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You're using Acrobat Reader to view a Portable Document Format (PDF) file created by someone else. But you can do much better with Acrobat 2.0 for Macintosh.®

By upgrading to Acrobat 2.0, you can create your own PDF files. That gives you complete control over how your documents look, how they're used, and who uses them—at all times.

To find out more, click on any of these buttons.

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information
instantly

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at work

Speed up
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projects

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Add value to your documents

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Acrobat 2.0 lets you create PDF files so you can start putting your documents to work electronically and make information more accessible. With the PDF Writer driver included in Acrobat Exchange, you can “print” a PDF file from common business applications, such as word processing and spreadsheet—and send it to anyone for use on Macintosh®, Windows™, DOS and UNIX® computers.

“Acrobat is the most complete solution to the problem of delivering electronic literature-on-demand capabilities to the field sales organization.”

Scott Davison, General Manager of Sales
Information Systems, Medior, Inc.
Software Developer

Add value to your documents

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You can add navigation features such as links and bookmarks to PDF documents, making them faster and easier to skim through than paper documents. In fact, when you click on the Next button at the bottom of this page, you're using links in this document to move from topic to topic.



Click on the Bookmark icon in the menu bar above to display the bookmarks for this file. With Acrobat 2.0, you can create links and bookmarks that instantly take you to related information, even in other PDF files or other applications. For example, you can link to a QuickTime™ movie or to your word processor.



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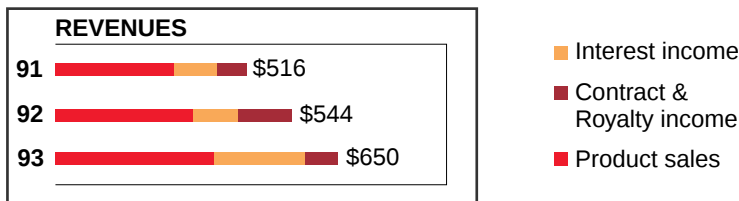
Next

Add value to your documents

Make the most of existing documents



Acrobat lets you reuse information by copying and pasting formatted text and graphics like the chart below into other applications, and by using pages from other Acrobat files to make new documents. Click on the Thumbnail icon in the menu bar above to display the thumbnails for this file.



On the left side of the screen, you'll see mini-pages called thumbnails. In Acrobat 2.0, you can easily use them to re-order, move, insert, delete or replace pages within or between PDF documents. It's a great way to make use of existing information without a lot of extra effort.



Ready to order?

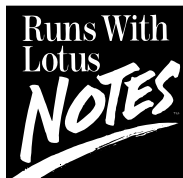


Next

Add value to your documents

Integrate with existing applications

With its open architecture, Acrobat software adapts to your needs and applications. It supports Lotus Notes®/FX, OLE, DDE, AppleEvents and AppleScript™, so you can easily incorporate it into your application environment. And you can get started with Acrobat now, because it works with your existing file servers, applications and e-mail software.



Ready to order?



Next

Add value to your documents

Read multi-column documents easily on-screen



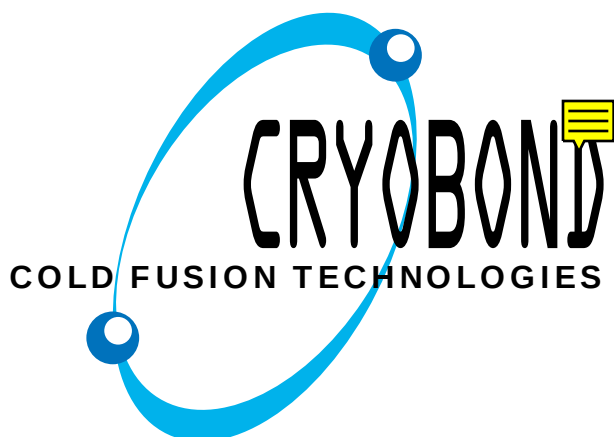
Because what's designed for print is not necessarily optimal for on-screen viewing, Acrobat 2.0 provides Article Threads, which let you easily read a multi-column document on-screen. To see article threads at work, click on the Next button below.



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JANUARY 19, 1994

9,500,000 Shares

CRYOBOND INC.

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(par value \$.162/3 per share)

Common Stock (par value \$.162/3 per share) All of the shares of Class A Common Stock, par value \$.001 per share ("Common Stock"), offered hereby are being offered by Cole National Corporation, a California corporation (the "Company"). Prior to the offering, there has been no public market for the Common Stock. See "Underwriting" for a discussion of the factors considered in determining the initial public offering price.

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Acrobat gives you instant access to information. Full-text search across multiple documents lets you instantly retrieve exactly what you're looking for. Search for single words, whole phrases and other information across thousands of documents on your computer or on a network.

“The search capabilities of Acrobat are great. Clients expect fast turnaround and quick retrieval of copy. Acrobat helps us meet and exceed those expectations. Using Acrobat, our clients’ ads are first to market and this definitely helps give them a leg up on the competition.”

Chris Miller, Director of Macintosh Computing,
Capps Studio/Leo Burnett Company



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Multi-user Notes let workgroups easily review documents electronically to reduce review time. Recipients can merge notes from multiple PDF files into a single PDF file for review. Double-click on the notes below.



***“By moving PDF files through e-mail,
we collaborate easily and effectively,
even though we’re physically separated.”***

Buck & Pulleyn, Advertising Agency



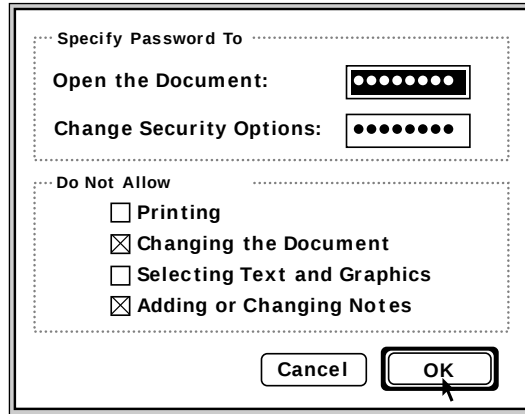
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Protect your data

The security features in Acrobat 2.0 provide an excellent way to control access to documents, more easily and efficiently than is possible with paper. You can password-protect your PDF file or give users read-only access to a file by enabling or disabling features such as print, save, and the ability to make any changes or select text and graphics.



The image shows a screenshot of the 'Specify Password To' dialog box in Acrobat 2.0. The dialog box has a title bar and a main area with several sections. The first section is 'Specify Password To', which contains two password fields: 'Open the Document:' and 'Change Security Options:'. Both fields are represented by a series of dots. The second section is 'Do Not Allow', which contains four checkboxes: 'Printing' (unchecked), 'Changing the Document' (checked), 'Selecting Text and Graphics' (unchecked), and 'Adding or Changing Notes' (checked). At the bottom of the dialog box are two buttons: 'Cancel' and 'OK'. A mouse cursor is pointing at the 'OK' button.

Specify Password To

Open the Document: [password field]

Change Security Options: [password field]

Do Not Allow

- ☐ Printing
- ☒ Changing the Document
- ☐ Selecting Text and Graphics
- ☒ Adding or Changing Notes

Cancel OK

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Acrobat 2.0 for Macintosh includes:

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To order, call **1-800-521-1976**. To get the special price, you must mention offer number **9-03-02-9**.

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Carrs Industrial Estate
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Lancashire BB4 5HU
Great Britain
Tel: +44 706 831831
Fax: +44 706 832568

Top Log Limited
Top Log House
Knives Beech Business Centre
Loudwater, High Wycombe
Bucks HP10 9QY
Great Britain
Tel: +44 628 819 444
Fax: +44 628 819 356

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Computer 2000 GmbH
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D-81301 München
Germany
Tel: +49-89-786075
Fax: +49-89-78040237

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D-81927 München
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Tel: +49-89-9928910
Fax: +49-89-99289150

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Germany
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D-82140 Olching
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Tel: +49-81-422910
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Prisma GmbH
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D-22013 Hamburg
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Tel: +49-40-688600
Fax: +49-40-68860401

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78140 Vélizy
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Tel: +33-1-34651819
Fax: +33-1-30706310

Ingram Micro Sarl
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59812 Lesquin Cedex
France
Tel: +33-20-885800
Fax: +33-20-885888



P-Ingeniérie
19-21 rue du 8 Mai 1945
94117 Arcueil Cedex
France
Tel: +33-1-47404000
Fax: +33-1-47404020

Polaris Informatique
2 rue du Kéfir
Sénia 343
94310 Orly Cedex
France
Tel: +33-1-49794550
Fax: +33-1-46867977

Unlike
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Fax: +33-1-47404101

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Axxam
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The Netherlands
Tel: +31 20 691 1298
Fax: + 31 20 696 0539

Computer 2000 N L
Pikeursbaan 15
7411 GT Deventer
The Netherlands
Tel: +31 5700 44666
Fax: +31 5700 44388

Grafitech Desktop Systems BV
Weltevreden 2a
3731 AL De Bilt
The Netherlands
Tel: +31 30 210800
Fax: +31 20 200266

Ingram Micro BV
Mississippidreef 87
3503 RB Utrecht
The Netherlands
Tel: +31 30 651800
Fax: +31 30 624230

Belgium

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Axxam NV
Essenestraat 15
B-1740 Ternat
Belgium
Tel: +32-2-5838311
Fax: +32-2-5826712

Ingram Micro D NV
Leuvensesteenweg 11
B-1932 Zaventem
Belgium
Tel: +32-2-7229511
Fax: +32-2-7251511

Sparkle
Fontshop Division
Maaltecenter, Blok-C
Derbystraat 247
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Belgium
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Fax: +32-2-2208092



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Fax: +41 (0)41-49 7996

Computer 2000 AG
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Fax: +41 (0)42-65 9025

SWIP Handels AG
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Fax: +41 (0)1-817 1120

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Fax: +43-1-40901390

Merisel Computer Products GmbH
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A-1230 Wien
Austria
Tel: +43 1 616 9797
Fax: +43 1 616 979720

Prisma Express Distributions GmbH
Autokaderstrasse 29
A-1210 Wien
Austria
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Fax: +43 1 27 05 275

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Czech Republic
Tel: +42-2-6911914
Fax: +42-2-6911910

TH'System AS
28 Rijna St. 86
700 01 Ostrava
Czech Republic
Tel: +42-69-6112350
Fax: +42-69-6113742

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Kontakt Design Studio
Fö Utca 7
H-1011 Budapest
Hungary
Tel: +36 1 2019191
Fax: +36 1 2010130

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21046 Mainate (VA)
Italy
Tel: +39 332 803111
Fax: +39 332 860781

Modo Srl.
Via Masaccio, 11
42100 Reggio Emilia
Italy
Tel: +39 522 512828
Fax: +39 522 516822



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Computer 2000 España S.A.

Constitución, 1 planta 4°

08960 Sant Just Desvern

Barcelona

Spain

Tel: +34 3 499 91 11

Fax: +34 3 499 91 12

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González Dávila, 22

28031 Madrid

Spain

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Fax: +34 1 380 10 13

GTI

Parque Empresarial San Fernando

Edificio Europa 2° planta

28831 San Fernando de Henares

Madrid

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Tel: +34 1 677 95 95

Fax: +34 1 677 96 96

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Proleógica S.A.

Rua Alto do Montijo, N°15

Alfragide

1495 Lisboa

Portugal

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Fax: 351 1 417 50 05

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HNH Computers

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Kramerville 2148

PO Box 2067

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South Africa

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Fax: +27 11444 0233

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Systemer A/S

Industriparken 35-37

DK-2750 Ballerup

Denmark

Tel: +45-44-974400

Fax: +45-44-972121

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Scribona Computer Products

Box 1374

171 27 Solna

Sweden

Tel: +46 8 7343400

Fax: +46 8 7349922

Finland

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FIN-00380 Helsinki

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Apple-Umbodid

Skipholt 19

PO Box 424

105 Reykjavik

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Fax: +354 1 624818



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N-0186 Oslo

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Fax: +47 22 183716

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Dicom

Laguna de Términos No. 249

C.P. 11320 México, D.F.

Mexico

Tel: 525 203 4038

Fax: 525 203 6997

MacWare S.A. de C.V.

Pitágoras # 1143-E Col. del Valle

México, D.F. 03100

Mexico

Tel: 525 559 6333

Fax: 525 575 0916

Brazil

MultiSoluções Informática Ltda

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01451-001 São Paulo

Brazil

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Fax: 55 11 210 6294



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Fax: 852 838 3603

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118 Changchung-dong 1 ka
Chung-gu, Seoul
South Korea
Tel: 82 2 268 2677
Fax: 82 2 268 2678

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Fax: 65 283 0922

Japan

K.K. Matrix
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Kanagawa-ku
Yokohama 221 Japan
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Marubeni Corporation
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Chiyoda-ku
Tokyo Japan
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Fax: 81 33 282 3307

Otsuka Shokai Co., Ltd.
2-12-2 Misaki-cho
Chiyoda-ku
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Tel: 81 3 5257 9192
Fax: 81 3 3261 9117

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Tango 33 Bldg. 3F.
3-25-11 Higashi
Shibuya
Tokyo 105 Japan
Tel: 81 3 3797 5778
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Fax: 886 2 517 0689

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Belrose, NSW 2085
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Lane Cove, NSW 2066
Australia
Tel: 612 882 8888
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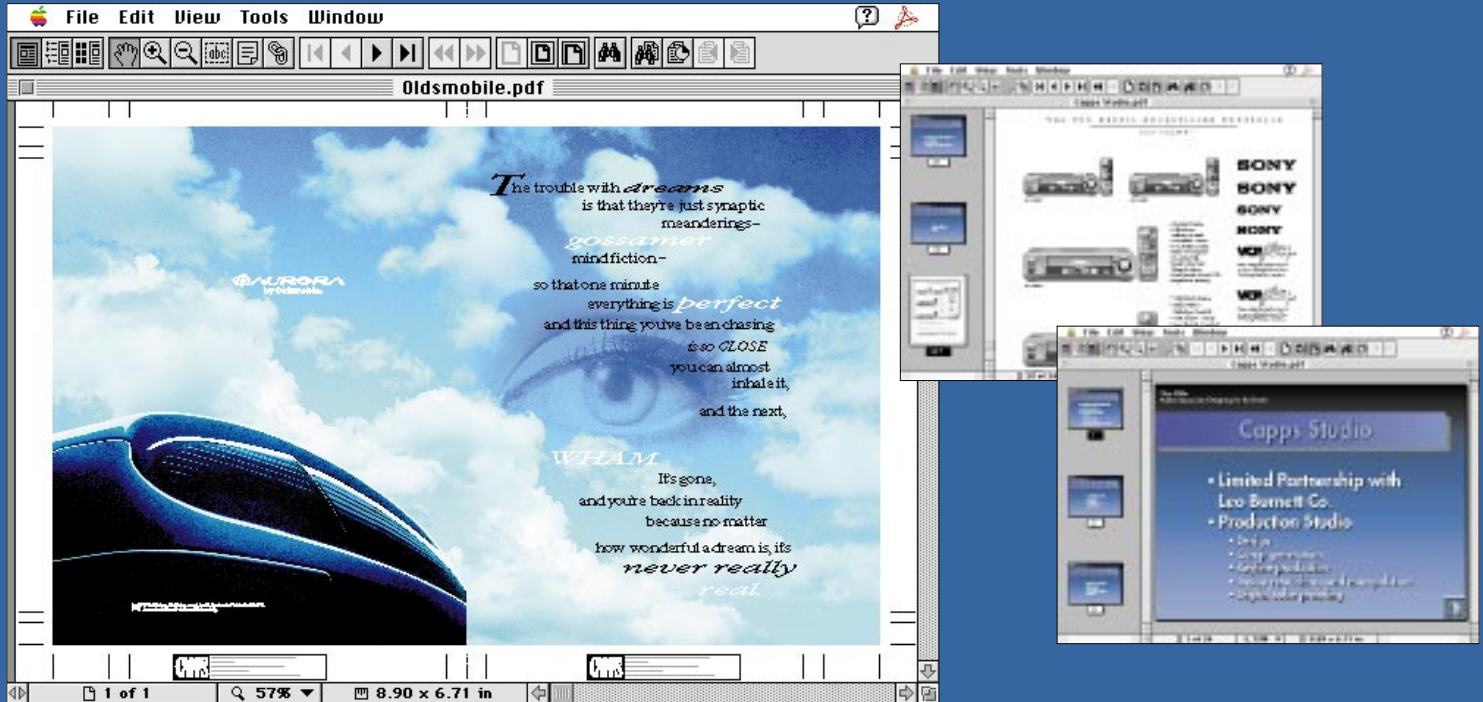
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Adobe™ Acrobat™



Capps Studio Ltd.



Chris Miller, director of Macintosh computing, Capps Studio.

Production Studio Serves Clients Like Never Before, Thanks to Adobe Acrobat

When Capps Studio Ltd. looked into supplementing its clients' traditional review process with an electronic one, it evaluated many different options. After in-depth testing, Capps chose Adobe Acrobat Software to make it happen.

Capps Studio, based in Chicago, is a limited partner of the Leo Burnett Co. advertising agency and provides services for clients including Kellogg, Kraft, Nintendo, Oldsmobile, Phillip Morris, Reebok, Sony and United Airlines. Chris Miller, director of Macintosh® computing for Capps, expects the new process to reduce the time

and money needed to bring an ad from concept to print.

“Using Acrobat software, savings can be passed on to our clients without sacrificing image quality,” says Miller. “Portable Document Format files preserve the quality of the image perfectly. So what clients see now is the same quality they saw before with hard copy proofs, plus electronic proofs can cost a lot less to distribute.”

Improved Time to Market

As Capps evaluated remote electronic proofing it saw the potential for saving



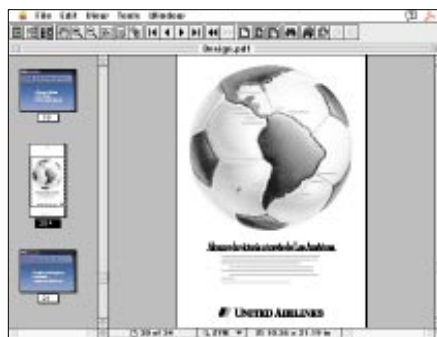
time, for example, by sending files in Portable Document Format (PDF) to clients for comment instead of relying on faxes and hard copy sent by overnight mail. This streamlined approach cut hours and sometimes days from the proofing process by eliminating the need for couriers, express mail, stat production and other time-consuming steps.

In addition, the size of PDF files allow them to be more efficiently transmitted electronically. "PDF files are typically 50 percent smaller than the files created with a document communication program we tried previously," says Miller. "This means files can be transmitted much faster, and thus are less costly than traditional or other electronic means."

According to Miller, Acrobat software ensures that the quality of the electronic proofs are as good as the originals. "Ad clients are accustomed to seeing hard copy proofs that look exactly like the finished product. With the other program, clients complained about the proof quality." When Capps started using Acrobat software, clients were favorably impressed with the image quality of the electronic PDF proofs, which appear exactly as they did on the artist's computer.

More Effective Communication

The new electronic review process will improve communication between Capps and its clients. Acrobat software let the agency go digital without the worry of platform compatibility issues. To design and create ads, the studio uses Apple® Macintosh computers, a wide array of sophisticated drawing and layout programs, and a large library of fonts. Many of Capps' clients have Macintosh computers, but many also have PCs that run DOS or Windows™. Using Acrobat, Capps sends proofs as PDF files that can be viewed



PDF of United Airlines advertisement.

by clients regardless of the type of computer or software they are using.

In addition, clients can comment on the work without actually changing the original, giving the agency more control over the editing process. Acrobat software also helps clients consolidate comments they have made to an ad, and helps Capps to keep track of which member of the client team made each comment and then prioritize changes accordingly.

"We used to spend two days making one change to an ad," says Miller. "With Adobe Acrobat, we can make two changes in one day. Acrobat allows us to provide a faster time to market, and this can give our clients a competitive edge."

Electronic Advertisement Delivery

Capps creates ad slicks and clip art in PDF files for Oldsmobile dealers. Previously, the agency sent stats to dealers, which then created ads by manually cutting and pasting the necessary elements. Now dealers use Acrobat to open and print PDF files of the ads they need. In the future, dealers will be able to make simple edits to the PDF files using Adobe Illustrator™ 5.5 for the Macintosh. "Using the program's ability to edit PDF files, dealers can change prices or make other small edits," says Miller, "while still maintaining the integrity of corporate logos and colors. This saves dealers money, because

they don't have to reinvent the wheel every time. And it gives clients peace of mind, knowing that the corporate look and feel will be preserved."

Keeping Track of Ads

Miller says clients frequently need copies of ads for company presentations and other occasions. Currently, Capps archives all jobs in their native file formats, but with the edit and search features in Acrobat the company may change that. With Acrobat software, Capps doesn't have to worry about which font, application or software version was used to create the document in order to open, view and modify it later.

"Keeping track of ads would be easier with Acrobat, because we could do a search using several different fields and keywords," says Miller. "Acrobat allows us to look up a PDF file of an ad using the art director's name, the creation date or other criteria, rather than requiring an exact job number."

"The search capabilities of Acrobat are great. Clients expect fast turnaround and quick retrieval of copy. Acrobat helps us meet and exceed those expectations. Using Acrobat our clients' ads are first to market and this definitely helps give them a leg up on the competition."

Capps Studio Systems at-a-Glance

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