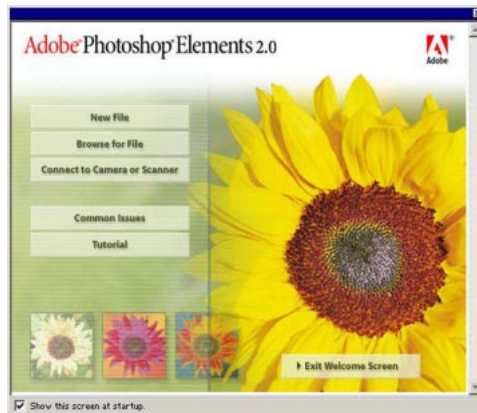


# Adobe® Photoshop® Elements 2.0

## Feature Highlights

Create, edit and fix digital photos to produce high-quality images.



The Welcome Screen saves time and effort with shortcuts for getting started.

Adobe Photoshop Elements 2.0 provides the perfect combination of power and simplicity that enables the user to create high-quality images for print, e-mail, and the Web. With sophisticated, yet easy-to-use tools for correcting, creating and using digital images, Photoshop Elements is the outstanding image editing program for photo hobbyists and amateur photographers.

This Feature Highlights provides an overview of the definitive features, innovations and benefits of Photoshop Elements 2.0.

### Easy to understand, accessible interface

The intuitive interface makes it simple for users to delve into Photoshop Elements' remarkable power, while providing versatile tools that will unleash the user's creativity.

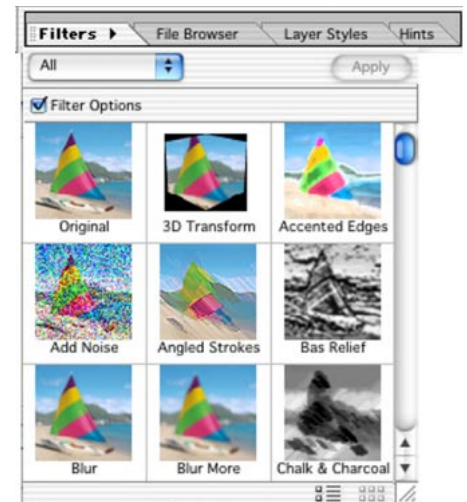
- New feature
- ◆ Enhanced feature

◆ The Welcome Screen appears when the program launches, offering shortcuts to all the commands needed to get started quickly. With a single click, the user can create a new image, open a file, connect to a digital camera or scanner, explore tutorials that explain key digital imaging capabilities, or find answers to common questions. The Welcome Screen – like so much in Photoshop Elements 2.0 – streamlines workflow and eliminates extra mouse clicks.

◆ Based on Adobe Photoshop and designed with an innovative set of unique features, Photoshop Elements' interface is organized for quick and easy access to all its tools and palettes. Related features are together in easy to manage palettes that can be stored in the Palette Well or conveniently 'docked' together in the work area.



Undocked palettes may be nested together in the traditional customizable Photoshop arrangement.



Click on the Filter Palette tab in the Palette Well, to visually compare the complete range of filter effects.

Photoshop Elements gives users the freedom to experiment with a wide variety of features and commands, so they can explore new creative possibilities, without worry. The Undo History Palette records every edit, and allows the user to instantly undo or redo up to 1,000 changes made to an image. Alternatively, the user can simply apply the Step Backward or Step Forward commands in the Edit Menu, to undo or redo each edit, one step at a time.

**Instant access to Help and guidance when and where it is needed.**

## Learn and Grow with Photoshop Elements 2.0

Although Photoshop Elements is easy to use, it also offers a deep, rich set of features. While the new, centralized Help system is always readily available, it doesn't get in the way of the creative process. This combination of power, accessibility and simplicity encourages the user to learn new and exciting creative skills. Since Photoshop Elements is built on the Photoshop technology and interface, both files and skills are completely transferable.

◆ **Inspirational Recipes** spark imagination by providing step-by-step instructions for performing complex editing techniques. Switching tools or selecting menu commands is automatic. Just click the "Do it for me" buttons in the Recipes, and the program takes care of these tasks for you. New links to related Recipes and their enhanced format make them even more intuitive.

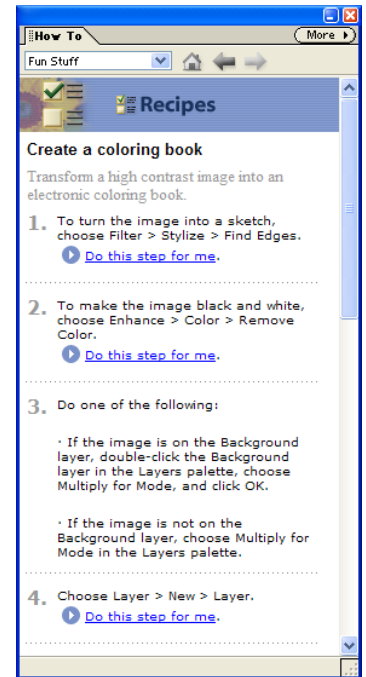
● The new **Glossary** explains digital imaging and computer terms in a way that is easy to understand. Word definition and clarification is now a mouse click away with Glossary links that are available throughout the program.

● Powerful dialogs with diverse options now have helpful **Dialog Tips**. These easy-to-read explanations and directions provide help and advice right inside the dialogs.

● **Smart Messages** are designed to help educate the user, and/or automatically fix certain error conditions. Confused by a term in an error dialog? Just click the link to the Glossary to learn more. Want to fix the problem and continue? Simply click the OK button and the program will do the rest. Smart messages help resolve errant conditions without forcing you to be an expert at digital image editing.

◆ The **Hints** palette offers useful illustrations and tips related to the currently selected tool, providing information about that tool's potential and various options. Hints encourage exploration and creativity. Hold the mouse over a tool or palette, and the Hints palette will automatically update to show you important information.

● If you have a question about a tool, word or palette, type it into the new **Help Search Field** (in the shortcut toolbar), and it instantly shows links to relevant Glossary entries, Help contents and Recipes. Click on one of the lines in the Search Results palette to instantly link to additional information.

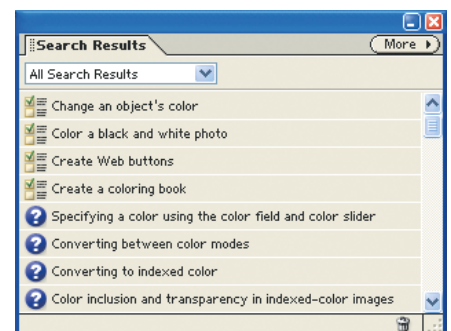


## Time-Saving File Management

Photoshop Elements provides a host of time-saving image management tools for quickly and easily organizing numerous images.

◆ **Batch Processing** (in the File Menu) makes one or more changes simultaneously to several photos with just a few clicks. Users can instantly change confusing digital camera file names into meaningful names, resize a group of images for posting to the Web, or change the file format of a collection of photos – all with a single click.

● The **Graphics File Association Manager** (Windows only) takes the guesswork out of double-clicking an image file and wondering what application will open. From within the

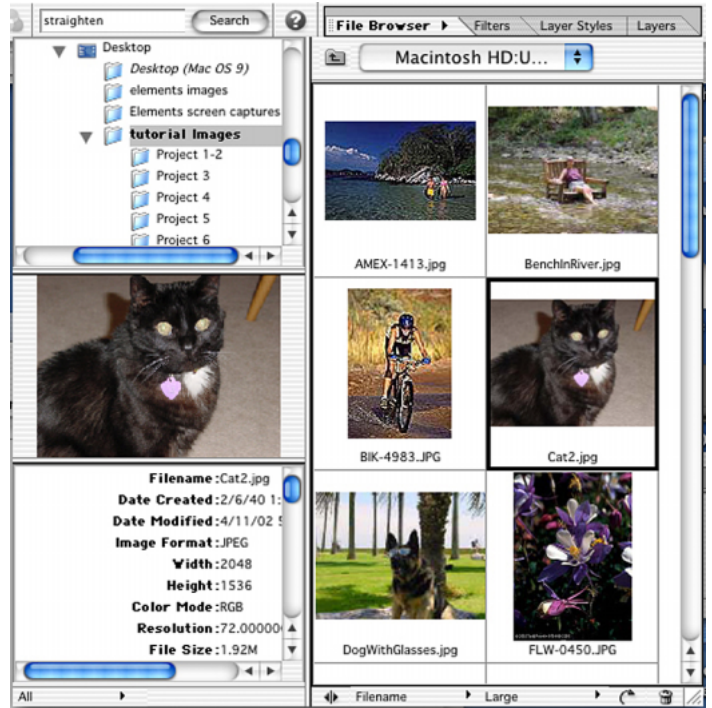


All forms of Help and guidance are now linked and readily accessible.

**Browse, manage, and organize image files more effectively and efficiently.**

program, a user can designate what types of files are associated with Photoshop Elements. This is especially useful when more than one graphics program is installed.

◆ The enhanced **File Browser** is an efficient tool for finding and opening image files. Without opening a file, users can rename or rotate one or more images, easily manage and organize images in folders and files, and view important image metadata. If an image was taken with a digital camera, its EXIF information, recorded by the camera, is faithfully retained and visible in the metadata pane of the File Browser. The File Browser may be customized, setting the thumbnails to be large, medium or small; to display detail about the file next to the thumbnail; or to order the thumbnails by name, date, size or other image properties.



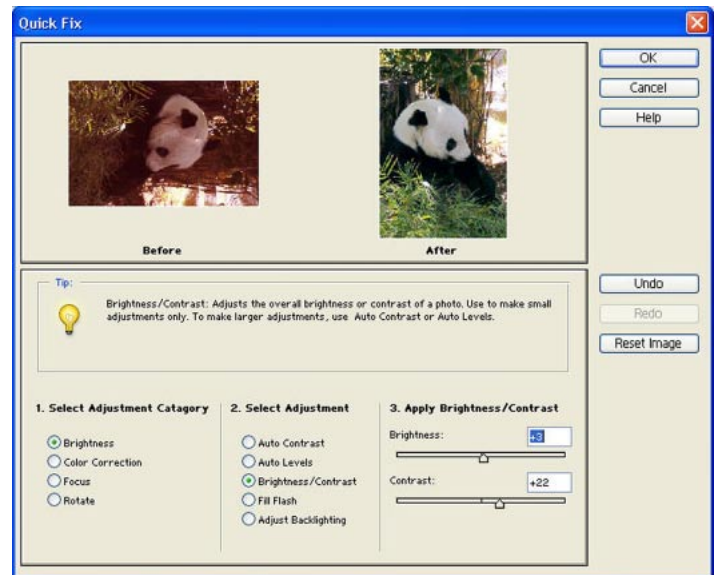
Quickly preview, open, and organize image files, as well as view important metadata, in the enhanced File Browser.

## Taking Digital Photos Further

**Quickly correct flaws, explore digital darkroom techniques, and produce high-quality photos.**

Photoshop Elements is the natural companion to digital photographs, whether they're generated by digital cameras, scanners, or any other source. It provides powerful tools for quickly and easily correcting flaws in photographs, editing them creatively, and using them effectively in a wide variety of ways.

● Making brightness, color, focus and rotation adjustments to photos is quicker and easier than ever before. The new **Quick Fix** dialog consolidates these indispensable tools so you never have to hunt through menus to make essential photo editing adjustments. Helpful Tool Tips explain the various adjustment tools so you can choose the right one for the job. It's possible to undo multiple editing decisions without leaving this dialog.

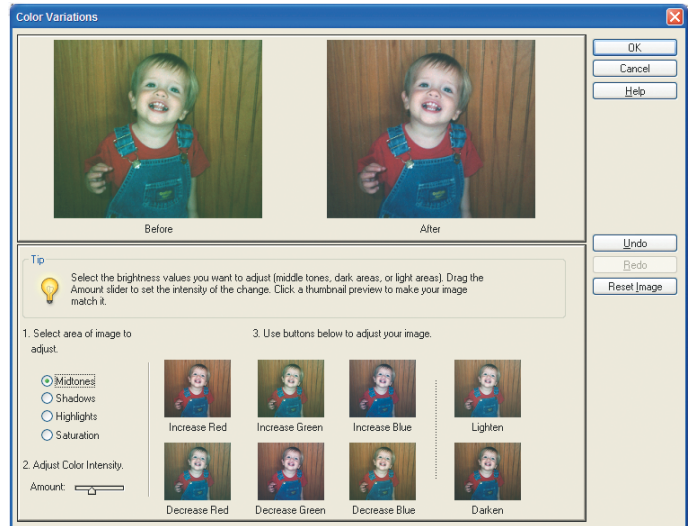


Quick Fix consolidates key photo correction tools. Dialog Tips demystify powerful color and exposure correction tools.

### ◆ Color Variations

(in Enhance/Adjust Color Menu) fixes color and exposure imperfections easily and intuitively. Just click the thumbnails that look best, until the preview image is just right. Color Variations offers a wide range of color correction capabilities, and with the ability to undo multiple choices, the user has total control over the final results. The embedded Tip Text offers guidance on how to make changes quickly.

● Use the **Frame from Video** dialog (in File/Import Menu) to easily extract still photographs from video files. Photoshop Elements supports the same common video formats as Windows Media Player on Windows and QuickTime on the Mac.



The new Color Variations dialog displays thumbnails of the photo, each at a slightly different color or exposure setting.

**Auto Straighten/Auto Crop** (in Image/Rotate Menu) is a time-saving, one-touch command that automatically rotates and crops a photo that has been scanned at a slant.

The **Red-eye Brush** easily removes the red-eye reflection often caused by flash photography. Simply paint away the red-eye (or green-eye in some pets), while retaining the natural liveliness of the eye.

◆ **Create Photomerge™** (in File Menu) automatically sizes, orients and stitches multiple photographs into seamless panoramas. Photomerge now offers fine tuning controls for arranging images, and supports larger files.

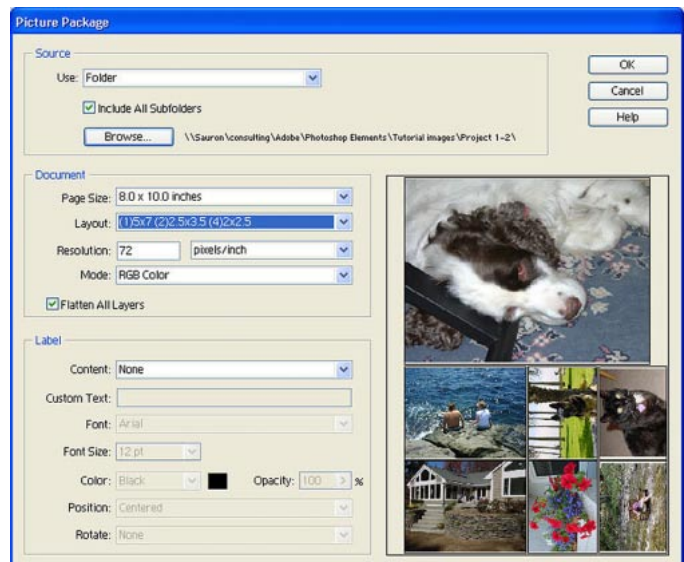
◆ **Picture Package Printing** (in File/Print Layouts Menu) saves time and photo paper by laying out multiple images in various sizes on a single page, for professional-style high-quality printouts from any home inkjet printer.

Another Print Layout option saves time by automatically sizing and arranging all the images in a single folder onto a **Contact Sheet**, which is a useful reference print.

## Powerful Tools to Unleash Creativity

Photoshop Elements 2.0 builds on Adobe's respected heritage of image editing innovation to deliver powerful, yet easy-to-use tools. Users learn as they experiment with sophisticated creative techniques.

◆ Add artistic touches to images with redesigned **Brushes** that emulate real-world art media. These include options such as oil, water-color, charcoal, pastels, and different canvas textures. The wide variety of possibilities in tips, shapes, opacity and behavior offers literally hundreds of different creative combinations. It's great fun to paint all kinds of strokes and effects, such as grass, leaves, stars and more.



Use any inkjet printer to produce professional-style print packages.



When a tool is selected in the Toolbox to the left of the screen, the Tool Options bar at the top of the screen provides easy access to any and all settings related to the selected tool. The options displayed here are for a paintbrush.

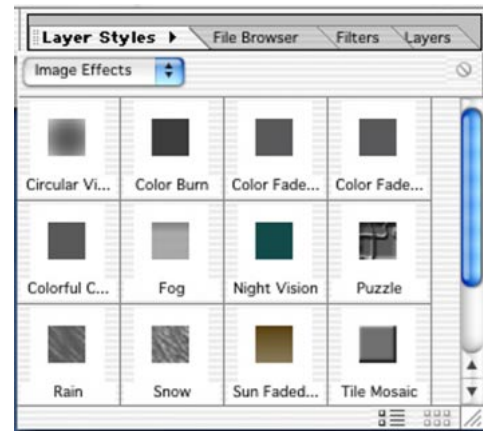
- The new **Selection Brush** makes selections easy. Just paint a selection, or change the Selection Brush to Mask mode and paint a mask. Masks can have feathered edges, and can even be saved with the file, to avoid having to create the same mask more than once.

**Layers** and the **Layers Palette** give users freedom to explore image collaging and composition, while maintaining control and editability over all components. Any text, image or object that is pasted into a composition can be kept separate from the rest of the collage. In this manner, the user can easily and quickly re-edit, resize, apply new effects or replace the items on the layer, without affecting the rest of the image.



- ◆ Use **Layer Styles** (in the Palette Well or in the Window Menu) to apply a wide range of dazzling effects to a selected Layer. Everything on that Layer remains fully editable. Simply drag and drop a bevel, photo effect, drop shadow, pattern or other styles to see the cumulative effect. To clear the Layer Style attributes, click the clear button.

Text is vector-based and supports both vertical and horizontal orientation. Apply Shadows and other Effects to the text using drag and drop Layer Styles. Warp it into arcs, banners, and other shapes. Regardless of the effects applied to Photoshop Elements text, it remains fully editable as text. In addition, the Text Mask tools makes it easy to fill text shapes with photos and dazzling visual effects.



Simply drag and drop from the Layer Styles palette (or the Effects or Filters palettes) to apply complex editing processes.

Though a serious tool for photo editing and image creation, users can't help but have fun with Photoshop Elements.

- ◆ The **Drawing Tools** library of vector shapes has been expanded to include lots of fun, useful, and visually interesting creatures, ornaments and symbols.

*Cool special effects for type*

- ◆ The interactive distortion of **Liquefy** (in Filter/Distort Menu) now supports a pressure-sensitive stylus. Push around the pixels of an image, as though it is made of clay. This fun-to-use tool can, for example, make people look like elves, turn a cat into a fiendish wild creature, or precisely sculpt colors into artistic shapes.

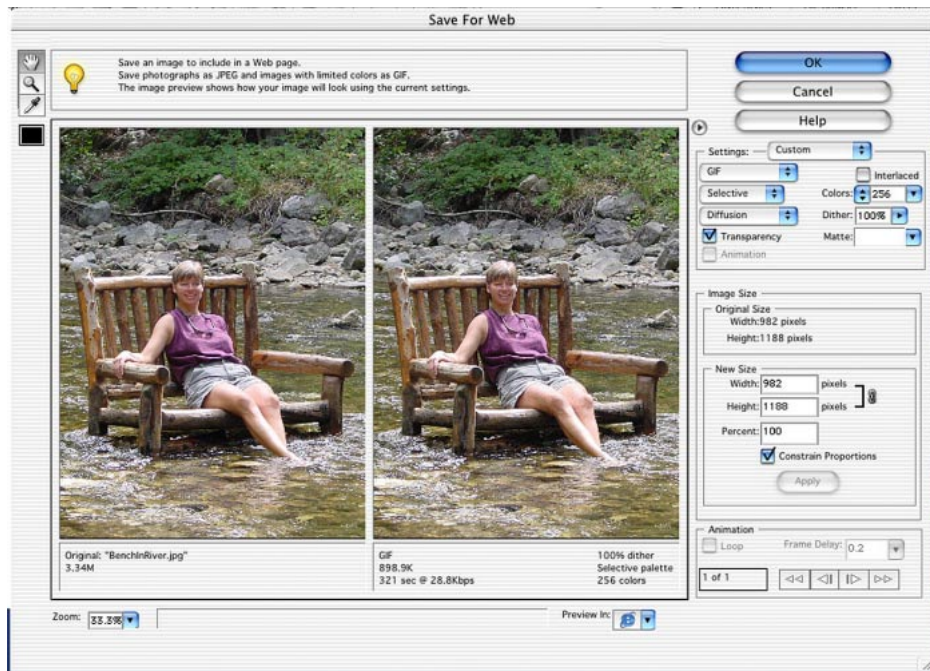
## Useful, Time-Saving Web Features Users Really Need

- ◆ **Save for Web** (in the File Menu) optimizes images for quick, efficient downloads, while maintaining sharpness and image quality. Interactively view exactly how various compression and file format settings will affect the quality of an image, as well as the length of time it would take to download at a variety of connection speeds.



New controls offer the capability to change the dimensions of an image in this dialog.

- **Create PDF Slideshows** (in File/Automation Tool Menu) that can be shared with friends, family and associates. The recipient doesn't need any special software to view the slideshow – just the same free Acrobat® Reader™ used throughout the industry to view business documents. (Acrobat Reader is included in the Photoshop Elements 2.0 CD-ROM, and can be downloaded free from [www.adobe.com](http://www.adobe.com).) When creating the slideshow, users have control over what images are included, transitions, timing between slides, and whether or not it loops continuously. Since Acrobat Reader supports Mac, Windows, Pocket PC, and Palm OS®, slideshows can travel just about anywhere.



Save for Web provides the information required to choose settings that maintain high image quality, while minimizing download times.

**Intuitive tools to create and format high quality Web images for sharing, e-mailing or posting.**

◆ **Create Web Photo Gallery** (in File Menu) quickly and easily generates a Web gallery of images, with thumbnail links to full size photos. New themed templates offer a fun way to share photos on the Web. The user now has greater control over identifying images and the photographer.

● **Attach to e-mail** automatically attaches a photo to an e-mail message. To make sure friends and family experience no problems with photos that are too large or in the wrong format, Photoshop Elements can automatically resize the image and convert it to JPEG – the most common graphics file format. Photos can be e-mailed in any size and using any of the wide array of file format that Photoshop Elements supports.

◆ **Connect directly to third-party Online Photo Services** to order photo prints, create personalized greeting cards, order photo-based specialty items such as calendars, and have them sent directly to friends and family.

## Broad Support of Industry Standards

Photoshop Elements 2.0 conforms to industry standards. This assures that images will work seamlessly with other programs. The familiar Adobe interface, which has set the standard for digital imaging professionals, is also a key benefit of Photoshop Elements 2.0.

Extensive File Format Support allows images to be saved for virtually any use: print on photo paper; import into newsletters, presentations, reports, or greeting cards; attach to e-mail; post on the Web; and share as Adobe Portable Document Files (PDF) on almost any computer or handheld device. This includes support of GIF animations, using Photoshop Elements' Layers as the animation frames.

● In addition to support for the leading operating systems, Photoshop Elements is optimized for **Windows XP and Mac OS X**.

Easily acquire photographs from Windows Image Acquisition (WIA) enabled digital cameras, scanners, and other devices. (Windows Only)

## System Requirements

### Windows

- Intel® Pentium® processor
- Microsoft® Windows® 98, Windows 98 Second Edition, Windows Millennium Edition, Windows 2000, Windows XP Home/Professional
- Internet Explorer 5.0, 5.5 or 6.0 (updated with applicable service packs)
- 128MB of RAM
- 150MB of available hard disk space
- Color monitor capable of displaying thousands of colors at a resolution of 800 x 600 or higher
- CD-ROM drive

### Mac OS

- PowerPC® processor
- Mac OS 9.1, 9.2.x, OS X v 10.1.3 through 10.1.5
- 128 MB of RAM (with virtual memory on)
- 350 MB of available hard disk space
- Color monitor capable of displaying thousands of colors at a resolution of 800 x 600 or higher
- CD-ROM drive

## Press Contact

For further information, and to schedule interviews, please contact Layla McHale, Adobe Systems, 408-536-2250, [lmchale@adobe.com](mailto:lmchale@adobe.com).

## About Adobe Systems

Founded in 1982, Adobe Systems Incorporated ([www.adobe.com](http://www.adobe.com)), the leader in network publishing, offers a comprehensive line of software for enterprise and creative professional customers. Its products enable customers to create, manage and deliver visually rich, compelling and reliable content. Based in San Jose, Calif., Adobe is one of the world's largest software companies with annual revenues exceeding \$1.2 billion.