

## Adobe aims for the web

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Adobe announced the acquisition of Virtual Ubiquity, the company responsible for Web-based word processing software Buzzword. With the purchase Adobe reveals its intention to further become an Internet application platform, similar to Google.

In conjunction with the purchase, Adobe beta-released "Share", a free online service to create, share and publish online documents. Share is a logical extension of Adobe's Portable Document Format (PDF) document sharing software, the standard way people share high value documents across platforms, on which Buzzword also will build further.

Acquiring Buzzword is a logical step for Adobe, as it is built on Adobe's Flex software and runs in part on its Flash Player technology. With the new Buzzword, multiple users can create and edit documents at the same time and adjust formatting and other features on the fly. Moreover, Buzzword can also be used offline.

The Web-based trend is unmistakable. The fact that Microsoft uses the same approach, while having the most to lose, underlines that in the future software will be delivered in new ways.

All this seems to set Adobe on a collision course with Microsoft and Google, the two companies that see (and help produce) a future where virtually all software products are Web-based. Seems like all Adobe needs now is a search engine.