

Get Adobe software with Nikon cameras

[Nikon](#) and [Adobe](#) South Africa have created a marketing agreement to offer two of Adobe's special original equipment manufacture bundles (hard-bundle on Adobe Photoshop Lightroom 3 and Adobe Photoshop Elements 9 and Adobe Premiere Elements 9) digital imaging software with the purchase of selected Nikon Coolpix and DSLR cameras.

Described as the first of its kind agreement in the photographic industry in South Africa, the companies will be promoting this bundle together at major exhibitions and events such as the Photo and Film Expo (Coca Cola Dome from 13-16 October 2011). Michael O' Neill, senior European business manager, Adobe Systems Europe, will visit South Africa in support of this strategic alliance.

Romi Jacobs, chief brand officer of Nikon in South Africa says, "We are continuously looking to differentiate our offering and establish a stronger market leadership position in the professional and consumer digital camera market in South Africa."

"It's also a great opportunity for the company to enable customers to cost effectively access our image editing software and literally see and feel how it helps create, deliver and optimise compelling creative content," adds Grant O'Connor, regional manager for Adobe Systems Sub Saharan Africa. "Reaching people powerfully and effectively, using the tools and capabilities we offer, means we can help photographers transform and profit from their creativity."

For more, visit: <https://www.bizcommunity.com>