

# Adobe Developer Program

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## Introduction

Welcome to the Adobe Developer Acquisition FAQ. There is a host of exciting opportunities for all of our developer partners and customers over the weeks and months ahead. Of course, we realize the changes related to the acquisition may present some questions as well.

In anticipation of possible concerns about how the acquisition will affect your partner or community relationship, we've attempted in this document to answer some of the most frequently asked questions. Currently there are no changes to existing programs. However, we are assessing the programs for both Adobe Systems Incorporated and Macromedia Inc. developers and will report on developments as they occur.

If these FAQs do not answer all of your questions about the acquisition and what it will mean for you, please contact:

## Adobe Developer Contacts

Europe, the Middle East, Africa, and the rest of world:

Phone: +31 20 582 0850

E-mail: [euroasndeveloper@adobe.com](mailto:euroasndeveloper@adobe.com)

Japan:

Phone: +81-(0)3-5740-2620

E-mail: [jpnasn@adobe.com](mailto:jpnasn@adobe.com)

North America:

Phone: 1-800-685-3510 (outside of the U.S., phone 206-675-6145)

E-mail: [asndeveloper@adobe.com](mailto:asndeveloper@adobe.com)

Questions regarding the Adobe Enterprise Developer Program should be directed via e-mail to [dev\\_info@adobe.com](mailto:dev_info@adobe.com).

## Macromedia Developer Contacts

In the U.S. and Canada:

Phone: 1-800-470-7211

Outside the U.S. and Canada:

Phone: +1-415-553-7186

Or, Macromedia Developers worldwide may access support online at

<http://www.macromedia.com/support/service/> or

<http://www.macromedia.com/support/email/cscontact/>.

## Frequently Asked Questions from Adobe Developers

**Q: There seem to be several different developer programs. How do I know which one to join?**

**A:** The Adobe® Solutions Network (ASN) Developer Program focuses on providing partners with complete access to Software Development Kits (SDKs) for plug-in development, code samples, developer support, newsletters, marketing support, and more. An overview of program options can be found at

<http://partners.adobe.com/public/asn/developer/detail.html>.



Enterprise developers may prefer to join the Adobe Enterprise Developer Program to get complete access to SDKs for Adobe LiveCycle™ Workflow software, Adobe LiveCycle Forms software, and Adobe Acrobat® software, as well as enterprise-level tools and resources. Visit [http://partners.adobe.com/public/asn/developer/detail\\_edp.html](http://partners.adobe.com/public/asn/developer/detail_edp.html) for details. This program is available in North America only.

Outside of the ASN Developer Program, a separate annual subscription is available for developers who wish to obtain the Acrobat SDK only. Go to <http://partners.adobe.com/public/developer/acrobat/sdk/index.html> to see the contents of the SDK.

Developer support is available through a variety of complimentary online sources or directly from technical experts through the purchase of developer support cases. Developer Support cases are available individually or as part of membership in the ASN Developer Program. Enterprise developer support is available as part of the Adobe Enterprise Developer Program. For a complete listing of the support resources available to developers working with Adobe products, visit <http://partners.adobe.com/public/developer/support/index.html>.

**Q: I'm developing a plug-in for an Adobe product for commercial resale. Which program should I join?**

**A:** You should join the ASN Developer program. For all the details on this program and its benefits, visit <http://partners.adobe.com/public/asn/developer/detail.html>.

**Q: I am currently an ASN Developer. Will the benefits I receive be changing?**

**A:** Your ASN benefits are designed to provide maximum value to you as an ASN Developer, and at this time there are no changes whatsoever to those benefits. Once we have assessed the components of both the Adobe and Macromedia partner programs—with your needs in mind—we will communicate any program integration plans that affect ASN benefits.

**Q: What development opportunities are available for Adobe technologies?**

**A:** To learn more about development opportunities around various Adobe software products, visit the Adobe Developer Centers at <http://partners.adobe.com/public/developer/main.html>.

**Q: What development opportunities are there for Macromedia technologies?**

**A:** For details on opportunities for Macromedia products, go to <http://www.macromedia.com/devnet/>.

**Q: If I have an Acrobat SDK Subscription, will I get access to Macromedia software such as Studio 8?**

**A:** No, not at this time. However, Macromedia® Flash™ Player software is available free to everyone, and you can download a trial of Macromedia software products at <http://www.macromedia.com/downloads/>.

**Q: How can I combine Adobe Acrobat and Macromedia software? When will Acrobat support Macromedia technologies?**

**A:** Beginning with Adobe Acrobat 6.0 software, multimedia objects can be included in the content of PDF documents, as well as in annotations. Multimedia objects and players can be manipulated using JavaScript. For more information, see the Acrobat SDK JavaScript Scripting Guide and the Acrobat SDK JavaScript Scripting Reference at [http://partners.adobe.com/public/developer/acrobat/sdk/index\\_doc.html#js](http://partners.adobe.com/public/developer/acrobat/sdk/index_doc.html#js).



**Q: As an Adobe Enterprise Developer Program member, will I get access to Macromedia enterprise software?**

**A:** No, not at this time. However, Macromedia Flash Player software is available free to everyone, and you can download a trial of Macromedia software products at <http://www.macromedia.com/downloads/>.

**Q: I'm a member of the Adobe Enterprise Developer Program. Will I receive support for projects that include Macromedia enterprise software?**

**A:** These details have not been worked out yet. We will inform you of any changes that will affect the program.

**Q: Will Adobe supply Macromedia software via Electronic Software Download (ESD) or offer product discounts to current Adobe Solutions Network or Adobe Enterprise Developer Program members?**

**A:** No, not at this time.

**Q: Will Macromedia technology and partner programs be incorporated into the current ASN Developer Program offering? Will you be changing any current ASN benefits?**

**A:** At this time, there are no changes to the Adobe and Macromedia programs. We are currently assessing the components of each program and will communicate any program integration plans to you as they develop.

**Q: How can I receive training on Macromedia products?**

**A:** There are numerous training resources available for Macromedia products on the Macromedia Training and Certification web pages at <http://www.macromedia.com/support/training/>.

**Q: Whom should I contact for developer support?**

**A:** ASN Developers in Europe, the Middle East, Africa, and the rest of world should phone +31 20 582 0850 or e-mail [euroasndeveloper@adobe.com](mailto:euroasndeveloper@adobe.com). ASN Developers in Japan should phone +81-(0)3-5740-2620 or e-mail [jpnasn@adobe.com](mailto:jpnasn@adobe.com). For North America, phone 1-800-685-3510 (outside of the U.S., phone 206-675-6145) or e-mail [asndeveloper@adobe.com](mailto:asndeveloper@adobe.com). Questions about the Adobe Enterprise Developer Program should be directed via e-mail to [dev\\_info@adobe.com](mailto:dev_info@adobe.com).

**Frequently Asked Questions from Macromedia Developers****Q: As a Macromedia developer, will I gain access to the ASN Developer Program and benefits after the acquisition?**

**A:** Not at this time. Based on the findings of our ongoing assessment of the two programs, we will communicate any changes to you as part of our combined Adobe and Macromedia developer audience.

**Q: Are you changing the Macromedia Developer Centers and other online resources (forums, exchanges, etc.) that I use to get information?**

**A:** Not at this time. We are evaluating how we can best provide technical information to developers, and we will communicate any changes as these plans develop.

**Q: I subscribe to the Edge Newsletter. Will there be any changes to that program?**

**A:** No, at this time the Edge Newsletter program will not change.



**Q: I get a great deal of useful information from Macromedia blogs. Will these continue to exist?**

**A:** Absolutely. Blogging will continue to be a key part of how we share information with developers. In fact, Adobe employees have blogs as well—you can see their blogs at <http://blogs.adobe.com>.

**Q: I am a member of the Macromedia Mobile Developer Program. Will there be changes to that program?**

**A:** No, not at this time.

**Q: I am a member of Team Macromedia. Will that program change?**

**A:** Not at this time. As with other aspects of the program, we will clearly communicate any changes as we continue to evaluate it.

**Q: I am a Flash Developer. How can I obtain the Acrobat SDK?**

**A:** The full Acrobat SDK is available to all ASN Developer Program members, and to anyone who purchases the Acrobat SDK Subscription. Please visit <http://partners.adobe.com/public/developer/acrobat/sdk/index.html> to see the contents of the SDK.

There is also a rich collection of developer materials, available at no charge, located at the Acrobat Developer Center. Go to

<http://partners.adobe.com/public/developer/acrobat/devcenter.html>.

**Q: How can I receive training on Adobe products?**

**A:** There are numerous training resources available for Adobe products on the Adobe Training web pages at <http://www.adobe.com/support/training.html>.

**Q: Will Adobe supply Adobe software via Electronic Software Download (ESD) or offer product discounts to current Macromedia developers?**

**A:** No, not at this time.

**Q: When do I need to stop using my Macromedia partner logos?**

**A:** You may continue to use your Macromedia partner logos until further notice. We will communicate any program integration plans that will affect your logo usage as they develop.

**Q: Whom should I contact for developer support?**

**A:** Please continue to use your current support offerings. Any changes made to support offerings will be communicated.

**Q: Will the ASN Developer Program or Adobe Enterprise Developer Program adopt any components of the Macromedia Alliance Program?**

**A:** At this time, there are no changes to any of our developer or partner programs. Adobe and Macromedia are committed to serving the needs of our combined developer community. A thorough assessment of the programs and their components is now being conducted, and any plans pertaining to changes in those programs will be communicated as they develop.

**Q: Will current Macromedia Alliance partners automatically become members of the ASN Developer Program?**

**A:** Not at this time. Members of each program will remain in their respective programs until the full integration assessment has been completed.



**Q: If I am a Macromedia Alliance partner, should I apply for membership in the ASN Developer Program or Adobe Enterprise Developer Program?**

**A:** Unless you need specific Adobe product development information, Macromedia developers should not apply to become Adobe developers at this time. Any changes to the programs will be communicated as integration plans develop.

If you are planning to do development with Adobe products, please visit <http://partners.adobe.com/public/developer/main.html> to find information on the developer programs offered by Adobe.

**Q: I have already submitted an application to become a Macromedia Alliance Partner. What will happen now?**

**A:** Your application will be routed in the same manner as it would have been prior to the acquisition.

**Q: I want to become a new Macromedia Alliance partner. How should I proceed?**

**A:** At this time, there are no changes to either program, including the application process. Application information for Macromedia's Alliance partner program can be found at [http://spectra15.macromedia.com/overview/become\\_a\\_partner.cfm](http://spectra15.macromedia.com/overview/become_a_partner.cfm). For application information on Adobe's developer programs, visit <http://partners.adobe.com/public/asn/developer/detail.html>.

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11/05

