

DRIVEN BY DESIGN

WWW.APPLE.COM/RETAIL
APPLE STORE KEYSTONE
8702 KEYSTONE CROSSING, SUITE #128
INDIANAPOLIS, IN 46240
(317) 574-8601

CORPORATE SPONSORS
ADOBE, HP, EXTENSIS, GRETAGMACBETH



WHAT IS

DRIVEN BY DESIGN?

IT'S AN EVENT SPONSORED BY YOUR LOCAL APPLE STORE TO ACQUAINT USERS WITH THE LATEST PRODUCTS TO HELP GRAPHIC DESIGNERS, WEB DESIGNERS, WRITERS, FILMMAKERS, AND PHOTOGRAPHERS WORK IN WAYS THAT WILL ACCELERATE THE CREATIVE ENDEAVOR.

- YOU'LL SEE AND BE ABLE TO "TEST-DRIVE" THE LATEST ADOBE CREATIVE SUITE, CS6—BEFORE THE REST OF THE WORLD SEES IT!
- YOU'LL LEARN HOW TO CALIBRATE YOUR MONITORS TO VIEW ACCURATE, RICH COLORS.
- YOU'LL UNDERSTAND THAT MANAGING YOUR ASSETS CAN BE A TIME-REWARDING PROCESS.
- AND YOU'LL EXPERIENCE VIVID, TRUE-TO-LIFE COLOR OUTPUT FROM HP'S LATEST LINE OF COLOR PRINTERS.





SCHEDULE

8:00 A.M. TO 9:00 A.M.

8:00 A.M. TO 9:00 A.M.

9:00 A.M. TO 12:00 P.M.

12:00 NOON TO 1:30 P.M.

NOVEMBER 19, 2011

REGISTRATION

TEST DRIVE ADOBE CREATIVE SUITE

WELCOME AND INTRODUCTION:
DRIVEN BY:
INNOVATION
POWERFUL CREATIVE TOOLS
ACCURATE COLOR
EFFICIENT ASSET MANAGEMENT
PRECISE OUTPUT

LUNCH BREAK
TEST-DRIVE THE ADOBE CREATIVE SUITE



1:30 P.M. TO 2:00 P.M.

2:00 P.M. TO 3:00 P.M.

3:00 P.M. TO 5:00 P.M.

5:00 P.M. TO 5:30 P.M.

5:30 P.M. TO 7:00 P.M.

MIGRATING TO MAC OS X
SNOW LEOPARD

INSIDE FINAL CUT PRO

INSIDE THE ADOBE CREATIVE SUITE

WRAP-UP AND PRODUCT
GIVEAWAY

LAST CHANCE FOR A TEST-DRIVE





TO REGISTER FOR
THIS FREE EVENT,
CLICK ON:
[WWW.APPLE.COM/
DRIVENBYDESIGN](http://WWW.APPLE.COM/DRIVENBYDESIGN)

WHILE YOU'RE AT THE
APPLE STORE, ASK
ABOUT OUR FINANCING
OPTIONS.

SPONSORED BY YOUR LOCAL APPLE STORE

WHETHER YOU'RE A LONG-TIME MAC USER OR JUST GETTING STARTED, AN EXPERIENCED PRO OR OWN YOUR OWN BUSINESS, THE APPLE STORE IS THE BEST PLACE TO LEARN ABOUT THE MAC. THE APPLE STORE HAS THE MOST-COMPLETE SELECTION OF APPLE HARDWARE, APPLICATIONS, AND ACCESSORIES, INCLUDING AN AMAZING ARRAY OF DIGITAL CAMERAS, CAMCORDERS, AND THE ENTIRE IPOD FAMILY. MAC SPECIALISTS ARE ON HAND TO DEMONSTRATE PRODUCTS AND ANSWER YOUR QUESTIONS. AND YOU CAN RECEIVE ONSITE SERVICE AND SUPPORT AT THE GENIUS BAR.

A LEASE OR FINANCING OPTION FROM APPLE FINANCIAL SERVICES MEANS YOU CAN HAVE THE LATEST TECHNOLOGY AT THE LOWEST PRICE. SEE A BUSINESS SPECIALIST OR AN ONSITE FINANCE EXPERT TO HELP YOU SELECT THE BEST OPTION TO MEET YOUR PERSONAL OR BUSINESS NEEDS:

- **APPLE INSTANT LOAN:** WITH AN APPLE INSTANT LOAN, YOU CAN HAVE THE MAC OF YOUR DREAMS—TODAY!
- **SPECIAL BUSINESS FINANCING:** PURCHASE THE COMPUTER HARDWARE, SOFTWARE, AND SERVICES YOUR BUSINESS NEEDS NOW THROUGH THE APPLE CREDIT ACCOUNT PROGRAM.
- **COMMERCIAL CREDIT LEASE:** TAKE ADVANTAGE OF OUR ATTRACTIVE LEASE RATES TO ACQUIRE THE TECHNOLOGY—EVEN A CUSTOMIZED SOLUTION—YOUR BUSINESS NEEDS.

MORE THAN A STORE. AN EXPERIENCE.

