

## SVG: Scalable Vector Graphics

*An open-standard, XML-based graphical file format from the World Wide Web Consortium*

As competition in the rapidly expanding e-business marketplace intensifies, compelling design and personalized graphics are increasingly critical to the capture and retention of online customers. Now, customizable, high quality Web graphics can be produced dynamically and cost effectively with SVG: Scalable Vector Graphics. SVG offers unprecedented benefits to designers, developers and IS professionals by providing interactivity, freedom of design, and back-end integration.

SVG is an open-standard technology developed by the World Wide Web Consortium (W3C), a nonprofit committee committed to the development of open standards for the Web. W3C is responsible for the creation of HTML and XML, among other important technologies. Representatives from over 400 leading companies, including Adobe, Apple, Hewlett-Packard, IBM, Microsoft, Sun and Quark are working together to define the SVG specification.

### Integration with Existing Workflows and Standards

The benefits of open-standard SVG to designers and developers can immediately impact an ebusiness. Designers can create stunning visual effects more efficiently. And developers can master the complex challenges of personalization, globalization and accessibility, as well as integration with myriad backend servers and systems. SVG leverages software, hardware and human resource investments, lowers production costs, decreases development time, and delivers a high quality experience to the end user within an efficient file format.

SVG offers e-businesses the following advantages over other image formats:

- **Open Standard.** Unlike proprietary graphics formats that are limited by the goals and interests of individual companies, SVG is an open standard developed by a cross-industry committee with representatives from leading high tech companies.
- **Leverage Existing Resources.** Because SVG is an open standard, designers and developers don't need to learn new software or stop using exiting tools and technologies. XML-based SVG can be seamlessly integrated with HTML, CSS, JavaScript, CGI and other Web technologies.
- **Lower Production Costs.** SVG streamlines the creative process by enabling single sourcing of graphical content. Designers can create a single image for online, print and wireless purposes.
- **Consistent Corporate Branding.** SVG's expanded color support (16 million colors), enhanced typography, and selectable/searchable text make it easy for designers to adhere to corporate branding guidelines.

### Adobe's Commitment to SVG

Adobe believes SVG will fundamentally transform nearly all aspects of the Web experience. Because SVG combines the benefits of SML with professional-quality graphics, SVG is expected to play a pivotal role in the evolution of e-commerce and the future of the Internet. For this reason, Adobe is committed to supporting SVG across our entire product line.