, apply, and control color variations using Live Color to interactively edit or replace colors. Use the Color Guide panel to quickly choose tints, shades, or harmonious combinations.

**Live Trace**—Quickly and accurately convert photos, scans, or other bitmap images to editable and scalable vector paths using Live Trace.

**Live Paint**—Easily paint closed or partially closed objects with the Live Paint Bucket, which automatically detects and corrects gaps. Interactively select colors from a Swatch panel for faster work.

**Adobe PDF file creation tools**—Create protected, graphic-rich PDF files with Illustrator layers retained, multiple pages, color space and transparency handling, and ultimate prepress control, including printer's marks and bleeds.

**In-panel appearance editing**—Edit object characteristics directly in the Appearance panel, eliminating the need to open fill, stroke, or effects panels. Work with shared attributes and control display for faster rendering.

**Gradients and transparency**—Edit gradients directly on your object. Rotate them, add and adjust colors, and create elliptical gradients. You can even define the transparency of individual color stops in a gradient.

### **Upselling to Adobe® Creative Suite® 4 Design Premium**

**Before you choose**—Consider getting Illustrator CS4 as part of Adobe Creative Suite® 4 Design Premium software, which also combines Adobe InDesign® CS4, Photoshop® CS4 Extended, Flash® CS4 Professional, Dreamweaver® CS4, Fireworks® CS4, Acrobat® 9 Pro, and more.

### **Upgrade eligibility information**

*Use the following to clarify eligibility for upgrade SKUs.*

To install an upgrade version of Illustrator CS4 software, you must have an eligible older version of Adobe software. For information on eligibility, visit [www.adobe.com/go/upgradeinfo](http://www.adobe.com/go/upgradeinfo).

## **Catalogs**

*For catalogs, use the following product descriptions and highlights.*

### **Adobe® Illustrator® CS4 tagline**

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### **Short full-version description**

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### **Short upgrade description**

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### **Product highlights**

*Use these product highlights in catalogs when space permits.*

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**Discover hidden gems**—Existing features have been polished, and hidden functions have been uncovered to reveal usefulness and depth, enabling you to learn more quickly and take better advantage of the power of Illustrator.

**Work efficiently**—Illustrator CS4 offers improved interaction with options and tools, plus you can do more directly on the artboard. Innovations with Smart Guides and Isolation Mode plus new panel behaviors enable a smoother, more efficient workflow.

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