

## Adobe "Bravo" to Animate PostScript on the Web

May 7

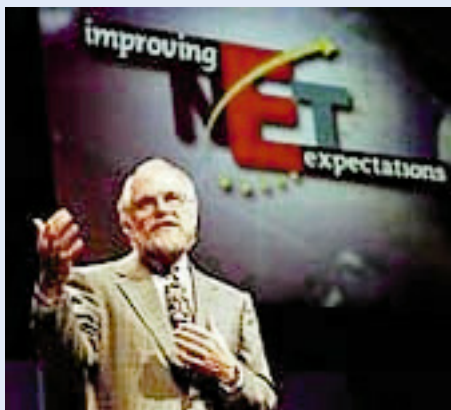
As a key part of their "Improving Net Expectations" strategy, Adobe has announced Bravo, a new technology that will enable high-quality animation on the Internet and all digital media. Adobe intends to establish Bravo as an open imaging standard, as they did with PostScript and PDF.

Bravo is a vector-based imaging model based on the same PostScript model behind Adobe authoring applications, such as Illustrator. Like PostScript, Bravo is a portable, device-independent and platform-independent graphics engine. The difference is that images

## Microsoft

## Adobe and Microsoft End Font Wars with OpenType

Toward a goal of establishing a universal font format for the Internet, Adobe and Microsoft have announced OpenType, a unified combination of Type 1 and TrueType fonts. As part of OpenType's development, the two



## Adobe Reveals Internet Strategy "Improving Net Expectations"

May 7

To a rapt audience at the Yerba Buena Gardens in San Francisco, Adobe president Chuck Geschke promised his company would "change the entire face of Internet computing forever." Part of a new marketing campaign, "Improving Net Expectations," the series of announcements and demonstrations in San Francisco were intended to boost confidence in Adobe's ability to drive improvements in our experience of the Internet.

## Adobe Draws Crowds with First "Internet Conferences"

In a smart move to spark interest in Adobe's Internet products through education, the company has sponsored "The Adobe Internet Conference: Designing for the Web" in four cities across the U.S. Acropolis attended the conference held at the Marriot Marquis in New York City on July 1. The attendees, mostly graphic designers and Web developers, eagerly packed in the sessions and seemed not to mind the biased nature of the event.



## Adobe Tools to Enhance AT&T WorldNet Service

Adobe and AT&T have struck an agreement under which AT&T will license Adobe's publishing tools as part of an enhancement to their WorldNet Service. AT&T WorldNet is the telecom giant's Internet access service, designed to provide a mass customer base with simple, high-quality access to the Internet. Adobe has not specified which authoring tools will be available to users of WorldNet, but we can be sure that Acrobat will be one of them.