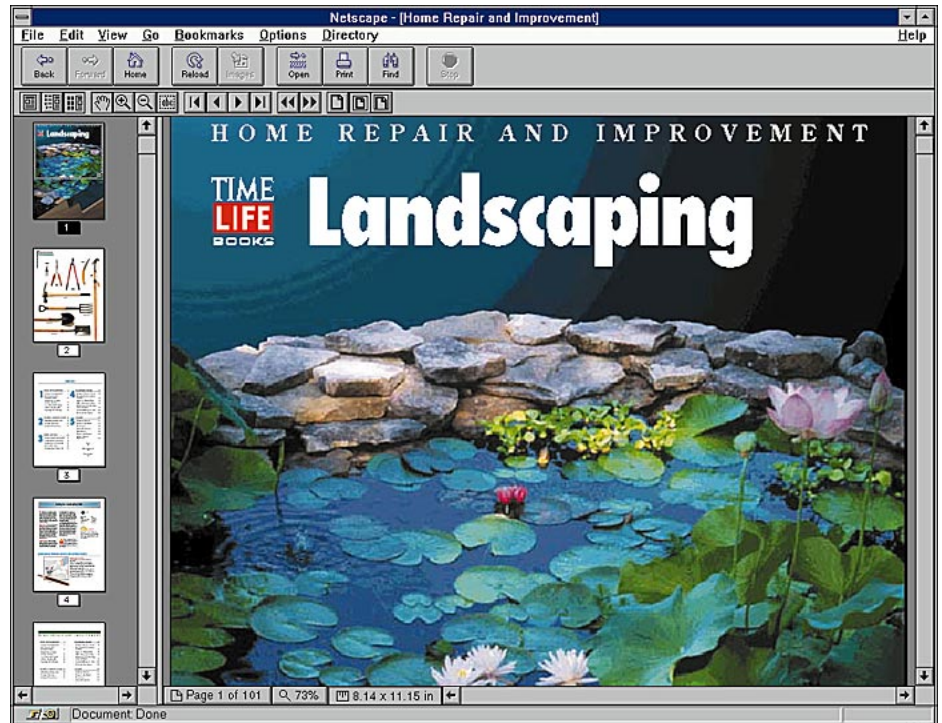


# World Wide Web Publishing with Adobe Acrobat Software

**Adobe™ Acrobat™**  
*In On-line Publishing*



Screenshot taken from a PDF file of Time Life's *Complete Gardener* series, accessed from the World Wide Web at <http://www.timeinc.com/vg/TimeLife/Project>. Adobe is working closely with Netscape to integrate Adobe Acrobat software with the Netscape Navigator browser, as prototyped above.

Publishing in the '90s is moving on-line as organizations realize there is a new way to reach millions of people around the world with information presented in a dynamic, colorful, interactive medium. Adobe Systems Incorporated, creator of Adobe Acrobat software, provides tools that enable authors to create visually rich, highly portable digital documents on any electronic communications vehicle, including CD-ROM, corporate networks, E-mail systems and the World Wide Web.

### Visually Rich Electronic Documents

The World Wide Web is a collection of servers within the Internet that enables users to share information and documents based on a system of hypertext links. Publishing on the Web with Adobe Acrobat

software lets organizations make fully formatted documents accessible to users around the world and around the clock, update publications easily and economically, and reduce the costs associated with traditional publishing and distribution of printed materials.

The Adobe Portable Document Format (PDF) lets authors publish electronic documents that preserve the look and feel of documents they create with all the leading authoring tools, from Adobe Illustrator™, Adobe Photoshop™ and Adobe PageMaker™, to QuarkXPress® and FrameMaker®. Because it permits authors to use their existing applications to create documents incorporating distinctive typefaces, color, graphics and photographs, Adobe's PDF

format is increasingly recognized as the best format for publishing documents with a recognizable corporate identity.

Available for Macintosh®, Windows®, DOS and UNIX® platforms, Adobe Acrobat software ensures that documents retain the look their author intended. Because PDF files are compact, platform-independent, visually rich and can be created from virtually any authoring application by simply printing the file, they are the perfect vehicle for sharing information among the wide range of computer systems users employ to access the Web.

### **Preserving Invested Time**

Acrobat software offers professional publishers easy access to Web publishing. For the majority of today's publishers, the PostScript™ language and PostScript output devices serve as the foundation of their print production process. Publishers can easily turn their PostScript language files—originally prepared for print—into PDF documents using Acrobat Distiller™ software, preserving the time they have invested in authoring and formatting the original documents. (Acrobat Distiller is included in the Adobe Acrobat Pro software package.)

### **Integrating Acrobat into the Web**

Through its own development efforts and strategic alliances with other technology providers, Adobe is continually enhancing Acrobat software and integrating it more tightly into the Web.

To make PDF files easily accessible, Adobe makes Acrobat Reader software available free to all users, who may obtain it from a number of sources, including Adobe's Web server <http://www.adobe.com/>, through on-line services and from specific Web sites.

Web browsers currently available from many vendors permit users to configure Acrobat as a "helper application," and Adobe is actively working with other vendors to provide the same functionality. The helper configuration enables users to launch

Acrobat Reader or Acrobat Exchange and view a PDF file simply by following a link to it in their browser. (Information on configuring Acrobat software with Web browsers is available on Adobe's Web site.)

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*“It was essential we preserve the look and feel of our newspaper, providing context in addition to content. Producing it in HTML just didn't give us that capability.”*

—Pat Ecke,  
publisher, TimesFax

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Adobe is extending the capability of Acrobat software with the Acrobat Weblink software plug-in, which enables live two-way links to be embedded within PDF files, and permits a smooth hand-off of control between Acrobat viewers and popular World Wide Web browsers.

Each document—and any other resource on the Web—is identified by a unique Uniform Resource Locator (URL) address. Weblink enables URLs to be embedded into a PDF file much like HTML documents contain embedded URLs. Clicking a URL link in a PDF file launches a Web browser and opens the document identified by the URL. Clicking a PDF file from an HTML document launches the Acrobat viewer and opens the PDF document. On its Web site, Adobe has published technical information that vendors can use to enable their browser to support the Weblink plug-in.

Strategic alliances expand the availability of Acrobat software. Software vendors, including Netscape Communications and Spyglass, Inc., have announced that their browsers—Netscape Navigator™ and enhanced Mosaic™ respectively—will support the Acrobat Weblink plug-in. Hardware

vendor Silicon Graphics is bundling Adobe Illustrator and Adobe Photoshop software with its WebFORCE™ workstation products, forming one of the most robust authoring platforms for the Web. Apple Computer's Internet Server solution for the Web is bundled with Adobe Acrobat Pro software. Apple and IBM are bundling the Adobe Acrobat Reader with their personal computers, allowing users to take immediate advantage of the increasing amount of information being made available as PDF files on the Web.

In addition, Adobe is helping authors use its software tools more effectively. At the ninth annual Stanford Art Directors' Invitational MacWorkshop (SADIM No. 9), for example, Adobe provided in-depth, hands-on training for designers publishing for distribution via the Web. (The course work can be viewed on Adobe's Web site.)

### **Acrobat Customers on the Web**

Government, corporations, educational institutions and professional publishers are using Adobe Acrobat software and the World Wide Web to reach their audiences with richly formatted, easily accessible information. Many of the documents currently available on the Web were originally created for print, and their authors have used Acrobat software to preserve the appearance of those documents. An increasing number of Web documents, however, are being designed expressly for viewing on-screen, and their authors are using PDF as a universal file format to preserve the documents' look and feel. Authors are also taking advantage of Acrobat Exchange software capabilities such as annotation, zoom and cross-document linking to add functionality not possible in printed documents.

The following examples illustrate the range of users taking advantage of Acrobat software and Web publishing technology to communicate in new ways.

<http://nytimesfax.com/>

## On-line Advertising Revenue—The TimesFax Internet Edition

Originally a document made available by fax, the *TimesFax* Internet edition is an eight-page digest of news from the *New York Times*—including the famous *Times* crossword puzzle. The document is prepared with standard authoring tools, including Adobe Illustrator, then printed to a PDF file and made available on the Web via the *TimesFax* home page. Using Acrobat software allows the *TimesFax* staff to simply convert the print version of each edition into an electronic version without having to “re-author” the document.

The *Times* does not charge users for accessing *TimesFax*; instead, the newspaper’s revenue comes from advertising. Three advertisers—American Home Products’ Advil, the American Management Association and AT&T—each have an icon and logo on the home page, as well as a one-sixth page ad in a section inside the publication. Users can click on an advertiser’s logo to activate a hypertext link to product information. They can also click on an Adobe logo to download the Acrobat Reader, which they need to view the *TimesFax* PDF file.

“We chose Adobe Acrobat software because *TimesFax* is a branded product, and it was essential that we preserve the look and feel of our newspaper, providing context in addition to content,” says Pat Ecke, publisher of *TimesFax*. “Producing it in HTML just didn’t give us that capability.”

Ecke adds that *TimesFax* also selected Acrobat software is for its ability to compress files, thus reducing storage space demands and shortening transmission times.

“Our goal is to become a daily news update on the Internet,” says Ecke. Ecke says the company recorded one million hits on its home page during the paper’s first six weeks on-line.



These two screenshots taken from *TimesFax* Internet Edition of the *New York Times* shows the flexibility of PDF. Acrobat retains the corporate identity of the *New York Times* masthead and the paper’s popular daily crossword puzzle.

## <http://dab.psi.net/DialABook/index.html> Sale and Delivery of Books On-line—Dial-A-Book, Inc.

Dial-A-Book, Inc. is using Acrobat software and the Web to make books available on-line to millions of users. Customers accessing the Dial-A-Book Download Bookstore will be able to browse, purchase and download books to their hard drives, as a unified on-line transaction.

Buyers pay list price and shipping for hard-copy delivery of the book, but get the added efficiency and value of being able to immediately download their books electronically from the Web as a PDF file for no extra charge. Buyers pay for the books on-line via secure credit card transactions.

Initial implementation of the program will be a joint activity with the Institute of Electrical and Electronics Engineers, Inc. (IEEE), which publishes more than 75 titles a year on technical subjects. IEEE has a membership of 320,000 and is one of the largest technical societies in the world. Dial-A-Book has a similar pilot program underway with several major trade book publishers.

“Receiving the electronic version of the book enables customers to use the Acrobat program navigation and search capabilities for reference and look-up,”

says Dial-A-Book President Stanley Greenfield. “For many users abroad or in remote locations, who have to wait up to 45 days to get a hard copy of a book, downloading the PDF file gives them immediate access to the latest information in their field.”

Greenfield says he never considered publishing the books in HTML format. “It just doesn’t give us the control we require over the appearance of text and graphics,” he says. “We feel comfortable investing in PDF because Adobe has the resources to manage and enhance it as a standard for publishing on the Web.”

The books will be protected by one of the first copy-protection programs on the Web, which will prevent users from electronically retransmitting a book they buy. Dial-A-Book will use a plug-in module for Acrobat software that will encrypt the buyer’s identification number when the book is sent, preventing the book file from being opened by any Acrobat program viewer other than the one registered to the buyer. In addition, a watermark will appear on each page identifying the book as the property of an individual buyer.

<http://www.internex.net/axcess>  
**Publishing High-Impact Graphics—  
Axcess Magazine**

“A *Rolling Stone* for computer-literate people” is how technical editor Thomas Powell describes San Diego-based *Axcess* magazine.

*Axcess* originally used HTML to translate its graphics-heavy pages into an on-line format, but quickly found that including even a few graphics files made the document too large to be easily downloaded over dial-up Internet connections. “Given a user download tolerance level of about two minutes,” says Powell, “we knew we couldn’t use HTML to publish anything approaching our print image.”

The day after Adobe released the Acrobat Reader, reports Powell, *Axcess* uploaded its first PDF files. “We found Acrobat software to be a much better delivery mechanism for the kind of graphic material we create,” he says. “In 10 minutes, we found we could convert either 100 pages of the magazine into a compressed electronic PDF file using Acrobat software or one article using HTML.”

Powell says the publication is experimenting with “splitting up” each issue so readers can save time by downloading individual articles as PDF files.

“We don’t make money with our Web edition,” says Powell, “but it brings us publicity, and we’ve gotten subscriptions from people who discovered us on-line. I see the Web as augmenting our print publication, not supplanting it. And we consider Acrobat software the best delivery vehicle for the Web.”

<http://www.crawford.com/cdc/mmwr/mmwr.html>

**Making Critical Information  
Immediately Available—Centers for  
Disease Control and Prevention**

The Centers for Disease Control and Prevention (CDC) in Atlanta is using Adobe Acrobat software to publish vital public health information on the Web. Doing so makes critical, time-sensitive scientific and medical data instantly available to millions of people around the world. CDC is electronically

publishing the *Morbidity and Mortality Weekly Report* (MMWR) series as PDF files. The MMWR, a weekly publication that reported the first AIDS cases in 1981, is a series of

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*“Turning printed documents  
into electronic documents  
using Adobe Acrobat soft-  
ware is an easy way to make  
fully-formatted documents  
more widely available.”*

—Michael McHugh,  
art director and manager,  
USC Electronic Publishing

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the CDC’s flagship publications that is published on the Web every Friday.

Publishing the series as PDF files saves the CDC the extensive work that would be necessary to reformat the documents in HTML format, since the publications contain pages of graphics, charts and tables.

The CDC joins a growing number of government agencies using Acrobat software to more effectively and efficiently distribute information electronically. The Department of Commerce, Department of the Navy, Social Security Administration, Government Printing Office, U.S. Patent and Trademark Office and Internal Revenue Service all use Acrobat software to offer public documents through the Internet, on-line services and other electronic methods.

<http://www.usc.edu/Univ/USC-Online-Pubs.html>

**Simplifying Electronic Publishing—  
University of Southern California (USC)**

“Turning printed documents into electronic documents using Adobe Acrobat software is an easy way to make fully-formatted documents more widely available,” says Michael McHugh, art director and manager, USC Electronic Publishing. “For example, it’s easy for a professor who does a lot of slide presentations in Microsoft® PowerPoint® to simply print those files to PDF. Instead

of trying to make and distribute a stack of printouts, he can just point students to a PDF file on the Web.”

Among other documents published as PDF files at the USC Web site are university admission forms; an Experts Directory, listing faculty members’ areas of expertise; Adventures in Information, a listing of courses offered; and the USC Business School’s four-color quarterly magazine.

The USC News Service also publishes the weekly staff/faculty newspaper, *USC Chronicle*, on the Web as a PDF file. To create the electronic version of the paper, David Diamond, technical coordinator for the USC News Service, runs the same PostScript language file used to produce the print version through the Acrobat Distiller software to obtain a PDF file. He also “pre-scales” the tabloid-size newspaper so users can print it on 8 1/2-x-11 pages.

“The advantage of PDF,” says McHugh, “is that it enables readers to see the document as it looked in its printed version.”

<http://www.tek.com/>  
**Publishing Sales and Technical  
Information—Tektronix**

As a manufacturer of color printers, Tektronix understands the importance of preserving a corporate graphic identity—complete with color. That’s why the company is increasingly using Adobe Acrobat software to create PDF files of its product collateral and technical support bulletins and publishing them on the Web.

“Documents we created in the past for uses like our faxback service didn’t have a ‘color destination,’ so we produced them in black and white,” says Chris Smith, manager of direct marketing for the Tektronix Color Printing and Imaging division. “But documents we’re working on now have a color destination—the Web. So we’re creating them in color and publishing them on the Web as PDF files.”

Smith says Adobe Acrobat software offers Tektronix a simple path for converting documents created for print into electronic documents to publish on the Web.

“We design our documents in a ‘repurposable’ format,” he says. “That makes it easy to take a document created for faxback and use PDF to preserve its format while turning it into a document for the Web.”

Already available on the Tektronix home page are over 200 PDF files. “We converted our library of technical support bulletins to give customers another place to find the information they need, such as how to change the ink roller on a printer we don’t sell anymore,” says Smith. “That’s another reason we’re publishing on the Web: when a customer knocks on our door—via fax, E-mail, the Web or the phone—we want to be there with information. And PDF files put the information in a form that’s easy to access, view and print.”

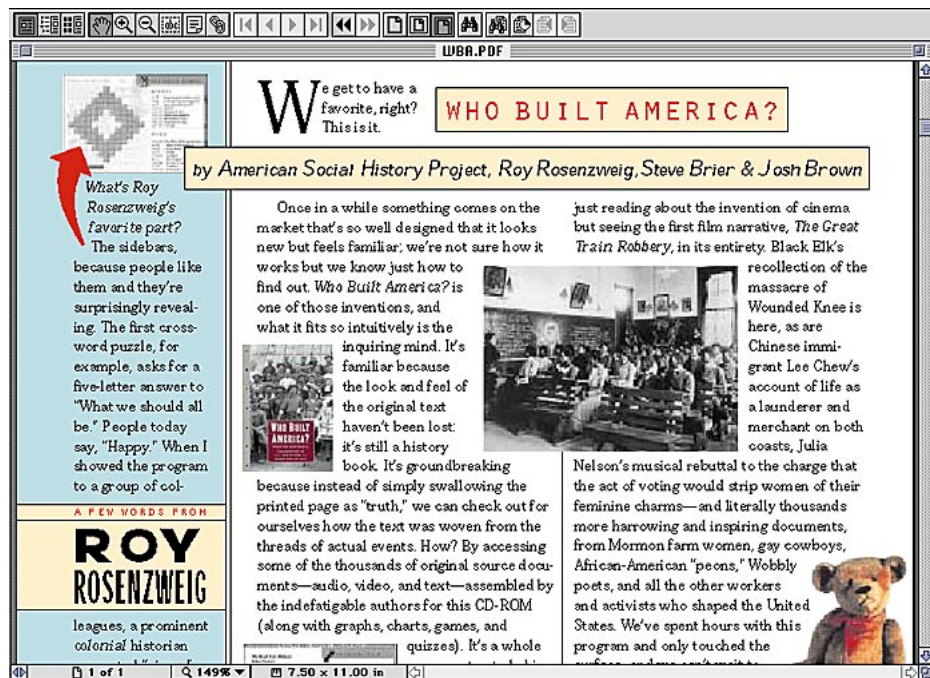
<http://www.voyagerco.com/>  
**Preserving a Valuable Graphic Identity—The Voyager Company**

The look of Voyager’s striking catalog of CD-ROM titles, 3SIXTY, which recently won a design award from *International Design* magazine, is a far cry from the garish design of most mail-order software catalogs. To preserve its stylish look, Voyager uses Adobe Acrobat software to publish its catalog on the Web.

“We created an HTML version of the catalog, and even though we pushed that technology to the limit, we couldn’t reproduce the graphic identity of the printed catalog,” says Trevor Kaufman, Voyager’s manager of on-line activities. “Acrobat software, on the other hand, let us preserve our look and create page spreads users can download as individual PDF files. Half-page spreads as small as 80K look great and give customers the right impression of our company.”

Kaufman says Acrobat lets Voyager preserve the catalog’s distinctive look, complete with juxtaposed design elements, JPEG images, columns and multiple typefaces.

“Our signature face is a version of Orator,” he says. “To ensure quick downloading, we chose not to embed the font in the PDF



Screenshot taken from a PDF file of the Voyager Company’s catalog of CD-ROM titles, 3SIXTY, available on the Web. Shown here is a page illustrating the “Who Built America?” CD. Pages from the catalog are individually published on the Web for easy downloading.

file. The font Acrobat replaces it with using font substitution is very close. It’s difficult to distinguish from the original.”

Placing its catalog of 52 CD-ROM titles on the Web enables Voyager to reach more—and different—customers than the company can reach with its printed catalog. “Publishing on the Web gives our catalog a distribution list no print publisher, no matter how big, could match,” says Kaufman. “By preserving the quality, content and layout of our printed catalog, Adobe Acrobat software helps us sell product.”

**Adobe Acrobat—A Superior Electronic Publishing Software**

Adobe Acrobat is the software of choice for on-line publishing. PDF files enable authors to preserve the look and feel of their graphically rich documents while adding functionality, such as hypertext linking and text searching, that goes beyond anything possible in print. For authors using the industry-standard PostScript language as the foundation of their print production process, Acrobat software represents the simplest, most straightforward path to publishing their documents on the Web.

Adobe PDF documents are increasingly accessible to millions of Web users, who can download free Acrobat Reader software from Adobe’s home page and other Web sites. Users will be able to obtain Acrobat software as an integrated component of a growing number of Web browsers, allowing them to view and print PDF documents.

“Adobe’s PDF is an attractive alternative to HTML because it allows documents that look just like original, printed documents to be freely distributed electronically,” says Jennifer Mitchell of the industry research firm Dataquest. “If the Internet is to become the commercial playing field it has the potential to be, then it will emulate the current commercial environment. Graphic arts professionals will be able to help companies differentiate themselves and their products in that environment using PDF, which is the graphically superior, and therefore commercially better, alternative.”

Authors and users alike have discovered that the World Wide Web is the door leading to the future of electronic publishing. They’ve also discovered that the key to the door is Adobe Acrobat software.

## Home Pages and URLs Mentioned in This Document

*Adobe's home page*

<http://www.adobe.com/>

*Web sites with cool PDF*

<http://www.adobe.com/Acrobat/PDFsites.html>

*Time Life's Complete Gardener series*

<http://www.timeinc.com/vg/TimeLife/Project>

*TimesFax Internet Edition*

<http://nytimesfax.com/>

*Dial-A-Book*

<http://dab.psi.net/DialABook/index.html>

*Axcess magazine*

<http://www.internex.net/axcess>

*Morbidity and Mortality Weekly Report*

<http://www.crawford.com/cdc/mmwr/mmwr.html>

*USC Chronicle*

<http://www.usc.edu/Univ/USC-Online-Pubs.html>

*Tektronix*

<http://www.tek.com/>

*Voyager*

<http://www.voyagerco.com/>

### ***What the Adobe PDF Icon Means***



By clicking on this icon, users can launch Acrobat software and easily view or print the document. The document they see will have the same graphically rich look as a printed page—the look its author intended.



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