

October 1-5, 2011
Los Angeles Convention Center
and Nokia Theatre L.A. LIVE
Los Angeles, California



Register before it's too late

MAX is a once a year opportunity to learn from the best in the industry, network with others, and leave inspired to create engaging digital experiences. Network with the experts, upgrade your skills, and bring new visionary energy to your work.



MAXimize your investment

MAX brings together the top designers, developers, and business minds in the industry to celebrate, explore, and shape the future of digital experiences and stay at the forefront of the multiscreen revolution.

MAX is the place to learn about industry trends, gain exposure to new products and technology, and get information that is not accessible anywhere else.

The majority of MAX 2010 attendees felt their expectations were exceeded. In fact, the number of attendees that told us MAX 2010 far exceeded their expectations has tripled year over year.

- 94% rated their overall MAX experience as above average to excellent.
- 96% left MAX inspired to build innovative projects.
- 99% received practical information to deliver engaging digital experiences.
- 97% of MAX 2010 attendees said they would recommend MAX to their peers.

MAX attendees give us great feedback:

"A must if you are a designer, educator, or developer. A yearly 'MUST' in your planning budget."

"Not only have you inspired me, but you've given me the tools necessary to bring my new ideas to life immediately."

"Best conference ever! Wonderful sessions in an incredibly charged environment."

"Excellent. Really enjoyed the general sessions and surprise celebrity guests!"

"Great event essential to any up and coming Adobe developer!"

"Had a wonderful time at MAX and was inspired to create new projects and learn more about new technologies."



MAX 2010 Sneak Peeks and MAX Awards host William Shatner



Attendees gathering at the MAX Bash



Learn at MAX

Gain the knowledge you need to stay competitive. Learn from top speakers from around the world and get inspired to create your best work.

MAX offers more than 300 session and labs, including bring your own device (BYOD) labs, so you can customize a schedule that works for you. Sign up for sessions according to the track that best fits your job role or mix and match based on your interests.

Design track

Dive into the art and science of designing across multiple screens and types of media. The Design track will give you the skills you need to express ideas with precision and ease; work fluidly across media; and produce exceptional results in print, web, interactive, and mobile design.

Who should attend

Members of the creative community who are maximizing the latest Adobe tools to design or deliver leading-edge websites, video, web applications, and interactive experiences across multiple screens.

What you will learn

These sessions will cover new features in Adobe® Creative Suite® 5.5 software, as well as current trends in design including multiscreen and mobile design, HTML5 and web standards, digital publishing, the Adobe Flash® Platform, and online video. Learn about cloud computing, see exciting new apps for devices, and build a successful online business.

Develop track

This year's dedicated Develop track keeps pace with the most innovative techniques and technologies powering the future of web and Internet applications.

Who should attend

Members of the developer community who use Adobe tools to develop or deliver web applications, enterprise applications, websites, or interactive experiences across multiple screens.

What you will learn

You will learn best practices for architecting, building, and deploying next-generation multiscreen applications.

Envision track

Get a first look at Adobe's future roadmaps and learn best practices that will help guide your organization to success in a multiscreen world.

Who should attend

Decision-makers responsible for the success of their online businesses, either external or internal facing.

What you will learn

Gain insight into the Adobe technology roadmap and learn best practices and strategies for building more engaging experiences across multiple screens and devices. Hear real-world success stories about how companies leverage Adobe technologies to increase their business impact, improve usability, and optimize return on investment (ROI) measurements.

Experience MAX

The scheduled sessions are just part of the MAX experience. From the Sneak Peeks to MAX Awards, evening events, and community programs, you'll get a rich experience that is as fun as it is informative.

Keynote sessions

Join us as Adobe executives share Adobe's technology vision and product roadmaps. And we always have a few surprises for you—last year's keynote featured Kevin Lynch with special guest Martha Stewart.

Meet the teams

Sit down and talk with Adobe product managers and engineers who build the products. These 50-minute gatherings offer a more informal and conversational format than the regular sessions. For more details, visit the MAX website.

MAX Sneak Peeks

The MAX Sneak Peeks event is one of the most popular events at MAX. Here's your chance to see inside the Adobe development labs to have a first look at new technologies that may (or may not) make it into future products or services. Last year's Sneak Peeks and Awards were hosted by William Shatner.

MAX Awards

The Adobe MAX Awards recognize the best uses of Adobe software for creating digital experiences and provide an opportunity to gain industry visibility for you or your client's projects. The contest will open Wednesday, June 3, 2011.

MAX Bash

We always throw a great party—you won't want to miss the MAX Bash. Last year's MAX Bash featured tons of great food and drinks, a variety of entertainment, and music by The Bravery. Check the MAX website for more details about this year's MAX Bash.

Community Pavilion

The Community Pavilion is the social and networking hub for MAX. This is the place to meet with Adobe partners and view technology demos, hang out with user and community groups in the Community Lounge, network with peers, or play games in the MAX Playground. Wireless access and power stations will be available throughout the exhibit floor.



Martha Stewart and Adobe CTO Kevin Lynch showing off the tablet edition of Martha Stewart Living magazine



The Bravery performing at the MAX Bash



Attendees networking in the Community Pavilion

The multiscreen imperative

There's no doubt that an organization's future success and profitability will depend on its ability to create compelling applications, content, and video on screens of every size, across operating systems, accessible from anywhere at any time.

At MAX, you can see how multiscreen design and development is already being done by others, and figure out how to adapt your own organization's approach to customer and market demands.

Last year at MAX, Adobe CTO Kevin Lynch gave a visionary talk about succeeding in the midst of a multiscreen revolution. As the landscape continues to shift and change, MAX will remain the ideal place to learn about new devices and screens, new input methods, new formats, and new distribution models. Adobe MAX keeps you informed and relevant.

Nowhere else will you find the mix of developers, designers, and business strategists from a wide variety of organizations that come together at MAX. No matter what the role or the industry, everyone is focused on creating engaging digital experiences. This shared energy and passion sparks new ideas, drives new partnerships, and breaks new ground every year.

Come be a part of MAX

Full conference passes start at \$1,295 for early bird pricing—good through July 31, 2011. Discounts are also available for education, government, nonprofit employees, and students.

Visit max.adobe.com for more information and to register.



MAX highlights

- General sessions
- 200+ sessions, 100+ labs
- Meet the teams
- Birds of a feather
- Networking
- Community Pavilion
- Sneak Peeks
- MAX Awards
- MAX Bash