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**FOR IMMEDIATE RELEASE**

## **OpenTV and Adobe Collaborate To Advance Rich Television Experiences**

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### **Integration of Adobe Flash onto OpenTV Middleware To Enable New Applications and User Interfaces**

SAN JOSE, Calif. and AMSTERDAM — Sept. 10, 2008 — At IBC2008 OpenTV Corp. (Nasdaq: OPTV), a leading provider of advanced television services, and Adobe Systems Incorporated (Nasdaq: ADBE), today announced that they have agreed to integrate Adobe® Flash® Lite™ software onto OpenTV middleware as an additional application environment, complementing OpenTV's standard and HTML offerings, further enhancing Web browsing capabilities and strengthening the development of rich applications and user interfaces.

The agreement is based on a longstanding relationship between the two companies. OpenTV is also joining the Open Screen Project and will be working with Adobe and other members of the initiative to define the TV profile and Open Screen requirements to help enable great user experiences on television screens. Announced in May 2008, the Open Screen Project brings together industry leaders to deliver a consistent runtime environment across desktops, televisions and mobile devices by leveraging Adobe Flash technology and Adobe AIR™ software.

“This collaboration is significant in that it brings two market leaders together to provide the best solutions for consumers of digital television,” said Tracy Geist, OpenTV's senior vice president of Market Development. “By combining our technologies, the authoring and development benefits of Adobe Flash with the digital TV experience and technology of OpenTV, we're opening the door to a host of new service possibilities for operators and developers worldwide.”

“Together, Adobe and OpenTV can push the boundaries of digital TV application development and bridge the gap between various sources of content, such as Web and television,” said Gary Kovacs, vice president and general manager, of Mobile and Devices at Adobe. “By combining the rich graphical effects of Flash technology with the advanced features of OpenTV's Core middleware, we're enabling developers of digital television services to leverage the best technologies for the delivery of advanced services to consumers worldwide.”

Extending OpenTV middleware to support Adobe Flash technology will be yet another key platform differentiator for OpenTV's customers, allowing them to easily combine web technologies such as HTML and Adobe Flash to deploy

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new, rich services faster and readily generate time-sensitive applications such as advertising and other enhanced TV applications.

### Availability

The first commercial deployment of OpenTV Core2 middleware with integrated Adobe Flash support is expected to be targeted at the Japanese market in the second half of 2009.

### About OpenTV

OpenTV is one of the world's leading providers of advanced digital television solutions and is dedicated to creating and delivering compelling viewing experiences to consumers of digital content worldwide. The company's software has been integrated in more than 111 million devices around the world, and enables enhanced program guides, video-on-demand, personal video recording, enhanced television, interactive and addressable advertising and a variety of enhanced television applications. For more information, please visit [www.opentv.com](http://www.opentv.com)

### About Adobe Systems Incorporated

Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit [www.adobe.com](http://www.adobe.com).

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