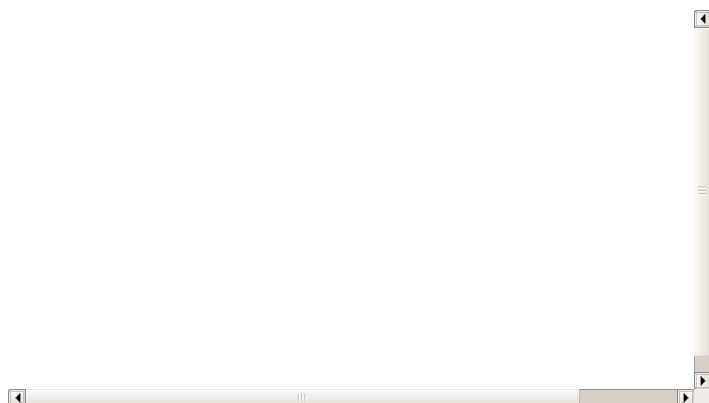


## Adobe introduce CC, mai più stand-alone



LINK (<https://www.nexthardware.com/videography/news/visualizzazione-sviluppo/425/adobe-introduce-cc-mai-piu-stand-alone.htm>)

La versione CS6 è l'ultima boxed in casa Adobe



Saranno esclusi gli utenti **Lightroom** per i quali **Adobe** ha espressamente dichiarato che continuerà nell'offerta della versione *stand-alone* del programma.

Per tutti gli altri software, **licenze singole** o **Suite**, invece verrà applicata la nuova logica della **Creative Cloud**: affitto mensile e sincronia con il cloud.

**Gli utenti Adobe pre-esistenti**, in particolare, avranno accesso ai software ad un prezzo di **360USD** per il **primo anno** mentre la **tariffa normale** sarà di 600 Dollari USA.

Inoltre, benché vengano definite "**App**", i software della nuova **CC** saranno scaricati, installati ed eseguiti direttamente dal proprio PC/Mac: ciò sta a significare che il collegamento al cloud non opera attraverso browser per l'esecuzione degli stessi.

Altro punto da chiarire è quello relativo al licensing: se si dispone di una licenza di affitto annuale, sarà richiesto di ri-confermarla mensilmente mentre, per quel che concerne il **collegamento ad internet per il funzionamento degli applicativi**, esso sarà necessario solo nel caso di validazione della licenza.

In **modalità offline** sarà infatti possibile lavorare fino a **180 giorni** dopo la prima validazione.

Ci riserviamo commenti sulla nuova politica **Adobe** tra qualche tempo per capire se l'utenza, dopo le prime reazioni a caldo, si orienterà diversamente oppure se sposterà *tout court* il dettato del Produttore.

### Press Release Ufficiale

#### Adobe Accelerates Shift to the Cloud

#### New Product Innovation to be Delivered Exclusively Through Adobe Creative Cloud

Adobe MAX 2013

LOS ANGELES--(BUSINESS WIRE (<http://www.businesswire.com/>))--At Adobe MAX, The Creativity Conference, Adobe (Nasdaq:ADBE) today accelerated its shift to the cloud with a major update to Adobe® Creative Cloud™ (<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.adobe.com%2Fproducts%2Fcreativecloud.html&esheet=50625537&lan=en-US&anchor=Adobe%2%AE+Creative+Cloud%E2%84%A2&index=1&md5=7d2ece8419c02e5df549933ff5a711a5>), the company's flagship offering for creatives. Today's update to Creative Cloud is packed with features, reimagining the creative process through a new set of "CC" desktop applications and enhanced cross-device collaboration and publishing capabilities ([see separate press release](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.adobe.com%2Faboutadobe%2Fpressroom%2Fpressreleases%2F201305%2F050613AdobeUpdatesCreativeCloud.html&esheet=50625537&lan=en-US&anchor=see+separate+press+release&index=2&md5=2c6d49464d3c8e6d6f38da97df492197) (<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.adobe.com%2Faboutadobe%2Fpressroom%2Fpressreleases%2F201305%2F050613AdobeUpdatesCreativeCloud.html&esheet=50625537&lan=en-US&anchor=see+separate+press+release&index=2&md5=2c6d49464d3c8e6d6f38da97df492197>)). With this update, creative files can be stored, synced and shared, via Creative Cloud, on Mac OS, Windows, iOS and Android; and Behance, the world's leading online creative community, is integrated with Creative Cloud, so customers can showcase work, get feedback on projects and gain global exposure.

Creative Cloud's advanced capabilities are making it a hit with the worldwide creative community: more than a half million paid members, and well over 2 million free members have signed up for Creative Cloud since it was launched in April 2012.

Adobe also announced that the company will focus creative software development efforts on its Creative Cloud offering moving forward. While Adobe Creative Suite® 6 products will continue to be supported

and available for purchase, the company has no plans for future releases of Creative Suite or other CS products. Focusing development on Creative Cloud will not only accelerate the rate at which Adobe can innovate but also broaden the type of innovation the company can offer the creative community.

"We launched Creative Cloud a year ago and it has been a runaway success," said David Wadhvani, senior vice president and general manager, Digital Media, Adobe. "By focusing our energy -- and our talented engineers -- on Creative Cloud, we're able to put innovation in our members' hands at a much faster pace."

On top of new collaboration and publishing services and the integration of Behance, today's announced update to Creative Cloud includes stunning versions of Adobe's next generation of desktop applications -- including **Adobe Photoshop® CC** (<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.adobe.com%2Fproducts%2Fphotoshop.html&esheet=50625537&lan=en-US&anchor=Adobe+Photoshop%2%AE+CC&index=3&md5=23b32ef79b4f6b250dcd103e3d0ff39d>), **InDesign® CC** (<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.adobe.com%2Fproducts%2Findesign.html&esheet=50625537&lan=en-US&anchor=InDesign%2%AE+CC&index=4&md5=2ee278f9e09722a183ba543defac3669>), **Illustrator® CC** (<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.adobe.com%2Fproducts%2Fillustrator.html&esheet=50625537&lan=en-US&anchor=Illustrator%2%AE+CC&index=5&md5=04f50eab8754d7be6cc002864ef46d7a>), **Dreamweaver® CC** (<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.adobe.com%2Fproducts%2Fdreamweaver.html&esheet=50625537&lan=en-US&anchor=Dreamweaver%2%AE+CC&index=6&md5=4fb9aab2faa4bb78ed6943d1312c0843>) and **Premiere® Pro CC** (<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.adobe.com%2Fproducts%2Fpremiere.html&esheet=50625537&lan=en-US&anchor=Premiere%2%AE+Pro+CC&index=7&md5=1785a100ac77055f18df0c22f25ae67a>). Adobe's desktop tools, previously known as Creative Suite (CS), are now branded CC to reflect that they are an integral part of Creative Cloud and have been reinvented to support a more intuitive, connected way of creating.

Adobe is facilitating the transition to Creative Cloud with attractive pricing plans and promotions for individual members, teams and enterprise customers. For more details, visit: <https://creative.adobe.com/plans> (<http://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fcreative.adobe.com%2Fplans&esheet=50625537&lan=en-US&anchor=https%3A%2F%2Fcreative.adobe.com%2Fplans&index=8&md5=73910b283e699184a26cfd386b3d51fb>). Adobe will continue to sell licenses for all CS6 products via electronic download from [adobe.com](http://adobe.com) and participating resellers.

#### About Creative Cloud

Adobe Creative Cloud is a membership-based service that provides users with access to download and install Adobe creative desktop applications; game developer tools and integration with the Adobe Touch Apps. With Creative Cloud membership, users also have access to: a vibrant global creative community; publishing services to deliver apps and websites; cloud storage and the ability to sync to virtually any device; and new products and exclusive updates as they're developed.

#### Membership Plans and Availability

By signing up for Creative Cloud today, creatives will be set up to immediately download and use these latest cloud-enabled innovations from Adobe, when they are available next month. Creative Cloud membership for individuals is US\$49.99 per month based on annual membership; existing customers who own CS3 to CS5.5 get their first year of Creative Cloud at the discounted rate of US \$29.99 per month. Students and teachers can get Creative Cloud for \$29.99 per month. Promotional pricing is available for some customers, including CS6 users.

A team version of Creative Cloud includes everything individual members receive plus 100GB of storage and centralized deployment and administration capabilities. Creative Cloud for teams is priced at US \$69.99 per month per seat. Existing customers, who own a volume license of CS3 or later, get their first year of Creative Cloud for teams at the discounted rate of US \$39.99 per month per seat if they sign up before the end of August 2013.

Adobe also announced Creative Cloud for enterprise today and special licensing programs for educational institutions and government. For more details, visit: <https://creative.adobe.com/plans> (<http://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fcreative.adobe.com%2Fplans&esheet=50625537&lan=en-US&anchor=https%3A%2F%2Fcreative.adobe.com%2Fplans&index=9&md5=f914ab5c3fce03ed0fe56ed25499a9ad>).

#### About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com) (<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.adobe.com&esheet=50625537&lan=en-US&anchor=www.adobe.com&index=10&md5=f76887df6f22673e9c8e3eed1ece3615>).

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