

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The text is centered on the slide.

ADOBE CORNER

17TH NOVEMBER 2017

WHAT IS HAPPENING TO LIGHTROOM?

- ADOBE ARE POSITIONING LIGHTROOM FOR THE CLOUD
- THEY HAVE BOUGHT OUT LIGHTROOM CC
 - PURELY CLOUD BASED
 - MULTI DEVICE, MULTI PLATFORM CAPABILITY
 - CURRENTLY WITH VERY LIMITED FUNCTIONALITY
 - THIS WILL IMPROVE
- OUR “DESKTOP” LIGHTROOM BECOMES LIGHTROOM CLASSIC
 - **FUTURE REASONABLY CERTAIN**
 - **SINGLE PURCHASE LIGHTROOM 6 WILL NOT BE AVAILABLE FOR LONG**
- **LIGHTROOM CC AND LIGHTROOM ONLY AVAILABLE VIA SUBSCRIPTION PLANS**

WHAT IS HAPPENING TO PHOTOSHOP?

- PHOTOSHOP ELEMENTS NOW CALLED 2018 RATHER THAN 10, 11, ETC
 - STILL AVAILABLE AS A SINGLE PURCHASE ITEM
 - **LIKELY TO CONTINUE AS ENTRY LEVEL PRODUCT**
- **PHOTOSHOP CC CONTINUES AS SUBSCRIPTION ONLY PLANS**

WHAT IS NEW?

- LIGHTROOM CLASSIC CC
 - USEFUL “RANGE MASK” TOOL IN SELECTIONS MENU
- LIGHTROOM CC ALL NEW
- PHOTOSHOP CC
 - NICE CONTEXTUAL HELP – **DEMISE OF ELEMENTS?**
- ON WEDNESDAY ADOBE RELEASED [LIGHTROOM DOWNLOADER APP](#), AN APPLICATION THAT PULLS ORIGINAL IMAGE AND VIDEO FILES FROM THE CLOUD AND STORES THEM LOCALLY IN A FOLDER.

WHAT TO AVOID?

- DELETING “DESKTOP” LIGHTROOM AND INSTALLING LIGHTROOM CC
 - JUST UPGRADE LIGHTROOM CLASSIC CC AND PHOTOSHOP CC
- OTHERWISE UPGRADE IS EXTREMALLY WELL HANDLED
- **BUYING THE WRONG SUBSCRIPTION PLAN**

WHY ARE THEY DOING THIS?

- LIGHTROOM CC - A GENUINE NEED TO KEEP UP WITH GROWING NUMBER OF CLOUD AND MULTI DEVICE USERS
- **LEADS TO NEW REVENUE STREAMS VIA SUBSCRIPTION PLANS**
- PLANS
 - LIGHTROOM PLAN – LIGHTROOM CC + 1TB STORAGE £9.98/M
 - PHOTOGRAPHY PLAN – LR CC, LR CLASSIC, PS CC + 20GB STORAGE £9.98/M
 - PHOTOGRAPHY PLAN WITH 1TB STORAGE £19.97/M
 - **DUPLICATION OR COMPLICATION OF EXISTING CLOUD BASED STORAGE E.G. ONEDRIVE**
- [HTTP://WWW.ADOBE.COM/UK/CREATIVECLOUD/CATALOG/DESKTOP.HTML?PROMOID=PTYTQ77P&MV=OTHER](http://www.adobe.com/uk/creativecloud/catalog/desktop.html?promoid=ptytq77p&mv=other)

WHAT MIGHT THIS MEAN FOR PHOTOGRAPHERS?

- **REBELLION BY ENTHUSIASTS, ESPECIALLY IF LIGHTROOM CLASSIC FADES AWAY**
- **IMPROVED ALTERNATIVE NON SUBSCRIPTION SOFTWARE TO LIGHTROOM EMERGING**
 - CAPTURE ONE
 - ON1
 - DXO
 - AFFINITY
 - LUMINAR
 - X-RITE
 - AFTERSHOT



SHOULD WE WORRY?

• **DISCUSS**



COMING UP NEXT?

- **DXO ACQUIRES NIK COLLECTION FROM GOOGLE AND WILL CONTINUE TO OFFER IT FOR FREE... FOR NOW**