



# Adobe® Acrobat® 3.0

## The fastest way to publish any document on-line

### **Communicate without limits.**

Internal corporate intranets and the World Wide Web are revolutionizing the way the business world accesses information, making it more crucial than ever that everyone in your company be able to send and receive business documents on-line and across computing platforms. You need a communications strategy that enhances productivity by letting you take advantage of the tools you already know. A solution that preserves your unique corporate identity and enables you to create and interact with—not just observe—information. A solution that is as efficient and ubiquitous as the phone or e-mail.

### **Get everything you need in a single package.**

Adobe Acrobat software empowers everyone in your company to create and share business documents across platforms, with original formatting intact. The software includes a complete tool set for converting electronic files or paper documents into the Adobe Portable Document Format (PDF) and publishing them on-line. Whether you're an executive using Microsoft® Office products, an engineer using a CAD program, or an art director using desktop publishing software, you can quickly deliver business documents to a colleague or to the entire company. Anyone with a leading Web browser and Adobe Acrobat software can instantly access PDF files. And because Acrobat is independent of platforms, applications, and distribution media, it is the ideal foundation for your long-term information distribution, archiving, and retrieval strategy.

### **Quickly make PDF files from virtually any application.**

Creating PDF files from faxes, letters, memos, spreadsheets, technical documents, and colorful brochures is as easy as printing. New macros designed especially for the Windows® 95 versions of Microsoft Word and Microsoft Excel make generating PDF files from these applications as simple as selecting Create Adobe PDF from the File menu. No reauthoring or conversion is necessary. Best of all, PDF files look exactly like the original documents, complete with fonts, graphics, images, and page layout. You can depend on Acrobat to communicate your message exactly as you've created it.

### **Publish PDF files anywhere.**

Send PDF files down the hall or around the world on CD-ROM or attached to an e-mail, as well as on your intranet and external Web sites. Send out a memo for review. Distribute an encyclopedia of marketing collateral for your field sales team. Circulate contracts, corporate forms, presentations, or financial reports. Publish documents once and distribute them universally. With Acrobat, cross-document hypertext links, bookmarks, and dynamic controls continue to function, without relinking or reauthoring. Distribute free Acrobat Reader with Acrobat Search software on your corporate network or CD-ROM, and everyone in your workgroup can search entire collections of PDF files in minutes. You can even print PDF files on demand to any printer.

### **View PDF files within the leading Web browsers.**

Acrobat software is ideal for Web publishing, because it integrates the viewing of PDF files directly into Web browsers that support the Netscape Navigator™ plug-in architecture or Microsoft Internet Explorer using ActiveX™ controls. Within your Web site's HTML structure, include PDF files that can be scaled, searched, zoomed in on, and printed at full resolution. In addition, Acrobat 3.0 optimizes PDF files for on-line delivery with new compression features that make PDF files smaller than ever and allow readers to view PDF files a page at a time on the Web. Batch-optimize entire folders of PDF files for posting.

### **Scan and OCR paper documents.**

Put letters, digital faxes, and contracts on-line. With Acrobat 3.0, you can use a desktop scanner to easily convert paper documents into PDF image files. Or import and view a wide variety of image types. Then use the Acrobat Capture™ plug-in to recognize text and graphics in the image, and create a compact PDF file that's perfect for on-line distribution. PDF files are fully searchable and retain all the fonts, colors, and formatting—even multicolumn layouts—of the original paper documents.

- Scan and OCR color, grayscale, or black-and-white paper documents in French, German, Dutch, Italian, Swedish, Spanish, and international English into compact, fully searchable PDF documents using the Acrobat Capture plug-in.
- Acrobat can also import a wide range of image formats, including TIFF, DCX, GIF, BMP, and PCX, which can be converted into regular PDF files using the Acrobat Capture plug-in.
- Easily view the same document in PDF on your intranet within your Web browser.
- With the Weblink plug-in, you can link your PDF files to documents on World Wide Web servers anywhere on the Internet.
- You can effortlessly explore PDF files using bookmarks and browser navigation tools, and easily read PDF files on-screen with dynamic scrolling for smooth text flow.
- Embed PDF files into HTML Web pages using the HTML <embed> or <object> tags.

In the Windows 95 versions of Microsoft Word and Excel, quickly create PDF files using the Create Adobe PDF menu item.

Creating PDF files from business applications is as easy as printing.

### **Create dynamic, interactive PDF forms.**

Imagine being able to collect HR data from co-workers over your intranet. Or letting customers order products and request information on your Web site, using forms that maintain branding and corporate identity. It's easy with Acrobat. Create and edit forms that include pop-up list boxes, checkboxes, and buttons. Or scan and OCR paper forms with the Acrobat Capture plug-in, and bring them to life in PDF. Post PDF forms on your intranet or Web site, and anyone with Acrobat software can view, fill in, print, and electronically submit them from any Web browser. You can update form data dynamically from host Web servers without resending the entire form.

### **Add dynamic controls that include multimedia.**

Get readers involved in your documents! To communicate more effectively, create dynamic controls—buttons, or entire regions of images and graphics within any PDF file—that trigger links, menu functions, sounds, AVI (Windows only), and QuickTime® movies. Your buttons can contain any PDF graphic—Acrobat includes a collection of PDF clip art to get you started. Your dynamic controls function whether you view the PDF file on your desktop, on CD-ROM, or on the Web.

### **Take advantage of the on-line printing standard.**

Acrobat is optimized for the most demanding printing requirements. You can print any PDF file, complete with TrueType™ and Type 1 compressed fonts, at the maximum resolution of your printer.

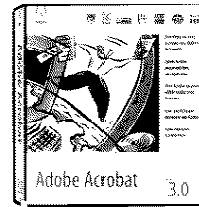
With optional Japanese kanji fonts included in Acrobat 3.0, all localized versions of Acrobat Exchange™ and Acrobat Reader 3.0 support the display of Japanese documents with double-byte fonts. (Macintosh systems require installation of an Asian language kit, available from Apple Computer, Inc.)

Create and post Web-ready forms, complete with pop-up boxes, buttons, and text fields, which viewers can fill in electronically or update dynamically.

Add dynamic controls: buttons that trigger sounds and movies in any PDF file.

# contents

- Acrobat Exchange software
- Acrobat Distiller® software
- Acrobat Capture plug-in
- Acrobat Catalog software
- Acrobat PDF Writer driver
- Adobe Type Manager® software
- Acrobat Reader (Macintosh, Windows, and UNIX versions)
- Acrobat Reader with Acrobat Search (Macintosh, Windows, and UNIX versions)
- 14 Type 1 fonts
- PDF clip art
- Printed *Getting Started* guides
- On-line user guides
- On-line *Electronic Publishing Guide*



## system requirements

### Minimum

#### Macintosh

- Macintosh with a 68020 processor, or Power Macintosh<sup>+</sup>
- 4 MB of RAM (6 MB for Power Macintosh) available to Acrobat Exchange
- 16 MB of RAM available to Acrobat Capture plug-in (Acrobat Capture plug-in available only for Power Macintosh)
- 6 MB of RAM (8 MB for Power Macintosh) available to Distiller
- 6 MB of RAM (8 MB for Power Macintosh) available to Acrobat Catalog
- 3.5 MB of RAM (5 MB for Power Macintosh) available to Acrobat Reader
- Apple System Software version 7.0 or later
- CD-ROM drive (1.44 MB floppy disks available on request)

#### Windows

- 386, 486, or Pentium® processor-based personal computer
- Microsoft Windows 3.1, Windows 95, or Windows NT™ 3.51 or later
- 8 MB of RAM (16 MB for Windows NT) for Acrobat Exchange
- 16 MB of RAM (24 MB for Windows NT) for Acrobat Capture plug-in
- 16 MB of RAM (24 MB for Windows NT) for Distiller
- 8 MB of RAM (16 MB for Windows NT) for Acrobat Catalog
- 8 MB of RAM (16 MB for Windows NT) for Acrobat Reader
- CD-ROM drive (1.44 MB floppy disks available on request)

### Recommended

#### Macintosh

- Power Macintosh (required for Acrobat Capture plug-in)
- 16 MB of available RAM
- Apple System Software version 7.1.2 or later
- CD-ROM drive
- 40 MB of available hard-disk space

#### Windows

- Pentium processor-based personal computer
- Windows 95, or Windows NT
- 16 MB of RAM (24 for Windows NT)
- CD-ROM drive
- 40 MB of available hard-disk space



*If you can dream it, you can do it.™*

### Suggested Retail Price

\$295: Single-user license

\$1,595: Ten-user license

### For More Information

In the U.S. and Canada, call 800-272-3623 or contact your local Adobe Authorized Reseller.

In other countries, please contact the nearest Adobe distributor or representative. To receive a list of worldwide Adobe distributors by fax, call our automated FaxYfI fax-response system at 206-628-5737 and request Document 499950.

For a comprehensive list of features and information about Acrobat and other Adobe products, see the Adobe home page at <http://www.adobe.com> on the World Wide Web.

### View any PDF file!

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### Extensible Platform for Adding Value

The open architecture of Acrobat 3.0 software adapts to your needs. It supports AppleScript,™ Apple® events, OLE, and DDE, so you can easily incorporate it into your application environment.

### Acrobat Software Development Kits

An application programming interface (API) is available for extending and integrating Acrobat software with other applications. Software, technical documents, and examples are available for creating plug-in modules, integrating Acrobat software with other products, and enhancing and controlling Acrobat software. For details and availability, call the Adobe Developers Association at 415-961-4111, or visit <http://www.adobe.com/acrobat/gethelp.html>

### About Adobe Systems

Founded in 1982, Adobe is the world's third-largest personal computer software company. We develop and support products to help you express and use information in more imaginative and meaningful ways. Whether you want to communicate through print or electronic media—including the Internet—there's an Adobe product that's right for you.

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**World Wide Web** <http://www.adobe.com>

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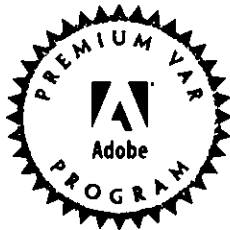
Introducing a  
unique opportunity  
to sell the world's  
leading graphics  
and communications  
software

**If you can dream it, you can do it.™**

At Adobe, we create products that help people realize their dreams and share them with the world. Adobe helped launch the desktop publishing revolution, and today we produce industry-leading tools and technologies that make the creative potential of the computer as limitless as the human mind.



**BY INVITATION**



**ONLY**

Applications such as Adobe® Photoshop®, Adobe Illustrator®, and Adobe Premiere® give artists and designers the freedom to transform imagination into images. Adobe PageMaker® and Adobe FrameMaker®, our powerful publishing tools, let individuals and businesses easily create sophisticated documents, from brochures to books. Adobe Acrobat® software is the universal electronic publishing solution, and Adobe After Effects™ enables users to produce complex

animations and exciting special effects for broadcast, film, and multimedia production.

Because the success of our value-added resellers is integral to that of the company, we at Adobe are committed to helping you realize your vision too. That's why we've created the Premium VAR program. It's designed to assist you in achieving your sales goals, as well as to reward you for your success.

**The Premium VAR Program**

# The Premium VAR Program

## The Premium VAR Program

Adobe Systems Incorporated cordially invites you to join a select group of the company's most successful value-added resellers in the Premium VAR Program. Adobe designed the program to help you sell the world's leading graphics and communications software, as well as to recognize you for achieving outstanding results. As a Premium VAR, you will have access to a wide variety of products, services, and other resources.

### Premium VAR Membership Requirements

- You must also complete the Adobe Systems VAR application and contract and identify your value-added specialty, the Adobe products you sell, and the Adobe VAR programs that you will implement.
- Adobe must approve your application.
- You must sell at least \$50,000 worth of Adobe products per year.
- You must submit a monthly Point of Sale report to Adobe.
- You must pay an annual fee of \$495 (U.S.).
- You must designate a staff member who is technically proficient in working with Adobe products as an Adobe Product Expert. You must be able to demonstrate Adobe products to clients on-site using the appropriate equipment.
- Someone on your staff must participate in an Adobe sales training event at least once a year.

### Premium VAR Advantages

- You are eligible to receive additional discounts for select products.
- You are eligible to receive a 6 percent co-op allowance for seminars, direct mail, advertising, and other sales-generation activities. All activities must be approved by Adobe. The 6 percent co-op allowance is based on net purchases of Adobe products from Adobe or from any authorized Adobe distributor.
- You are authorized to sell support and maintenance, volume purchase agreements, and upgrades (accompanied by a Point-of-Sale report for the upgraded product).
- You will be eligible to receive prereleased software as part of the Adobe Beta Program.
- You will receive priority status from Adobe Customer Service for presale support and from Adobe Technical Support for post-sale support.
- You have access to leads generated by Adobe.
- You will be listed on Adobe's World Wide Web site.
- You are also eligible for a 10-percent discount off the standard retail price of Adobe Software Developers Kits and use of the Premium VAR logo.
- You will have a named inside and outside Adobe representative.

## The Premium VAR Sales Kit

Upon your acceptance to the program, you will receive a sales kit containing a wealth of resources that will familiarize you with Adobe products and help you to present a clear and consistent message to clients. The kit includes the following:

- A set of CDs with not-for-resale versions of Adobe's software products, including Adobe Acrobat, Adobe Photoshop, Adobe Illustrator, Adobe PageMaker, Adobe After Effects, and Adobe FrameMaker. The CDs, which are updated regularly, also include promotional and other sales materials.
- CD samplers of Adobe Acrobat, Adobe FrameMaker, Adobe PostScript®, and other Adobe graphics and publishing software.
- A Co-op Materials CD, which includes guidelines for using program funds, all necessary membership forms, and Adobe product artwork and logos.
- A library of Adobe product brochures and Literature Request Forms to order additional copies.

### RSVP

To find out more about becoming a Premium VAR, please contact the Adobe Dealer Sales Group at **800-447-3577**. Visit our home page on the World Wide Web at <http://www.adobe.com> for further information about Adobe and its products. We look forward to working with you.

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