

Adobe® Photoshop® 7.0

Frequently Asked Questions

Frequently Asked Questions about Adobe Photoshop 7.0

What makes Adobe Photoshop 7.0 different

Adobe Photoshop is the professional image-editing standard for creating, editing, and retouching images that can be used in all media, including print, the Web, and wireless devices. It empowers users to get more done under tight deadlines and exceed client expectations—or simply meet their own demanding standards—with the highest-quality results. This version of Photoshop has many new features that are targeted at professional photographers.

Who needs Adobe Photoshop 7.0?

Adobe Photoshop 7.0 addresses the needs of people who create and/or work with high-end images. While our customers fall into many diverse areas, Photoshop 7.0 will particularly appeal to customers in the following three areas:

- Photography
- Graphic design
- Web design

They work as:

- Professional photographers
- Graphic and Web design professionals
- Technical image editors (for example: architecture firms, medical organizations, law enforcement agencies)

In:

- Web and graphic design departments and studios
- Prepress service bureaus and commercial printers
- Ad agencies
- Magazines and newspapers (photo journalism)
- Video production departments and studios
- Commercial and portrait photo studios

How does Adobe Photoshop address the requirements of graphic designers?

Photoshop 7.0:

- Provides designers with an environment and all the necessary tools to automate production steps and file preparation for various media so they can focus on being creative.
- Empowers them to explore new creative options with a powerful new paint engine and artistic painting capabilities.
- Makes work more efficient with enhanced retouching, more organized file access and a more customizable workspace.

How does Adobe Photoshop address the requirements of Web designers?

Photoshop 7.0:

- Empowers Web designers to work more efficiently with convenient batch processing and the smoothest workflow possible to stay ahead of their deadlines.
- Offers creative tools to help Web designers out-do their competitors, as well as themselves.
- Provides a seamless workflow for Web designers and developers to effectively transition images and efficiently update Web content.



How does Adobe Photoshop address the requirements of professional photographers?

Photoshop 7.0:

- Empowers photographers to create exceptional imagery for use in any medium, without a time-consuming learning curve.
- Offers a convenient way to archive and retrieve the ever-growing stockpile of digital images.
- Makes work more efficient with enhanced retouching, more organized file access and customizable workspace presets.

What are the main differences between Photoshop 6.0 and Photoshop 7.0?

Photoshop 7.0 features a number of dramatic new features that empower users to meet every challenge, work with confidence and stay competitive.

- File Browser
- Healing Brush
- Web optimization features that protect vectors and text
- Dithered transparency
- New rollover palette and navigation bar authoring
- Customizable workspace and tool presets
- Multilingual Spelling Checker
- Pattern Maker
- Paint Engine

Why isn't ImageReady fully integrated into Photoshop? Will it ever be fully integrated? If so, when?

Although there is a certain convenience to having all tools in one place, there also can be improved efficiency when separate applications have more targeted tool sets. Now that everything needed for static image creation and optimization, including slicing, hyperlinks, and HTML export is possible from within Photoshop, users need to rely on ImageReady solely for dynamic Web authoring such as animations and JavaScript rollovers. The ImageReady interface is well suited for these types of authoring tasks.

I'm not sure whether I should buy Photoshop 7.0 or Photoshop Elements. How do I know which one is for me?

Adobe Photoshop Elements

- Offers image-editing tools based on Photoshop software with an innovative set of feature enhancements all its own.
- Offers unique features designed specifically for amateur photographers, photo hobbyists, and business users who want an easy-to-use yet powerful digital imaging solution.
- State-of-the-art image editing tools allow users to explore their creativity while mastering the elements of digital imaging.

Adobe Photoshop

- The professional image-editing standard for users who create and/or work with high-end images.
- Offers many unique features such as Actions, CMYK support, and more advanced Web functionality.
- Provides a comprehensive toolset that offers new capabilities to meet any creative or production challenge and enables the most efficient completion of the widest variety of image-editing tasks.
- Powerful creative options that help users express their inspiration without limits and realize their unique vision, so they can stay competitive.
- Vast Photoshop community provides a wealth of training resources on the Web, in print, and on video.

Does Adobe Photoshop 7.0 support Mac OS X?

Adobe Photoshop 7.0 supports Mac® OS X, as well as Mac OS 9.1 and 9.2. Adobe Photoshop 7.0 runs native in Mac OS X and takes advantage of the new Aqua user interface.

Why did it take so long for Adobe to develop a version of Photoshop that would run on Mac OS X?

Developing an OS X version of an existing application is not a trivial exercise. It means porting to a new operating system, which requires a significant amount of engineering effort and, perhaps more importantly, a significant amount of testing. Adobe's reputation is built on delivering stable, innovative software of the highest quality; our customers expect nothing less. In fact, Adobe is the number one software developer for OS X applications. It has ported more applications to OS X than any other software developer.

The fact that other Adobe applications have shipped for OSX prior to Photoshop does not mean that we place a lesser emphasis on porting Photoshop. It's simply a question of development schedules. Development for Photoshop on OSX couldn't begin until all versions of Photoshop 6.0 finished releasing in Q1 2001.

Does Adobe Photoshop 7.0 support Windows XP?

Adobe Photoshop 7.0 runs under Microsoft® Windows® XP Professional, as well as Microsoft® Windows® 98, NT, 2000, and ME. Photoshop 7.0 takes advantage of the reliability and performance enhancements delivered by the new Windows XP operating system.

How does Photoshop 7.0 integrate with other Adobe products?

Upholding the legacy of strong integration between Adobe products, Photoshop 7.0 continues to offer tight integration with other professional Adobe applications including Adobe Illustrator®, Adobe GoLive®, Adobe LiveMotion™, and Adobe Acrobat®. Photoshop 7.0 can copy and paste native files into Adobe InDesign™ 2.0, allowing transparent objects to interact live with InDesign objects. Adobe Photoshop 7.0 also supports new XMP standard, which allows for asset management and standardization. Users can also easily generate data-driven graphics using Photoshop 7.0 and Adobe AlterCast™, Adobe's new imaging server software that can automatically customize, repurpose and optimize images and graphics for the Web.

When will Adobe Photoshop 7.0 be available? What is the estimated street price?

Adobe Photoshop 7.0 for Macintosh and Windows is expected to be available in the U.S. and Canada for an estimated street price of US \$609 in the second quarter of 2002. Current Photoshop users can upgrade for an estimated street price of US \$149.

Customers can place pre-orders for Photoshop 7.0 on the Upgrade Center shopping aisle of www.adobe.com.

I just recently bought a copy of Photoshop 6.0. Can I exchange it for version 7.0?

Those customers in North America who purchase Photoshop 6.0 after version 7.0 has been formally announced on February 24, 2002 will be eligible for a free upgrade to the latest version. All claims for complementary upgrades must be received within 60 days after the date that Photoshop 7.0 first ships. To qualify for the upgrade, customers are required to call Adobe customer service at (800) 492-3623 and have their original purchase receipt and proof of purchase for Photoshop 6.0.

When can we expect to see Photoshop 7.0 updated in the Adobe Collections?

The full version of Adobe Photoshop 7.0 will be available in future versions of Adobe Design Collection, Digital Video Collection, Publishing Collection, and Web Collection after Photoshop 7.0 ships. Any purchases of a Collection containing Photoshop 6.0 that falls within the qualified grace period, entitles customers to a free upgrade of Photoshop 7.0. In the U.S. and Canada, customers must pay for shipping. Some restrictions apply. For information on how to upgrade, please see the Adobe Collections Technology Guarantee page at <http://www.adobe.com/products/colltech>.