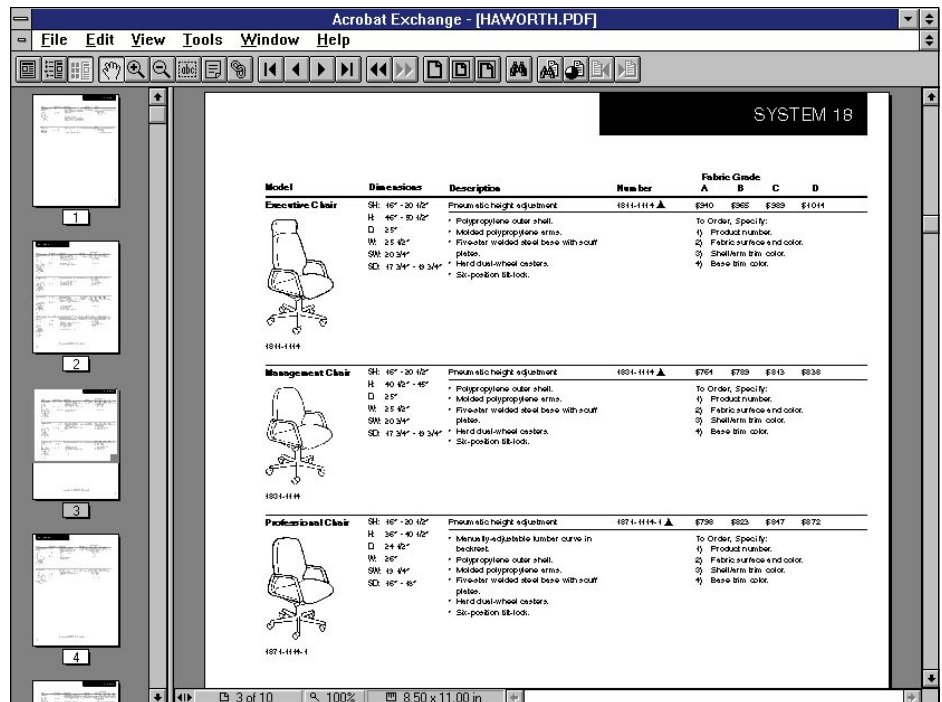


ADOBE CUSTOMER TRENDS

Organizations Are Capturing the Power of Information with Adobe Acrobat Capture Software

Adobe™ Acrobat Capture™



Screenshot taken from a PDF file of Haworth, Inc.'s *SourceBook*, the well-known office furniture company's portable salesforce automation program, which is distributed on CD-ROM. This image was scanned in with Acrobat Capture and saved as a PDF file.

Profiles Inside:

- U.S. Department of Defense
- Haworth, Inc.
- Associated Newspapers, Ltd.
- DigiDox
- Knowledge in Motion

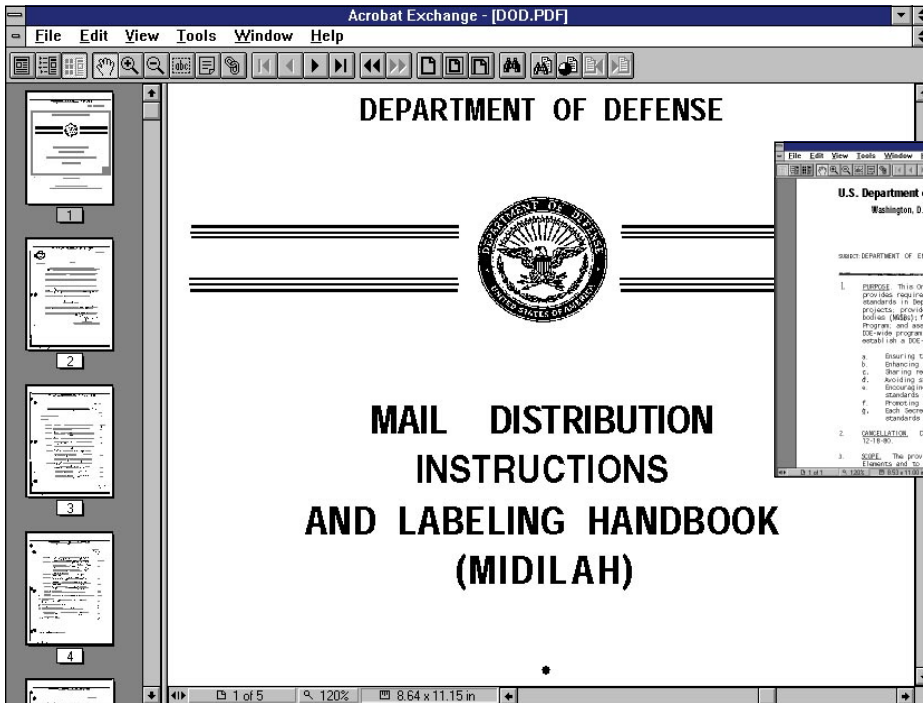
Organizations are rapidly discovering the tremendous efficiencies associated with distributing documents electronically. Benefits include cost savings, new market opportunities and having access to the right information at the right time. When information is freed from the physical limitations of paper and converted to a platform-independent electronic format, it becomes a more valuable strategic resource.

Field representatives and corporate executives can have up-to-date access to low-cost electronic price lists, news reports, data sheets and other documents related to a company and its competitors. Government organizations can more cost-effectively manage large patent archives or regulatory compliance reports. Publishers can convert out-of-print documents into a single electronic format for distribution over local- or wide-area networks, through on-line services, via CD-ROM or across the Internet or the World Wide Web.

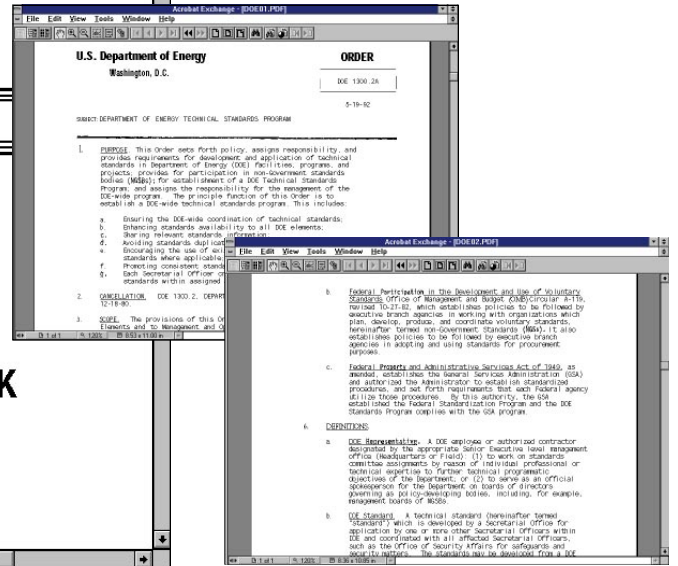
Adobe Acrobat Capture software combines the capabilities of imaging and optical character recognition (OCR) technologies with the benefits of Adobe Acrobat™ software. This means organizations can convert "paper assets" into a universal digital format that can be easily and inexpensively archived, distributed to virtually any computing platform, shared by all on the network, and printed "just-in-time".

The Acrobat family of software products lets users create, display, use and print Adobe Portable Document Format (PDF) files independent of their originating software program or computing platform, and regardless of whether files originate in electronic form or as hard copy. Acrobat Capture software is benefiting a wide variety of industries and functional areas within corporations where "institutional memory," or legacy information, is buried within volumes of paper.





Inset are pages from a technical standards document from the Department of Energy, which were scanned in with Acrobat Capture and saved as a PDF file. The file will be indexed and archived for future reference.



DoD's Mail Distribution Instructions and Labeling Handbook is one of 20 million documents that have been, or are slated to be saved as PDF files using Acrobat Capture over a two to three-year period.



CACI

Government

“Based on initial evaluations, it is plausible to believe that Acrobat Capture, in combination with the rest of the Acrobat family, will become the de facto standard for near-term conversion and distribution of digital text information. Its potential as part of the solution for DoD legacy conversion problems is enormous.”

—Excerpted from a CACI report on the Department of Defense's Automated Document Conversion Systems

Over the last eight months, John Karpovich, serving in a staff capacity to the Deputy Under Secretary of Defense for Logistics, coordinated a congressionally directed test of automated document conversion technologies. As part of the Automated Document Conversion Systems (ADCS), Acrobat Capture software was evaluated for its potential to provide a cost-efficient method of converting massive amounts of legacy documents within the DoD to industry-standard digital formats.

The DoD contracted CACI International Inc., an information technology products and services company headquartered in

Arlington, Virginia, to oversee its ADCS tests (performed in 13 sites around the United States) and to collect data on the test metrics. CACI tested text recognition on documents of varying quality and format, and transported the resulting PDF files among many different hardware platforms and software environments.

CACI tested requirements such as cross-document linking, full-text searches and the cut-and-paste function as well. As a direct result of this testing, the DoD recently committed to convert approximately 20 million pages to PDF over a two to three-year period using Acrobat Capture software.

This document conversion effort is a significant commitment on the part of the DoD, because these document collections encompass the bulk of the technical manuals and orders currently maintained by the military services and used for equipment maintenance and training. Although committed to the Continuous Acquisition and Lifecycle Support (CALs) standards for new documentation, the emergence and use of PDF for legacy information is expected to save the government at least

five dollars a page over traditional tagging methodology while providing excellent view, search and print capabilities to end users.

The capabilities of Acrobat Capture software (for converting legacy paper-based and raster documents), in combination with Acrobat Distiller™ software (included in Acrobat Pro, and used to convert PostScript™ language-based files to PDF) provide a new common denominator and facilitates the rapid transition to digital data within the DoD.

In a report released in March 1995, CACI analysts conclude: "Even in beta version, Acrobat Capture demonstrated a truly automated conversion process with an intuitive push-button user interface technology." The report also states that "the tested Adobe Acrobat product group exhibited great flexibility and ease of use and operated seamlessly across DOS, Windows® and Macintosh® environments. With an open architecture, tailoring input, output and file manipulations for the product group in virtually any microcomputer environment can allow customized operations not previously available. The Acrobat product group could underpin a major advance to the paperless office because of its power, flexibility, ease of use and price."

Corporate

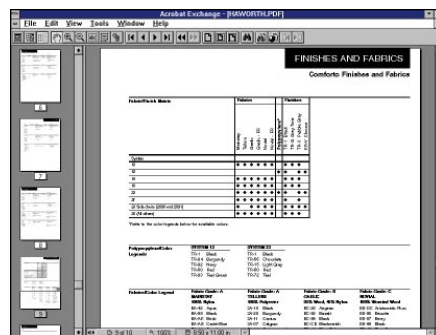
"We needed a solution that would let us scan printed material and turn it into intelligent electronic documents while maintaining excellent fidelity to the original. Regular scanning frequently results in lower quality, and reentering documents can be a very expensive alternative. Acrobat Capture provided the ideal solution for us, producing high-quality, intelligent electronic documents at a reasonable cost."

—Mike Ellis, technology development administrator, Haworth, Inc.

HAWORTH®

Haworth, Inc., sells its well-known office furniture worldwide through a network

of independent dealers, supported by a Haworth sales force. The company wanted to improve its sales effectiveness and productivity by using leading-edge technologies. Instead of printing and distributing thousands of paper-based sales support documents, which are expensive to produce and difficult to locate and use, Haworth now distributes documents electronically on a monthly CD-ROM to its dealer network, sales force and interior design firms. The CD-ROM program offers the capability to create customer presentations and proposals. The CD-ROM, called *SourceBook* is Haworth's "intelligent" furniture resource and uses Adobe Acrobat and Acrobat Capture software as key technologies to make the program successful.



This Haworth screen is one of many charts and diagrams scanned in with Acrobat Capture and saved as a PDF file on the company's *SourceBook* CD.

To implement *SourceBook*, Haworth worked with an integration company that specializes in creating information systems for designing, ordering and managing products for the building, construction and contract furniture markets. The integrator helped Haworth gather documents for *SourceBook* and did the initial document conversion to PDF. For 20 percent of the documents, an electronic source file was not available. The integrator used Acrobat Capture to scan, process and turn those documents into PDF files. "We wanted to avoid recreating or reentering information, and Acrobat Capture was the perfect solution for turning static paper documents into searchable, dynamic PDF files. Acrobat and Acrobat Capture software are ideal means for taking an existing

inventory of complex documents that includes line art, photos, text and many different fonts and converting them to an electronic library—while maintaining fonts, layout and overall look," says a product manager for the integration company.

Ellis agrees. "Haworth has made a large investment in the creation of a well-designed literature library. Acrobat and Acrobat Capture let us make our electronic sales literature look equally professional," says Ellis.

Publishing

"The effect of Acrobat Capture on the advertisement submission process has been a reduction in the number of discounted ads and a reduction in the resources necessary to input data. Associated Newspapers anticipates a substantial cost savings due to these factors."

—Allan Marshall, managing director, UK Mail

Associated Newspapers Ltd., publishers of *The Daily Mail*, *The Mail on Sunday* and *The Evening Standard* newspapers in the United Kingdom, is using Adobe Acrobat and Acrobat Capture software to produce electronic newspapers, submit advertisements and communicate more efficiently with employees and customers. Several of its holdings, including the domestic and international UK Mail, also use Adobe Acrobat and Acrobat Capture software.

At its headquarters in Kensington, London, Associated Newspapers Limited is using Acrobat Capture software to submit advertisements, resulting in a reduction of errors and in the time spent rekeying advertisements. Ads are faxed to a network of four Apple® Macintosh computers. The ad files are then sent to a Windows-based PC, where Acrobat Capture software is used to save the files as both Adobe PDF and Acrobat Capture Document (ACD) files. (For more information about Capture and the ACD format, see the sidebar copy on the back page.) Associated Newspapers archives PDF versions of the ads in a library where users can search the ads easily and retrieve them for future reference. The Associated

Newspapers edits ACD files using the Acrobat Capture Reviewer program, saves the files as ASCII text and uploads them to the advertising mainframe—a DEC™ PDP11—where they are processed as usual. Ultimately, the files are to be uploaded to a Tandem® mainframe.

Lord Rothermere, Chairman of *The Daily Mail* and General Trust parent company of Associated Newspapers Ltd., has offices in Paris and London. He uses Adobe Acrobat and Acrobat Capture software to more effectively communicate and respond to important documents while he is out of the London office. When in Paris, the London office transmits the daily newspapers in PDF to Lord Rothermere, and he reads them on screen before they go to press. Many of the other documents faxed into the London office are also scanned with Acrobat Capture. If necessary, these documents are converted to ACD files and edited using the Acrobat Capture Reviewer program. Otherwise, the files are saved as PDF files, which can then be annotated and sent back and forth between Paris and London via E-mail. “This arrangement provides Lord Rothermere with a faster, more convenient way to respond to important documents,” says Marshall. The London office has a PC network, and Lord Rothermere has a Macintosh in his Paris office.

Other areas of the newspaper group are streamlining communications processes, heading toward a fully electronic filing system with the help of Acrobat Capture software. The office of Sir David English, Chairman of Associated Newspapers Ltd., is using Acrobat Capture to scan in office correspondence. Marshall is also converting administration functions of the newspaper to a more efficient electronic system using Acrobat Capture. Letters, faxes or other office correspondence are scanned using Acrobat Capture and saved as PDF files. In addition, Acrobat Exchange is used to create a PDF file of the *Group Board Packs*, a 140-page document sent monthly to the Board of Directors.

Systems Integration

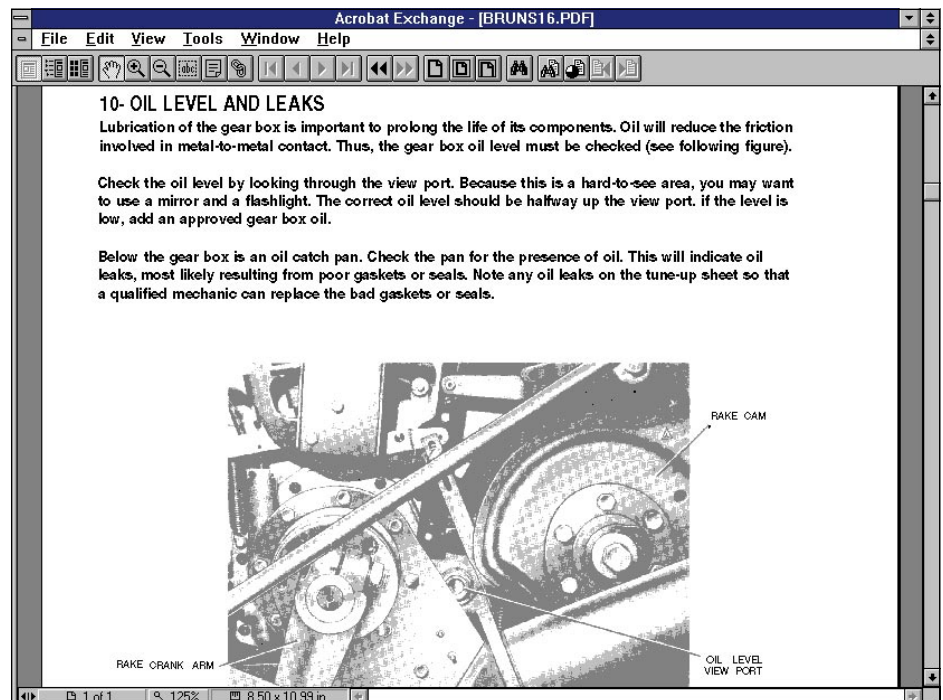
“As more companies commit to building document libraries on CD-ROM or on World Wide Web and FTP servers, we foresee a tremendous volume of work in converting existing content into a distributable, digital form.”

—Scott Kammeraad, president, DigiDox

Located in Grand Rapids, Michigan, DigiDox is a systems integrator specializing in Adobe Acrobat solutions for large corporations. An official reseller of Acrobat software, DigiDox designs and produces custom solutions that use Acrobat and provides integration consulting services, principally in the document library arena.

DigiDox has been using Acrobat Capture software to scan sales bulletins, planning-guide pages, technical documents and product specifications. Acrobat Capture has made it possible to scan paper documents, preserving the same look, feel and identity as that of hard-copy counterparts. Then the PDF files can be archived and easily retrieved from any computing platform.

“When building databases of diverse document types—most of which are developed by unaffiliated third parties that cannot or will not supply electronic source materials



This image shows the flexibility of Acrobat Capture to handle both text and images. Shown here is a technical document from an Equipment Maintenance system designed by DigiDox for Brunswick Corporation.

of any type—Acrobat Capture is imperative to our success,” says Kammeraad. In the past when DigiDox came across a hard-copy-only document, the company had to decide which was more important: preserving the images and formatting of the document or preserving the text. To preserve images and formatting, graphically rich documents were typically relegated to the “dumb” scan pile, while documents with text retention as a high priority were placed in the OCR stack. “Formatting and text recognition are equally important factors to us,” says Kammeraad. “Now we don’t have to decide between text recognition or formatting. Acrobat Capture handles them both in a single pass.”

Service Bureau

“Information needs to be easily moved around, searched and printed on demand. Rather than continuing to inventory paper, many organizations are discovering the efficiencies and benefits of converting documents to PDF files and then distributing them on CD-ROM or on the World Wide Web using Acrobat and Acrobat Capture software.”

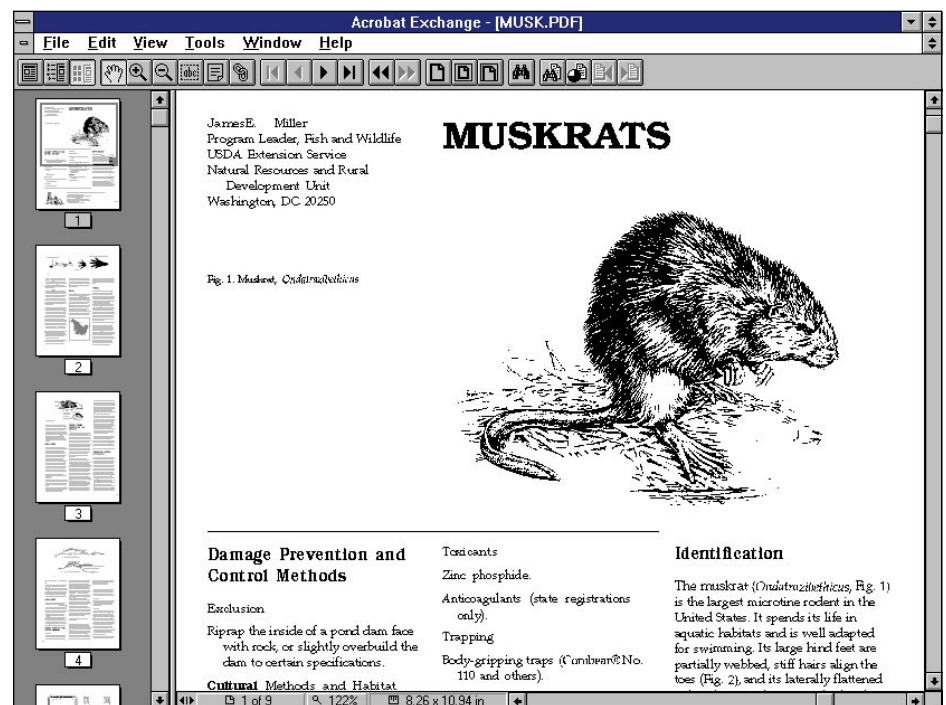
—Andrew Young, president,
Knowledge in Motion

Knowledge in Motion is a service bureau that offers complete CD-ROM services, from developing and preparing front-end documents to making test CD-ROMs and pre-masters. The company has been using Adobe Acrobat and Acrobat Capture software to help universities and other organizations convert paper-based documents to PDF files that can be easily and inexpensively distributed, searched, maintained and printed on demand.

The company has done projects for universities, high-tech companies, publishers and manufacturers. “Multi-million dollar clients ask me to put documents in electronic format for delivery via the Internet or on CD-ROM. Often they are using a PC to produce the text and a Macintosh to do the graphics. Then they bring these elements together and lay the piece out by hand without using desktop publishing

software. Acrobat Capture software lets me scan those documents and turn them into PDF files, providing my clients with an electronic document that they can search, use, print out, send over the Internet or put on a CD-ROM. It doesn’t matter any more how documents were originally produced. Using Acrobat Capture software, I can easily take my clients from paper to PDF, with all of its associated benefits,” says Young.

In converting paper documents to PDF files, it is critical to Young’s clients that document fidelity and word-for-word accuracy be maintained. In addition, Young needs to be as productive as possible, without wasting a lot of time correcting errors. “Processing a scanned image using Acrobat Capture software requires virtually no editing, from the time the document is scanned to the time it becomes a PDF file. So far, I have not had to do any editing, because Acrobat Capture is almost 100 percent accurate. If Acrobat Capture is not sure it has recognized a word correctly, a bitmap image of the word is placed in the PDF file with ASCII text of a ‘best guess’ behind it. This ensures that when users search a document, they can still get a ‘hit’ on a word.



This Muskrat specification sheet was scanned with Acrobat Capture and saved as a PDF file by Knowledge in Motion on behalf of the Fish and Wildlife division of the USDA Extension Service for the Natural Resources and Rural Development Unit.

Most importantly, it ensures complete accuracy while maintaining fidelity to the original," says Young.

"Acrobat software is the simplest method for putting documents on CD-ROM," says Young. "We provide a turnkey solution for users who wish to do so, giving them everything they need to be successful—including conversion of legacy information using Acrobat Capture software."

Acrobat and Acrobat Capture: An Unparalleled Combination

No matter what their function, organizations have one thing in common: the need to manage and access information efficiently. The many organizations that have selected Adobe Acrobat and Acrobat Capture software to convert paper documents to PDF—producing electronic documents that are easier to share, search, distribute and manage—are reaping immediate benefits. The entire Acrobat product family is a powerful, easy-to-use electronic publishing solution for anyone. Acrobat Capture is simple; yet it's remarkably sophisticated, handling the conversion of thousands of legacy documents as well as it does a small office archive of daily correspondence. With the cost savings, superior page fidelity and cross-platform capabilities offered to users from a wide range of industry and application disciplines, Adobe Acrobat and Acrobat Capture let users truly capture the power of information.

About Adobe Acrobat Capture

Adobe Acrobat Capture software turns everyday business and legacy documents into accurate, searchable electronic files that look exactly like the printed page—retaining text formatting, fonts and font sizes, and black-and-white or grayscale images. Using page recognition technology, Acrobat Capture converts paper documents into Portable Document Format (PDF) files that can be distributed to anyone using a Macintosh, Windows, DOS or UNIX® computer.

How It Works

After a document is scanned and processing starts, Acrobat Capture software breaks the printed page into its components—graphics, text, fonts and the like. Poor-quality documents, such as documents that have degraded due to handling or faxing, may cause imperfect character recognition. If Acrobat Capture does not have high confidence that it has correctly recognized a word, it will display the individual suspect word as a bitmap image. This technique ensures that the final PDF file provides word-for-word accuracy. Acrobat Capture also provides hidden text capabilities that store a "best guess" ASCII text version of a word behind

a bitmap. Words represented by a bitmap then can be found during full-text searches. Acrobat Capture's Whole Image Plus Text feature allows users to save the entire page as a bit-map, so users get complete fidelity without losing the ability to do full-text searches.

If users want to approve or correct suspect words, change fonts or perform other minor edits, they can save files intermediately to the Acrobat Capture Document (ACD) format. While in this format, users can do error correction quickly and easily with the built-in Acrobat Capture Reviewer program, which displays the file in WYSIWYG format. This lets users make minor edits, while ensuring that the document layout remains unaltered.

After editing and word checking is complete, Acrobat Capture software can output formatted text to popular Windows or Macintosh word processing formats or to ASCII or Rich Text Format (RTF) for more extensive editing. For best results, Acrobat Capture produces a PDF file that is an exact electronic version of a paper document and can be readily displayed, printed and searched on many different computer platforms.

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