

Product Backgrounder

Almost all documents today, such as budgets, reports, documentation, journals and sales and marketing collateral, are created on computers but distributed on paper. If documents stayed in their original electronic form, organizations could deliver documents faster, for less money and to a broader audience. Documents could be easier to access and manage, and information would be easier to find.

But there is no guarantee that a document created on one computer can be used or accessed by another. Documents can lose crucial data or be completely unintelligible unless the recipient has the same software and hardware as the author. Document exchange standards, such as ASCII or RTF, are useless for delivering richly formatted documents or graphics. And without the right tools, critical information can be no easier to find in electronic documents than in their paper counterparts.

To take advantage of an organization's most valuable asset—information—companies need a solution that allows anyone to access any document anytime. Documents should look the same to everyone and not lose formatting or appearance simply because the recipient did not have the same fonts or applications as the author. To get immediate benefit, a solution must work with existing systems and adapt to specific applications. Users must be able to view, search or print a document from almost any printer or computer. They must be able to create documents using virtually any application and any data, including output from mainframe databases and other legacy systems. In addition, documents must be secure.

Introducing Adobe Acrobat 2.0

With Adobe Acrobat 2.0 software, organizations can bring the power of electronic documents to a broad spectrum of users. Acrobat allows you to create electronic documents that can be viewed, searched and printed from virtually any computer or printer. Using Adobe's Portable Document Format (PDF), Acrobat ensures that the document you create is the document everyone else sees—regardless of what hardware, software or fonts may be on their desktop computers. Acrobat Reader 2.0 software for Macintosh and Windows users, which allows users to view, navigate and print PDF files, can be freely distributed so anyone can access these electronic documents.

Acrobat 2.0 is a family of products—Acrobat, Acrobat Pro and Acrobat for Workgroups—that provides powerful new capabilities to find, reuse and store information, and greatly expands the ability to view, manipulate and annotate documents electronically. Acrobat 2.0 products offer increased security, efficiency and speed. With support for industry standards and an open, extensible architecture, Acrobat 2.0 software can readily add new functions and seamlessly integrate with other applications to provide increased value or meet specific customer needs.

Acrobat works with existing systems, providing immediate benefits and enabling full access to a range of electronic documents—from memos and reports to product documentation and sales brochures. Acrobat turns electronic documents into more strategic tools for swift, effective, low-

cost communication that's vital in today's marketplace. Acrobat 2.0 is designed to overcome traditional hardware and software incompatibilities, delivering information with power and ease.

Adobe Acrobat 2.0 Products

Acrobat Reader

Acrobat Reader 2.0 for Windows™ and Macintosh® and Acrobat Reader 1.0 for DOS and UNIX® provide all the capabilities needed to view, navigate and print electronic documents created in PDF and are included in all Acrobat 2.0 products for free. Acrobat Reader software is also available from Adobe for a small shipping and handling charge: \$9.95 for Macintosh or Windows versions on floppy disk and \$14.95 for DOS, Windows, Macintosh and UNIX versions on one CD-ROM, which also contains a variety of content in PDF format, including the complete works of Shakespeare, a dictionary of computer jargon, U.S. historical documents and other information. Acrobat Reader will be available from other sources, such as Adobe's ftp server, the Adobe BBS, CompuServe®, America Online,™ and a variety of third-party internet sites. Acrobat Reader 2.0 software for Macintosh and Windows can be freely distributed and, with a signed license agreement from Adobe, Acrobat Reader 1.0 software for DOS and UNIX can also be freely distributed.

Adobe Acrobat 2.0

\$195 suggested retail price; volume and other discounts available

Macintosh and Windows versions

Adobe Acrobat 2.0 for Apple® Macintosh or Microsoft® Windows platforms puts documents to work electronically for individuals and everyday business users. From desktop applications, such as Microsoft Word or Lotus® 1-2-3®, Acrobat 2.0 enables users to create PDF files using the PDF Writer driver. Acrobat 2.0 helps provide users with instant access to information, making it easier to find, navigate, manage and share electronic documents. New features in Acrobat 2.0 include: Acrobat Search, which allows users to do full-text searches of thousands of PDF files; improved linking capabilities which make it easier to find information in other PDF files or other applications; and security options, using technology licensed from RSA, to protect and manage important resources.

Adobe Acrobat Pro 2.0

\$595 SRP

Macintosh and Windows versions

Corporate and commercial publishers, such as financial services organizations, government agencies and traditional publishers, create visually rich documents with applications and fonts that use industry-standard Adobe PostScript™ technology. These documents include policy manuals, research documents, annual reports, newsletters, books and magazines. Adobe Acrobat Pro provides an easy way to create high-quality electronic documents from PostScript language files, letting desktop publishers create PDF files from popular applications such as Aldus® PageMaker®, CorelDRAW!,® QuarkXpress®, Frame Maker, Adobe Illustrator™ and Adobe Photoshop™.

Adobe Acrobat Pro delivers all the components of Adobe Acrobat 2.0, plus Acrobat Distiller™ for converting PostScript language files to PDF. Acrobat Distiller, available for Windows, 680X0 Macintosh or native Power Macintosh™ systems, maintains the high quality of PostScript language graphics, images and fonts. It delivers the best resolution each computer platform can offer and the greatest flexibility in content and platform coverage.

Adobe Acrobat for Workgroups 2.0

\$1,595 SRP

Multiplatform version

Adobe Acrobat for Workgroups lets workgroups get the most out of large volumes of information available on a network. It includes 10 licenses of Acrobat 2.0 for Macintosh or Windows and one

license each for Acrobat Distiller, and the new Acrobat Catalog 2.0 software. Running on a Windows PC, Acrobat Catalog automatically builds on-line indexes of all PDF files on a network, including those from DOS, Windows, Macintosh and UNIX computers. Indexes are automatically updated as PDF files are added or deleted from the network, making information easy to find and manage.

Features and Benefits of Adobe Acrobat 2.0 Products

Because Acrobat 2.0 easily integrates with existing environments, including DOS, Macintosh, Windows and UNIX systems, customers can realize immediate benefits. With new features such as support for full text searches, cross-document and application links, security options, article threads and font subsetting and embedding, Acrobat 2.0 gives customers an off-the-shelf solution that provides easier access to information across all their documents, from the simplest memos to the richest color brochures.

Customers, systems integrators, software developers and VARs can also tailor Acrobat capabilities to meet unique needs. Acrobat 2.0 software supports industry-standard interfaces to allow integration with popular applications, such as Lotus Notes®, and provides a comprehensive set of open Application Programming Interfaces (APIs) for more extensive customization.

More direct access to information

The ability to easily find and use the right information is a fundamental benefit of electronic documents. Acrobat 2.0 provides enhanced capabilities for getting exactly what each user needs.

Full-text search allows users to find specific information in multiple PDF files—working from their own desktops. With Acrobat Search (licensed from Verity), users can search full document texts—including charts, graphs and captions—for any word in the document. Users can perform sophisticated Boolean queries, searching thousands of documents in seconds to quickly find just the information they need. If they want to expand their search or are not sure what to look for, users can access the Thesaurus, Word Stemming or Sounds Like options to find related words in documents.

Cross-document and application links connect PDF files across the network using hypertext links, and open other files, such as a QuickTime™ video or spreadsheet applications. With cross-document links, users can more easily find information. Links can be tied to a specified magnification within a document and users can make documents more dynamic—for example, by creating a chart that can, with a mouse-click, display a linked spreadsheet, table or illustration.

Bookmarks can be used to locate hard-to-find or often-used information, or to create a custom outline of a document. As with links, bookmarks can be tied to desired magnification, specified document or other applications.

Thumbnails provide a miniature page overview of a document that allows users to jump quickly to a page; adjust the view of the current page; and move, copy or replace pages in a PDF file. Thumbnails can be used to drag and drop pages from one PDF file into another, making information easier to reuse.

Article threads make it easier to read multicolumn and separated text on-screen. When a document is “threaded,” the Acrobat program automatically scrolls, centers the view and travels to additional pages in the article.

More power to manage information

Today, available system and network resources are often pushed to capacity. Acrobat 2.0 provides features that can help organizations manage network traffic and resources, including specifying which people can view or print a file.

Acrobat Catalog automatically creates full-text indexes for PDF files that can be searched using Acrobat Search, without changing the way files are organized or stored. Running on a Windows PC, Acrobat Catalog can be pointed at a network server to automatically generate word lists or “indexes” that support searches throughout document repositories for a workgroup or entire enterprise. Directories in multiple network locations can be monitored to create and continuously update indexes, which can catalog files according to parameters such as date, subject and author as well as the full text of the document.

Document information lets users specify Title, Subject, Author and Keyword fields in PDF files to speed and focus searches. Users can also obtain information on fonts, specify how a document opens, and control security options within individual documents.

Security options offer password protection of PDF files and control functions such as printing, making notes, opening and saving documents. For example, a document could be available for anyone in an organization to view, but the ability to make changes or print the document could be disallowed.

Multi-user notes simplify collaboration and document review by clarifying who made which comments. Users can personalize notes with label, color and time/date stamp. Authors can see multiple reviewers’ comments at once by importing notes into a single document.

Copy and paste formatted text and graphics from PDF files into other authoring tools. When text is pasted from a PDF file into an application that supports RTF, formatting—such as font, point size, color and character style—is preserved.

Compressed file formats speed information access and make optimal use of networks and storage devices. A standard binary default for creating all PDF files reduces file sizes by 20 percent. Built-in, industry-standard compression methods, including JPEG, LZW, CCITT Group 3 and 4, and Run Length, also reduce file size to help improve performance, free space on congested networks and save on communications costs.

Integrating with your environment

Through comprehensive Application Programming Interfaces (APIs) and integration with key applications, customers and systems integrators can incorporate Acrobat 2.0 into other applications or tailor solutions for specific needs.

Lotus Notes support via Object Linking and Embedding (OLE), lets users embed PDF files in a Lotus Notes database, while preserving the original layout of a document. Lotus Notes full-text search technology enables users to search Lotus Notes databases for information in PDF files. Support for Lotus Notes/FX (Field Exchange) format allows field information in PDF files, such as title, author and subject, to be managed through Lotus Notes views.

Industry-standard interfaces help applications play together by supporting seamless integration with other applications through Apple events, OLE 2.0 and DDE (Dynamic Data Exchange). Apple events connect Acrobat 2.0 with popular Macintosh applications, such as HyperCard®, FileMaker® and Excel. As an OLE server, Acrobat integrates with major Windows applications, such as Microsoft Access® and Lotus Notes. Embedded files travel with the other application documents and are easy to manage and update. With OLE automation, a full-text retrieval system could highlight hits in a PDF file or an e-mail application could show a PDF file within its own window.

Comprehensive APIs customize and extend functionality, allowing developers to integrate with other applications and create functional enhancements that control standard menu items and features within Acrobat 2.0. For example, developers could create new types of notes, such as strikeouts or mark-up capabilities, or they could build multimedia buttons that play sound or video. The Adobe Acrobat Software Developers’ Kit (SDK) products, sold separately, include software, API documentation and other technical documents and code samples. With the Acrobat SDK, developers have everything necessary for creating plug-in modules that extend the function-

ality of Acrobat software, integrating Acrobat with other products and enhancing and controlling Acrobat Exchange. Acrobat SDKs will be available in Q4 1994. For details, contact the Adobe Developers Association at 415-961-4111 or via fax at 415-967-9231.

Bring documents to life, anywhere, any time

Authors want to know that the document they create is what everyone else will see—regardless of what application created it, what platform it originated on, or what fonts or graphics it may contain.

Builds on the device- and resolution-independent Adobe PostScript standard, Acrobat 2.0 software frees organizations from the imaging model of hardware platforms (as well as fonts and applications). Adobe has published the Portable Document Format, just as it did the PostScript language definition, to guarantee that information is not locked into a proprietary and transitory format. Documents created and archived in PDF retain their value for years—whatever platform, monitor or printer an organization may adopt in the future.

Ensures document fidelity by allowing users to embed Adobe Type 1 or TrueType™ fonts in PDF files. Users can substitute fonts or embed only the font characters required, reducing PDF file size. Or, documents can just include font metrics. Fonts will then be simulated when they are not available locally, keeping files optimally small.

Provides immediate benefits because Acrobat requires little start up time or major investment in additional technology. Acrobat integrates with existing systems, allowing organizations to create electronic documents from virtually any authoring tool.

Adobe Acrobat 2.0 Software—More Power to Access, Manage and Integrate

With Adobe Acrobat 2.0 software, Adobe lowers the barrier to accessing and using electronic documents. Acrobat software creates an independent layer that works with a company's existing systems to provide better ways to find, use and manage critical information. Because Acrobat software works with virtually any authoring tool, computer platform or printer, businesses can see an immediate benefit without a major additional investment in time or money.

Acrobat software helps organizations save time and money, create new revenue streams, and reach broader audiences by leveraging today's information infrastructure. Documents authored for paper-based distribution can simultaneously become electronic documents that can be more efficiently accessed via networks and other digital media without any loss in fidelity. With new features that make it easier to find exactly the right information, such as full-text search, cross-document linking and the ability to integrate with other applications, Acrobat 2.0 can also help companies be more efficient and competitive. And customers with specific needs can build on Acrobat software's open architecture to extend functionality or further integrate Acrobat with other systems and applications.

Adobe Acrobat software combines the visual impact and universality of paper with the speed and effectiveness of electronic information. Using PDF, an open file format based on Adobe PostScript technology, Acrobat software guarantees that electronic documents can be viewed or printed from virtually any computer or printer while maintaining the fidelity of the original. Acrobat can support documents created on all major platforms, including UNIX, Macintosh, Windows, mainframe and DOS systems and is designed to transcend changes in computer operating systems and hardware so an organization's electronic documents can remain useful well into the future.

Adobe Systems Incorporated
1585 Charleston Road, P.O. Box 7900, Mountain View
California 94039-7900 USA

Adobe Systems Europe B.V.
Europlaza, Hoogoorddreef 54a, 1101 BE Amsterdam Z.O.
The Netherlands

Adobe Systems Japan
Swiss Bank House, 4-1-8 Toranomon, Minato-ku
Tokyo 105 Japan

Adobe, the Adobe logo, Acrobat, Adobe Illustrator, Adobe Photoshop, Adobe Type Manager, ATM, PostScript and Distiller are trademarks of Adobe Systems Incorporated which may be registered in certain jurisdictions. Apple and Macintosh are registered trademarks and QuickTime, Power Macintosh and TrueType are trademarks of Apple Computer, Inc. Lotus, 1-2-3, and Lotus Notes are registered trademarks of Lotus Development Corporation. Microsoft and Microsoft Access are registered trademarks and Windows is a trademark of Microsoft Corporation. Aldus and PageMaker are registered trademarks of Aldus Corporation. CorelDraw! is a trademark of Corel Corporation. UNIX is a trademark registered in the United States and other countries, licensed exclusively through X/Open Company, Ltd. HyperCard and FileMaker are registered trademarks of Claris Corporation. Frame Maker is a trademark of Frame Technology Corporation. All other brand and product names are trademarks or registered trademarks of their respective holders.

Copyright © 1994 Adobe Systems Incorporated. All rights reserved. Part Number ACR0103 8/94