



afternoon any comments and suggestions would be appreciated.

Richard

-----Original Message-----

From: Kevin Connor [mailto:kconnor@adobe.com]

Sent: January 7, 2004 10:17 PM

To:

Cc:

Subject: Cat's out of the bag...

Importance: High

Richard -

Well, it's taken a little longer than I expected, but the online outcry over CDS in Photoshop CS has finally begun. Check out this thread:

<http://www.adobeforums.com/cgi-bin/webx?13@1.hUXSbwPyS90.268675@.2ccf3d27/0>

Clearly, Adobe needs to put a response in this message thread. I took a look at the communication kit you provided previously, but it seems to be

primarily designed for handling press inquiries and customer phone calls.

There isn't really a single statement to use for an online forum.

Therefore, I'm going to take a stab at a statement myself. Please let me

know if this is acceptable ASAP, and I'll get it posted:

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Photoshop CS does include a counterfeit deterrence system (CDS) to prevent the illegal duplication of banknotes. This CDS was created by the CBCDG, a consortium of central banks from around the world. We have included CDS in this release at the request of the CBCDG, who have also worked with other hardware and software manufacturers--some of whom have already shipped other products incorporating CDS.

There appear to be several major concerns and objections repeated throughout this message thread, so I'll try to address each one individually:

1. Performance: CDS does not cause any noticeable slowdown in Photoshop performance. Adobe has taken many steps to ensure that our implementation of this technology does not impact your everyday use of the product for non-currency images.

2. Legal use of notes: It is true that the current implementation of CDS

will prevent you from scanning in your own banknotes even if your usage intent is entirely within legal boundaries. Regulations for using banknote images vary by country. It is the responsibility of the central bank in each country to provide images that can be used within the legal guidelines of that country. In other words, if you want to legally reproduce images of

the new \$20US bills on a Web site or in a marketing brochure, you can contact the U.S. Bureau of Engraving and Printing for legal images that \*can\* be opened and manipulated in Photoshop CS. (You can visit them at [www.moneyfactory.com](http://www.moneyfactory.com).) Similar solutions should be available in other

countries. If you find that your central bank is not providing adequate support to permit legal uses of their banknote images, then you should let them know.

3. Adobe's intentions: With both CDS and activation, there have been lots of concerns about what \*might\* happen or what Adobe \*might\* be planning for the future. Let me assure you that, although we need to continue to function as a profitable company while also being a good corporate citizen in the countries where we do business, we spend an enormous amount of time worrying about how to provide the best experience for our customers. A lot of thought went into implementing CDS in a way that would largely satisfy government requests without impacting normal usage. Even more thought went into designing an activation approach that would be unobtrusive for legal users of the product under normal circumstances. Even so, both of these are essentially 1.0 implementations of a feature, analagous to the layers palette in Photoshop 3.0. We realize that there may be room for improvements, particularly if there are corner usage cases that weren't taken into account in our current designs. We do want to hear about your concerns, and we definitely want to hear if anything in Photoshop CS has caused any problems for you. But please don't worry about any nefarious plans on Adobe's part. We became a leader in this market by understanding our customers and doing what's right for them, and all of us at Adobe know that we can't remain successful if we ever lose that focus.

One more parting thought: Counterfeit currency is essentially a hot potato. Whoever holds it last, loses. The person who loses isn't necessarily the counterfeiter. There's no government body in place to "reimburse" people who, through no fault of their own, get paid with currency that turns out to be counterfeit. So, lest you think that CDS in Photoshop has no benefits for the customer, keep in mind that, as digital imaging technology becomes more pervasive, who's to say that \*you\* wouldn't be the one holding the potato?

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This turned out a bit more verbose than I intended, but I guess brevity isn't my strong suit! Anyway, let me know if you have any objections to anything I've said here.

Regards,  
Kevin

P.S to Drew - I've included you on this e-mail, because this statement includes some remarks about activation as well.