

Windows® 98/Windows ME/Windows 2000/Windows NT®/Windows XP/Macintosh® OS 9.1, 9.2 and OS X

Adobe® Photoshop® version 7.0

**The professional
image-editing
standard**

New Feature Highlights

In today's challenging business environment, Adobe Photoshop 7.0 helps you stay competitive with innovative tools that deliver new ways to express your creativity and work efficiently. With Photoshop 7.0, you can more easily produce exceptional imagery for print, the Web, wireless devices, and other media. The latest release of the world's leading image-editing solution lets you:

Meet every challenge—Photoshop 7.0 rounds out its comprehensive toolset with new capabilities to meet any creative or production demand and to handle the widest variety of image-editing tasks in the most efficient way. The File Browser lets you quickly inspect images before opening them by viewing thumbnails and metadata such as color profile, date modified, and Exchangeable Image File (EXIF) information generated by digital cameras. With the new Healing Brush, you can effortlessly remove scratches and other flaws while preserving the image's shading, lighting, and texture. With enhanced Web features, you can instantly make Web page elements transparent simply by knocking out one or more colors; create dithered transparencies; manage Web page rollovers and animations; and create more sophisticated Web rollovers.

Stay competitive—Powerful new tools help you explore your creativity without limits so you can more easily meet the multimedia demands of today's market. Simulate traditional painting techniques (including pastels and charcoal) with dry and wet brush effects and use brushes to add special effects. Adjust dozens of precise brush settings including size, shape, and tilt to create custom brushes that you can share with other Photoshop users. With the new Pattern Maker plug-in, you can select any area of an image and automatically generate a nearly endless assortment of background patterns. And the enhanced Liquify plug-in lets you distort images more easily and gain greater control over warping.

Work with confidence—Photoshop 7.0 offers unparalleled precision and control so you can be confident you're achieving consistently superior output. New security features let you restrict access to your images with password protection. Using the enhanced Picture Package feature, you can quickly print a folder of images as customized pages, including multiple photos in different sizes on the same page. Create a sophisticated online showcase for your images with new Web Photo Gallery templates. Keep vector art and text looking crisp online by letting ImageReady automatically assign higher priority to those areas when optimizing for the Web. While Photoshop 7.0 is fully compatible with Mac OS 9, you can take advantage of the newest enhancements for Mac OS X as well as for Windows XP. Check for misspelled words in multiple languages within the same file using the new built-in spell checker and perform search-and-replace operations. Photoshop 7.0 saves files to the XMP (Extensible Metadata Platform), a new industry standard developed by Adobe for embedding metadata in application files. With embedded metadata, you can quickly repurpose, archive, and add your Photoshop 7.0 files to automated publishing workflows. And you can easily view and save Photoshop images in WBMP format for display on wireless devices.

Photoshop 7.0 is tightly integrated with other Adobe professional graphics programs for print, Web, ePaper and dynamic media, including Adobe Illustrator®, Adobe InDesign®, Adobe AlterCast™, Adobe GoLive™, Adobe LiveMotion™, Adobe Premiere®, Adobe After Effects®, Adobe Acrobat®, and others. With Photoshop 7.0, you can work with familiar, productive Adobe tools to create the highest quality graphics. Photoshop 7.0 also offers exciting enhancements and new features for Adobe ImageReady™ 7.0, which ships with Photoshop. ImageReady offers specialized features for accomplishing advanced Web-production tasks and creating highly sophisticated Web graphics and animations.



Meet Every Challenge

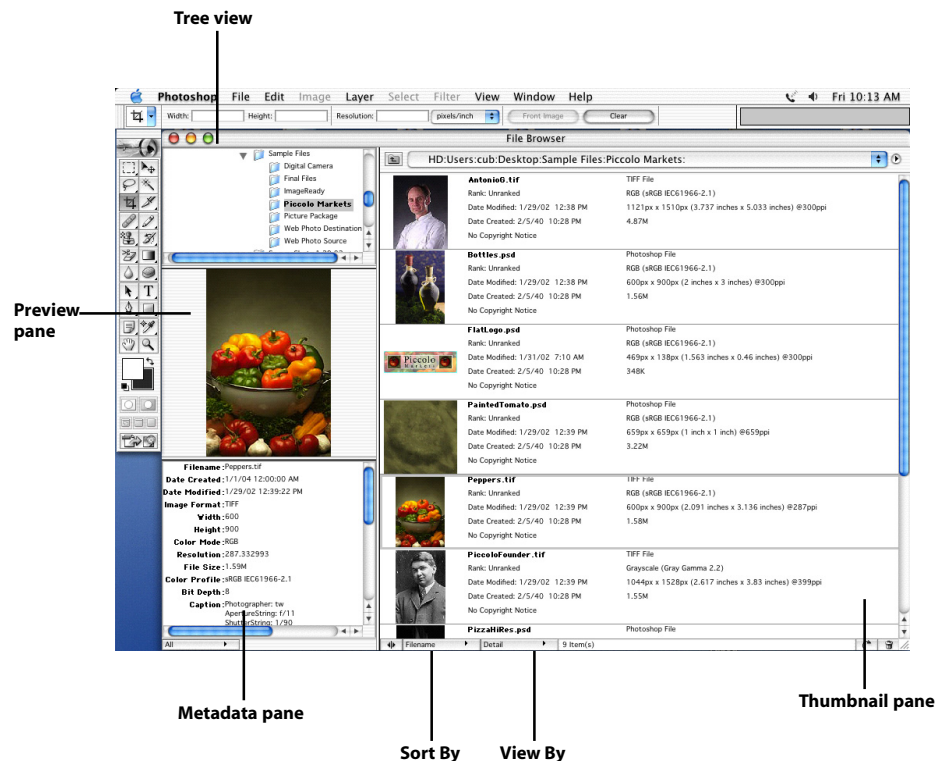
These days, graphics professionals are being called on to create images that work across a variety of media. You need a solution that lets you handle the widest variety of image-editing tasks and output images to multiple media—including print, the Web, wireless devices, and video—without having to learn a whole new set of tools. Photoshop 7.0 helps you work more efficiently than ever to meet the multimedia demands of today's marketplace and make impossible deadlines possible.

Quickly Locate and Organize Images

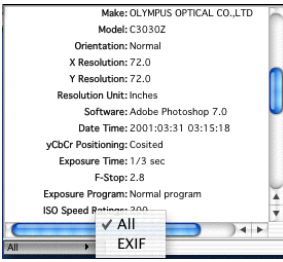
The new File Browser lets you search for images visually rather than just by file name, saving time and effort. Using easy-to-view thumbnails, you can quickly organize and retrieve images from your hard drive, external drives, CDs, and disks directly within Photoshop. The File Browser provides metadata about the images displayed, such as date created, date modified, and EXIF (Exchangeable Image File) information from digital cameras. You can rotate, batch rename, rank, sort, and changes your files as well as manage image folders.

Customize your view—By default, the File Browser consists of four panes:

- The tree view, for navigating folders and disks containing your images.
- The thumbnail pane, which displays thumbnails of the image files within a selected folder or disk. The thumbnail pane provides five display size options: Small, Medium, Large, Large with Rank, and Detail. Small allows you to see the most images at once; Medium and Large display increasingly bigger thumbnails; Large with Rank allows you to see a large thumbnail along with each image's rank; and the Detail option displays the fewest number of thumbnails but provides information about each image shown, such as file name, date created and modified, copyright, file format, color mode, image size (in pixels), file size, and rank.
- The preview pane, which displays a selected image larger than the thumbnail pane view.



The new File Browser lets you search for images visually rather than just by file name. You can quickly rank, sort, rename, batch rename, and rotate your images in the File Browser. Shown here is the thumbnail pane's Detail view.



In the File Browser metadata pane, you can choose to display all metadata or only the EXIF data from digital cameras, such as camera make and model, exposure time, and more.



- The metadata pane, which provides information about a selected image beyond what's displayed in the thumbnail pane. The metadata pane shows keywords associated with a selected image as well as captions, resolution, and bit depth. The metadata pane also displays EXIF information about images created with digital cameras such as creation date, exposure settings, image size, and resolution.

Add ranking—Within the File Browser, you can invent your own ranking system for easily identifying and grouping images. For example, you can create a ranking for each file, such as “Proof” or “Final,” then sort by those rankings to quickly differentiate which images have been approved and which ones have not.

Arrange images the way you want—In addition to rank, the File Browser lets you sort images by file name, file width and height, file size, file type, resolution, color profile, date created, date modified, and copyright. For further flexibility, you can view files by each criteria in ascending or descending order. When images are sorted by file size in ascending order, for example, the smallest files are listed first and the largest are listed last.

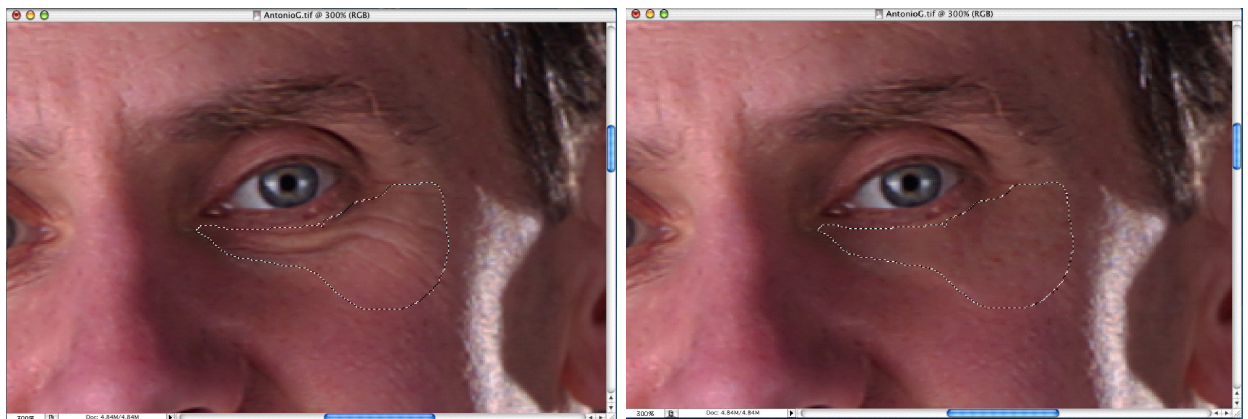
Manage folders and files—Create and rename folders and delete, open, move, copy, or rename image files from within the File Browser. The Batch Rename feature lets you easily rename multiple files.

Rotate images—Rotate one or multiple images at once by 90 degrees clockwise and counterclockwise or by 180 degrees.

Heal Images

The new Healing Brush lets you effortlessly remove artifacts such as dust, scratches, blemishes, and wrinkles. Unlike the Clone Stamp tool, the Healing Brush automatically preserves shading, lighting, texture, and other attributes when cloning within one image or from one image to another.

The related Patch Tool lets you be even more precise by working with selections. You can use any of the basic selection tools, including channel operations, to first define your selection. Photoshop will then automatically heal the area defined by that selection while matching the lighting and shading of the sampled pixels to the source pixels.



The same image area, before (top) and after (bottom) applying the Patch Tool.

Output to the Web with Ease

Photoshop and ImageReady let you easily preview images to see how they'll look in popular Web formats. You can analyze the tradeoffs between image quality and file size before converting your files to a Web format, saving time and effort. Web output enhancements in Photoshop 7.0 and ImageReady 7.0 allow you to:

Remap transparencies—Photoshop and ImageReady now let you make Web page elements transparent by simply clicking on the color you want to knock out. You can remap more than one color at a time and easily restore colors to their original settings.



Using the enhanced Save for Web feature, the blue border in the original image (top) is remapped to transparency (below) by clicking on the cyan swatch in the Color Table and then clicking the new map to transparency button.

Dither transparencies—With the new dithered transparency option in Photoshop and ImageReady, you can achieve partial transparent effects. Dithered transparency applies the same principle currently used to create color in Web files. Using the dithered transparency option, Web graphics can be seamlessly blended onto any background—even patterned backgrounds—without having to first choose a matte color.

Output sharp vector art and text to the Web—When optimizing images for the Web, you can keep vector art and text looking crisp by letting Photoshop or ImageReady automatically assign a higher priority to those areas. This lets you reduce overall file size by giving the areas you want to emphasize—vector art or text—a higher quality than other image areas.

Preview wireless device images—Photoshop and ImageReady now let you preview and save for Web in WBMP format, commonly used for displaying images on PDAs and wireless devices.

Manage Rollovers Easily

In the past, you could only see Web design behaviors such as rollovers or animations one slice at a time in ImageReady, which made it impossible to get a quick overview of all the various document states. For the first time, Web designers in ImageReady can now see all the slices, rollovers, image maps, and animations of a document in the new Rollovers palette. Having one convenient palette makes it significantly easier to author and navigate through the animations, image maps, and rollovers in a document. The Rollovers palette simplifies your work even more by allowing you to add a layer-based rollover simply by clicking a button.

Make Web Pages More Compelling

The new Selected State in ImageReady 7.0 allows you to create more visually compelling Web pages without hand coding JavaScript™. To spice up your Web pages, for instance, you can create navigation bars with simultaneous rollover effects.

Create Workspaces

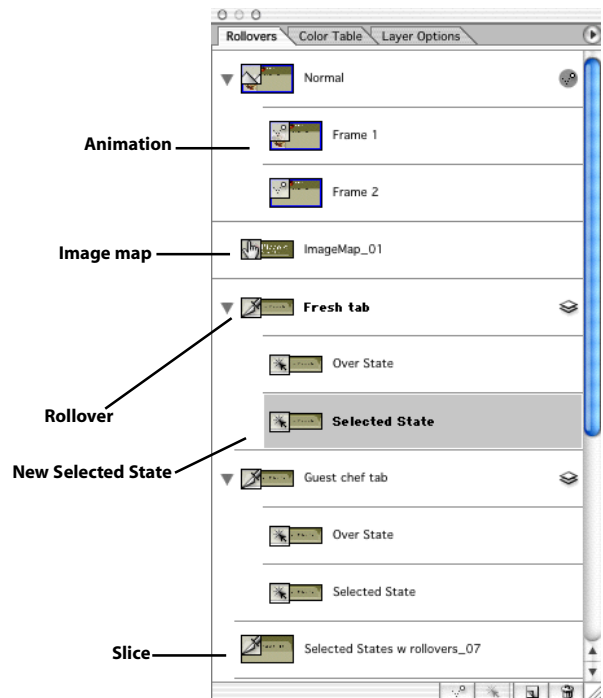
The new Workspace option in Photoshop 7.0 lets you create a personalized desktop with a preferred layout of palettes and save it as a workspace for future use. With preset workspaces, users sharing the same computer can instantly access their personalized Photoshop desktop each time they sit down to work. You can create workspaces for specific tasks as well. For example, create one workspace for painting and another for image retouching.

Customize Your Tools

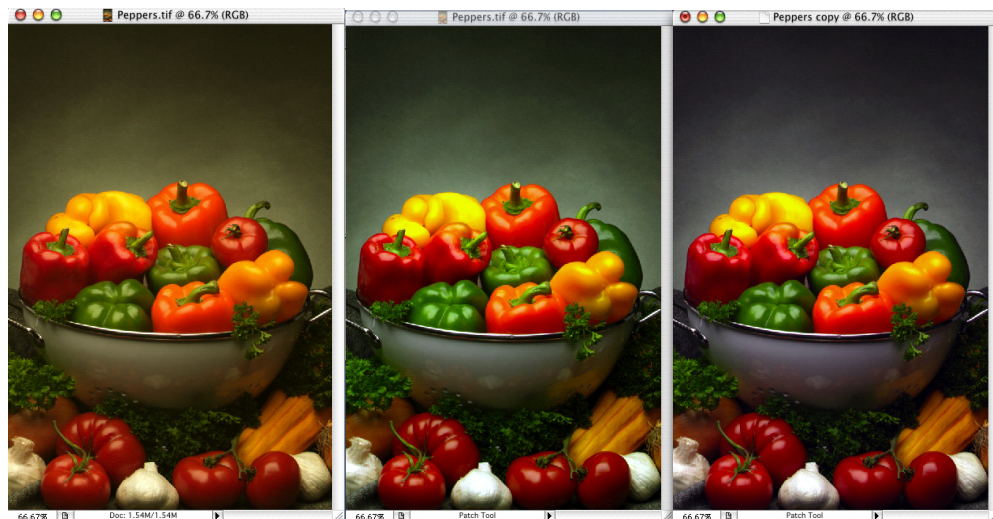
Photoshop 7.0 lets you customize any tool and save your preferred settings as a new, unique tool for easy recall. For instance, you can create specific crop settings for 4 inches x 6 inches or 5 inches x 7 inches at different resolutions or create your own unique brushes and save them as tool presets. Access your presets instantly from the Tool options bar or from the new tool Presets palette, which lets you conveniently view presets for all your tools in one place.

Automatically Correct Color

Photoshop has always been an industry leader with its color correction tools. With Photoshop 7.0, you have a new option, the Auto Color Command, which provides even more reliable color correction.



You can now see all the slices, rollovers, image maps, and animations of a document in one place: the new ImageReady Rollovers palette.



The image before adjustments (left) contains a yellowish color cast. After the Auto Levels command is applied (middle), the contrast is improved but the color cast remains. The Auto Color command (far right) removes the yellowish cast and brings out the image's true colors.

Save Time with Data-Driven Graphics

The new Variables feature in ImageReady 7.0 lets you automate the preparation of repetitive artwork with data-driven graphics. You can create visually-rich template designs and define objects in the template as variables. For example, a Web banner might use variables for a product name and company logo. The data sets can be previewed directly in ImageReady. Scripts, Web production tools such as GoLive, or dynamic image servers such as AlterCast can then link these variables to data stored in an ODBC-compliant source in order to quickly generate an unlimited number of unique variations. (See the sidebar, 'Photoshop and AlterCast,' for more information on how Photoshop works with AlterCast.)

Stay Competitive

Photoshop 7.0 delivers new and enhanced tools that help you achieve your creative best. Experiment with sophisticated painting effects and patterns and turn ideas into images that stand out.

Get Creative with Paint Tools

The new painting engine lets you create exceptional imagery that you couldn't achieve before in Photoshop. Simulate traditional painting techniques (including pastels and charcoal) with dry and wet brush effects and use brushes to add special effects, such as grass and leaves. Scan paper or canvas materials to create your own distinctive Photoshop canvases or use the canvas textures that ship with Photoshop. In addition to delivering entirely new creative possibilities, the Photoshop painting engine gives you more precise controls. Using the Brushes palette, you can adjust dozens of settings for shape, tilt, spacing, scatter, jitter, diameter, texture, shading, and other attributes and save those settings as custom brush presets. A limitless number of painting effects can be created by combining two different brushes. Take full advantage of your Wacom graphics tablet's pressure sensitivity, including tilt and airbrush thumbwheel features, for even greater control over brushstrokes.

Photoshop and AlterCast

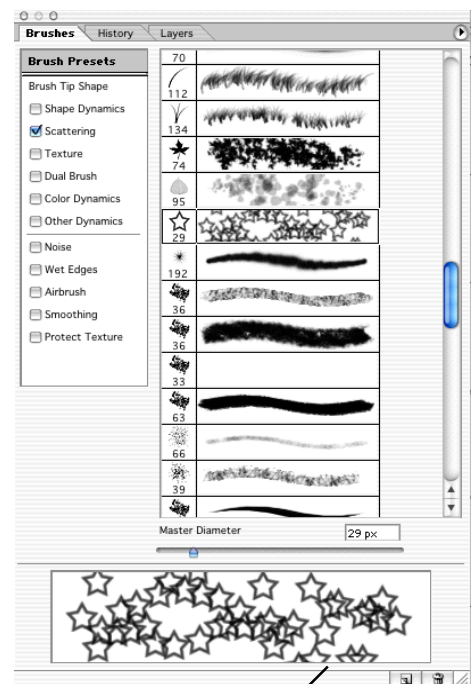
Adobe AlterCast is a new dynamic image server software solution designed with graphics professionals in mind. AlterCast greatly extends the power of Photoshop by linking key image parameters in Photoshop PSD files (such as text content, layer visibility, and image dimensions) to elements residing in a database or content management system. This linkage enables Web publishers and other graphics professionals to automatically generate multiple and varied iterations of PSD files using templates developed with Photoshop commands and executed by AlterCast programming scripts.

In a Web imaging workflow, Web designers create pages for a site just as they normally would. The difference: Using ImageReady 7.0, Web designers assign variables to those pages that, through programming scripts created by a developer, can be dynamically updated by AlterCast. For example, by integrating AlterCast into a Web imaging workflow, headlines or price changes can be entered directly into a database. A batch-processing script would then locate the original PSD image file containing that text; automatically update the text while retaining effects such as drop shadows; save a new version of the graphic in GIF format with a user-defined file name and destination; and post the updated graphic to the Web. Instead of making those changes manually, the designer simply submits the new pricing information into the database; AlterCast handles the rest.

To speed common production tasks, AlterCast can automatically generate every file version a company needs whenever a new image is created—from online thumbnails to low-resolution monochrome images, for mobile devices to high-resolution printer files. AlterCast delivers virtually any image in any common format to virtually any online or print device. Image modifications and enhancements such as resizing, color mode conversions and text replacement are made possible by adding Photoshop imaging controls and Adobe font technology to an enterprise-class server with industry-standard interfaces.

By automating these processes, AlterCast frees designers and content creators to concentrate on doing what they do best—building compelling, visual Web page designs.

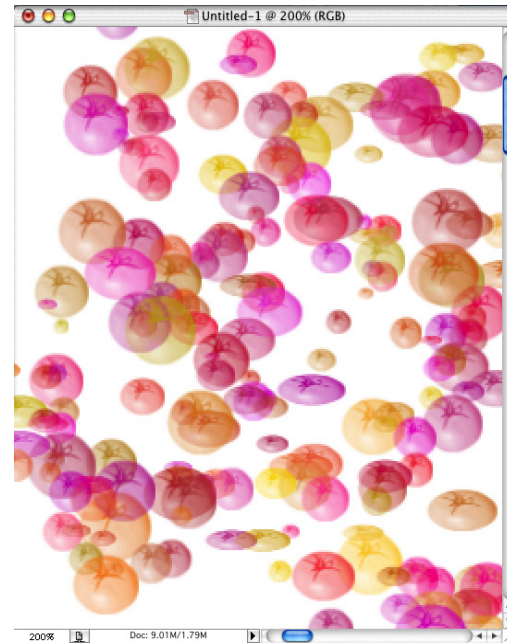
For more information about AlterCast, go to <http://www.adobe.com/products/altercast/>. For an online trial of AlterCast, go to <http://altercast.netxposure.com>.



The Brushes palette lets you preview brushes, such as the Flowing Stars brush, as stroke thumbnails, among other options.

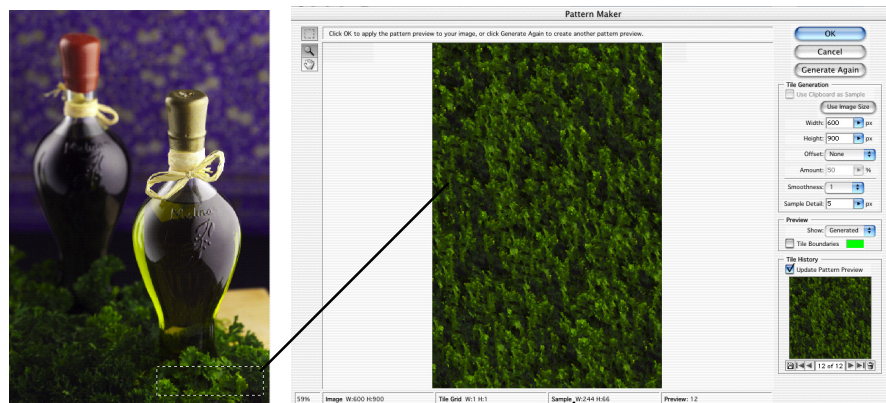


With Photoshop 7.0, you can create amazing artwork from scratch using a host of preset brushes or create your own brush for painting, such as the tomato brush shown at right.



Generate Background Patterns From Any Image

With the new Pattern Maker plug-in, you can create patterns simply by selecting a section of an image. From your selection, the plug-in randomly simulates a new pattern, applying a sophisticated analysis to avoid repetition and to seamlessly tile the image. Generate realistic and abstract patterns from everyday image elements such as grass, rocks, bark, and sand. Determine the precise size of the generated pattern, creating larger tiles from smaller tiles. With your new patterns you can create compelling Web backgrounds, enhance printed or on-screen artwork, and produce unique, stunning new images in combination with the painting engine.



New tile size: 600 x 900

Sample tile size: 244 x 66

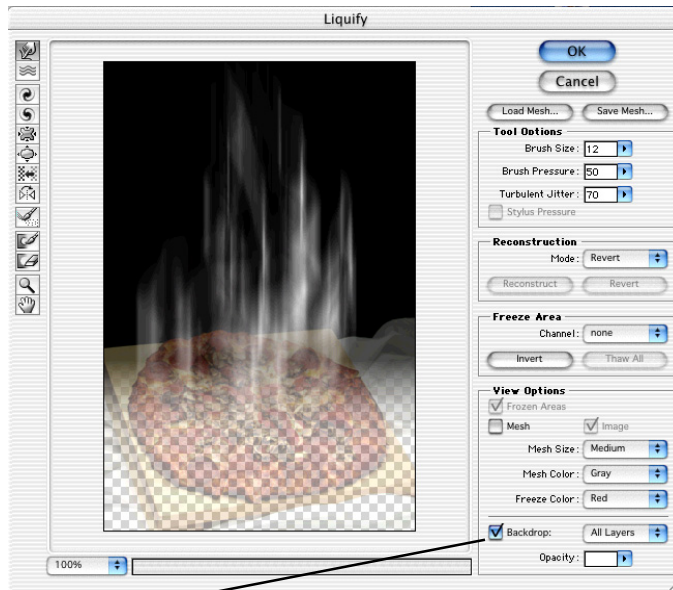
From your selection, the Pattern Maker plug-in automatically generates a new random pattern. Notice that in this case we started with a sample tile of 244 x 66 pixels and ended with a new tile of 600 x 900 pixels.

Distort With Precision

The enhanced Liquify plug-in provides enhanced image warping control with zoom, pan, and multiple undo. With the ability to save meshes, you can maximize your computer's performance (and your time) by working on a low-resolution image, then applying the saved mesh to the high-resolution version of that same image later. Save meshes so you can return to an image after experimenting and start where you left off. Or experi-

ment with the same mesh on different images—saved custom meshes will automatically resize to fit any file.

The new Turbulence brush mixes up the pixels in your image, enabling you to easily distort an area into an entirely new image, such as fire or smoke. And the new Backdrop option lets you view individual layers or the flattened version of your document as a guide. As a result, you can warp one layer in context with another, which helps you be more precise with distortions.



The new Backdrop feature in the Liquify plug-in allows you to distort the steam layer while viewing the entire image as a guide.

Work With Confidence

Photoshop 7.0 provides new controls and security settings for superior images, precise output, and worry-free file sharing.

Secure Images Before Sharing Them

Photoshop software now offers complete support for Acrobat 5.0 security settings, allowing you to add passwords and other protections to Photoshop PDF files before sharing them with others online or adding them to Adobe PDF workflows. For example, in Photoshop you can now require a password to open a Photoshop PDF image file; Acrobat 5.0 and other Photoshop 7.0 users who don't have a recognized password will be unable to open that file. You can prevent others from printing the file, adding comments, and more.

Check Spelling

The new, built-in spell checker allows you to search and replace text; check spelling in multiple languages within the same file; and correct spelling on one text layer or across all text layers in the same document.

Save Time and Money When Printing

Picture Package is designed to help you print multiple images on one page, saving time and costly printer consumables. Enhancements to Photoshop 7.0 let you print to different page sizes such as 8 inches x 10 inches, 10 inches x 16 inches, and 11 inches x 17 inches; add labels or text to each image for printing, such as copyright notices and captions; print more than one image per page; and output images as one flattened document or to separate layers.

System Requirements

Mac OS

- PowerPC® processor
- Mac OS software version 9.1, 9.2 or Mac OS X version 10.1.3
- 128 MB of RAM (192 MB recommended)
- 320 MB of available hard-disk space
- Color monitor with 16-bit color video card or higher
- 800x600 or greater monitor resolution
- CD-ROM drive

Windows

- Intel® Pentium® class III or 4 processor
- Microsoft® Windows® 98, Windows 98 Special Edition, Windows Millennium Edition, Windows 2000 (service pack 2), Windows NT® 4.0 (service pack 6a), Windows XP
- 128 MB of RAM (192 MB recommended)
- 280 MB of available hard-disk space
- Color monitor with 16-bit color video card or higher
- 800x600 or greater monitor resolution
- CD-ROM drive



Using the Content drop-down menu in the Picture Package dialog box, you can add custom text, filename, copyright, and other identifiers as labels for the images you're printing. The enhanced feature also lets you print multiple images per page and preview your print jobs.

Create More Sophisticated Web Galleries

The Web Photo Gallery lets you quickly and easily showcase your work online by posting a gallery page of images. Photoshop 7.0 offers sophisticated new templates to give you more flexibility. A new security option lets you enter text or place the file name, caption, or copyright information on the image as a watermark.

Easily Repurpose, Archive, and Automate Files in a Workflow

Photoshop 7.0 supports XMP (Extensible Metadata Platform), a format developed by Adobe for enhancing workflows so that content can be applied seamlessly between print, Web, eBooks and other media. XMP provides Adobe applications such as Photoshop 7.0, Acrobat 5.0, Adobe InDesign 2.0 and Adobe Illustrator 10.0 with a common Extensible Markup Language (XML) framework that standardizes the creation, processing, and interchange of document metadata across publishing workflows. By adding metadata in XMP, for example, the keywords you add to your Photoshop 7.0 files can be indexed by Internet search engines, making your images more easily accessible online to potential clients. For more information about XMP, go to <http://www.adobe.com/products/xmp/main.html>.

Take Advantage of the Latest OS Enhancements

While fully compatible with Mac OS 9, Photoshop 7.0 also supports the newest enhancements of Mac OS X as well as Microsoft Windows XP.

About Adobe Systems

Founded in 1982, Adobe Systems Incorporated (www.adobe.com) builds award-winning software solutions for network publishing, including Web, ePaper, print, video, wireless and broadband applications. Its graphic design, imaging, dynamic media, and authoring tools enable customers to create, manage and deliver visually-rich, reliable content. Headquartered in San Jose, Calif., Adobe is the second largest PC software company in the U.S., with annual revenues exceeding \$1.2 billion.