

How to use this document

This Portable Document Format (PDF) file is a compilation of information about Adobe™ Acrobat™ 2.0 software. This PDF file contains dynamic features such as bookmarks, links and article threads. It's an example of the rich documents that you can create with Adobe Acrobat software.



You can use the following navigational tools to read this Acrobat product brochure:

Article threads make it easy to read multi-column text. To use the article thread, first click on the Hand tool in the toolbar and place it over the column of text you want to read. Press Return to keep reading along the article thread. When you finish the column, press Return again to exit the article thread and return to the full-screen view of that page. To go to the next page, use the Right Arrow ► button in the toolbar.

Highlighted word

Will take you to a section of the document containing specific information or an illustrated example of that subject. You can return to the page where the link originated by clicking the icon ◀◀ in the menu bar above.

Adobe™ Acrobat™

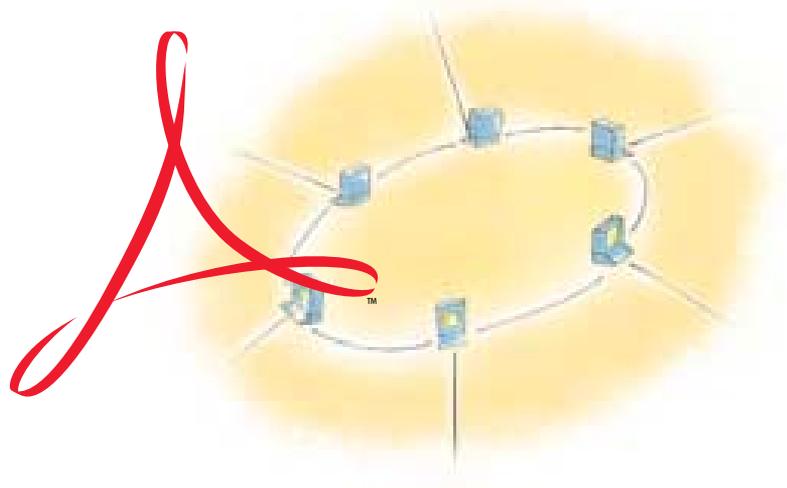


All the benefits of paper, without the chase™

Adobe Acrobat software is the fastest, lowest cost way to move beyond paper. Simply "print" files to the Portable Document Format (PDF). You get everything you expect from your documents—color, graphics, fonts, easy navigation and printing—plus the efficiency of electronic access. Send a PDF file and free [Acrobat Reader](#) to any Macintosh® or Windows™ user, and they can view or print the document with the hardware and software they already have.



Adobe™ Acrobat™



Make Information Your Most Valuable Asset

From the simplest memos to the richest color brochures, Adobe Acrobat software gives you instant access to documents in their original form, independent of computer platform. And it lets you distribute and manage those documents electronically, without a large investment in time and money.

The Look and Feel of Paper

Acrobat software is based on the PostScript™ page-description language, the de facto industry standard for printing. So your electronic documents appear on-screen at the highest possible resolution, and print perfectly in color or black and white on an Adobe PostScript or non-PostScript printer. Pages retain their original look and feel—complete with text, graphics, photos and color—on Macintosh, Windows, DOS or UNIX® computers. That's support for more platforms than any other electronic document solution. Acrobat even preserves Type 1 and TrueType™ fonts.

Instant Access to Information

With Acrobat software, you can find information instantly. **Full-text search** capabilities across multiple documents let you retrieve exactly what you need, while **hypertext links** simplify browsing across your network. Navigation

features such as bookmarks and cross-document links help you move through electronic documents faster than printed versions.

Better Ways to Manage Documents

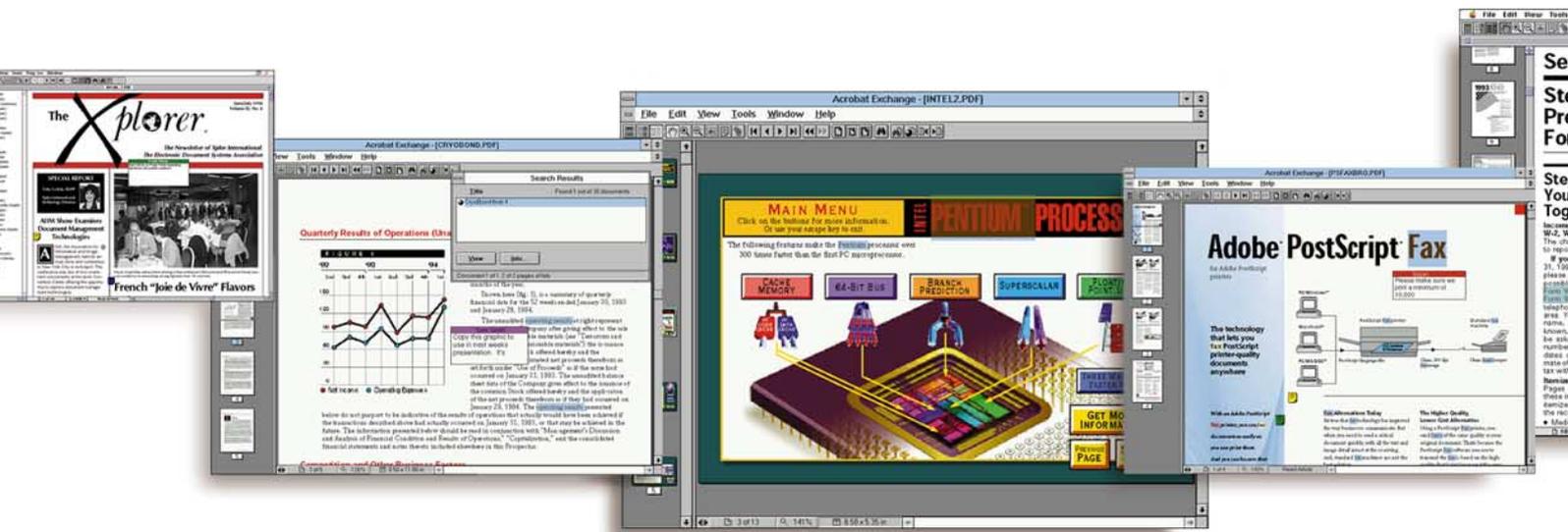
Acrobat software helps you make electronic documents more valuable than paper ones. **Reuse information** by copying and pasting formatted text and graphics into other applications and by **recombining pages** to create new documents. Keep group projects on track by **circulating and annotating** documents electronically, in real time. Use **advanced security features** to control access to documents you want to protect.

Extensible Platform for Adding Value

With its open architecture, Acrobat software adapts to your needs and tools. It supports Lotus Notes®/FX, AppleScript™, Apple® events, OLE and DDE, so you can easily incorporate it into your application environment. An extensive Application Programming Interface (API) is available for creating plug-in modules, customizing the user interface, adding new features and integrating with other products.

About Adobe Systems...

Founded in 1982, Adobe Systems develops, markets and supports computer software products and technologies that enable users to create, display, print and communicate all kinds of information.



Adobe Acrobat at a Glance

The Adobe Acrobat product family brings the power of electronic documents to a wide range of users.

Adobe Acrobat

This package includes everything the average business user needs to create, use and distribute electronic documents:

Acrobat Reader—Enables Macintosh, Windows, DOS and UNIX users to view, navigate and print any PDF files they receive. Reader 2.0 is available for free distribution to Macintosh and Windows users, and with a special licensing agreement, Reader 1.0 is available for free distribution to DOS and UNIX users.

Acrobat PDF Writer—A driver that enables you to “print” PDF files from common business applications, such as word processing and spreadsheets.

Acrobat Exchange—Lets you add value to documents and share them with other Acrobat users. You can not only view and print but also annotate, build navigational links into, and add security controls to PDF files.

Acrobat Search—Provides full-text search capabilities for PDF files that have been indexed with Acrobat Catalog™ software.

Adobe Type Manager™ (ATM™)—A utility that gives you sharp, clear text

on-screen and in print, at any size and resolution. Automatically updates any previous ATM version you already have on your system, or runs “privately” with your Acrobat program so that it will not affect your other applications.

Adobe Acrobat Pro

This package contains everything a professional designer, writer or publisher needs to create and distribute electronic documents. It includes all products in the Adobe Acrobat package, plus:

Acrobat Distiller™—Converts any PostScript language file into PDF. Use it with files from drawing, page layout or image editing programs; documents containing high-resolution or Encapsulated PostScript (EPS) language artwork or images; or documents containing complex blends or gradient fills.

Adobe Acrobat for Workgroups

This package contains everything a workgroup of 10 needs to create, share and review documents electronically. It includes a 10-user license for all products in the Adobe Acrobat package, plus Acrobat Distiller software and:

Acrobat Catalog—Creates full-text indexes for collections of PDF files shared over a network of Macintosh and Windows users, who can find information instantly with Acrobat Search.

Four Great Reasons to Use Adobe Acrobat:

1. Easily view documents with guaranteed page fidelity, without needing the authoring application or hardware.
2. Save time by sending your latest proposal over e-mail to your boss or client for review and approval.
3. Improve sales force productivity and customer service by providing instant access to all your collateral and technical documentation, electronically.
4. Create and distribute PDF files using your existing file servers, applications and e-mail software. Acrobat fits right into your workflow.



Acrobat Products Serve the Entire Spectrum of User Needs

Use	If you	For
Reader	View and print information provided by others	Browsing using links, bookmarks, thumbnails and article threads; printing
Exchange/ PDF Writer/ Search	Create and receive a wide variety of documents Need instant access to detailed information in multiple documents Review documents	“Printing” memos, reports or graphics directly from your application to PDF files for sharing Performing full-text searches of PDF files Browsing and printing (as above) as well as adding notes, cropping, rotating, adding navigation
Distiller	Create documents with page layout, graphics and image editing software Need to distribute documents created on mainframes to PC and workstation users Need to maintain the high quality of PostScript language graphics, no matter what platform they're viewed on	“Electronically stapling” pages from many documents; drag-and-drop page placement Maintaining the high quality of PostScript language graphics, images and Type 1 fonts Translating legacy PostScript language files into PDF The best resolution each computer can offer and the greatest flexibility in content and platform coverage
Acrobat Catalog	Manage large volumes of information on a network	Automatically building on-line indexes of all PDF files



“Our current use of Adobe Acrobat allows us to author, view, store and print acquisition documents in their original format—complete with the richness of graphics, text and tables— independent of computer platform.”

Doyle Dodge, U.S. General Services Administration (GSA)
Chairman for NCMA 1994 National Electronic Contracting Conference

“Acrobat is the most elegant 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., multimedia developer

Putting Acrobat Software to Work

Adobe Acrobat software provides time- and money-saving solutions to today's business needs. Organizations like these have already found success with Acrobat software. You can, too.

Financial Services

To make critical investment decisions, institutional money managers rely on the research reports of brokerage firms. Because the information must be timely and easy to access, a number of firms now use Acrobat software to produce and distribute equity, securities and economic reports electronically, as PDF files. Firms not only save substantial money each year in printing and mailing costs, but also gain a competitive advantage by giving decision-makers “just-in-time” searchable information, complete with the formatting, charts and graphics that clarify complex material.

Government Agencies

Using electronic tools to broaden access to information is the new spirit of the U.S. federal government. That's why many agencies, including the Internal Revenue Service, have turned to Acrobat software to distribute tax forms, budget proposals, legislation and other documents via CD-ROM and on-line services. Going electronic

enables the government to serve more citizens more effectively, while saving precious budget dollars.

Corporate and Professional Publishers

For corporations, publishing houses, universities and others who distribute periodicals, catalogs, annual reports and documentation to a wide audience, Acrobat software meets demanding criteria. It's the only electronic document solution that combines page fidelity, efficient browsing, cross-platform compatibility and easy file generation with an open, published standard. Acrobat enables dramatic cost-savings for high-volume distribution and makes low-budget publications feasible to produce.

Here are some ways that you can implement Acrobat software now to improve the way you do business.

Sales and Customer Service

With Acrobat software, you can make entire libraries of documents available on CD-ROM or over a network to offices worldwide. Imagine how much more productive your sales team could be with instant access to the catalogs, brochures, white papers, slide shows and other information they need to influence and assist customers. Picture how happy your customers would be to receive the latest product literature right away. Or how receptive your clients would be to reviewing and approving your work in real time. Best of all, think of what everyone could save in printing, shipping, storing, finding and retrieving paper documents.

Information Delivery

For publishers, corporations, educational institutions and government agencies, Acrobat software offers an easy, cost-effective way to distribute a variety of documents. Electronically circulate magazines with fully detailed graphics and interactive footnotes. Make a document the size of the U.S. federal budget available over an on-line service. Offer course descriptions and class schedules on a network server. Distribute technical documentation on CD-ROM. The possibilities are endless.

Workgroup Collaboration

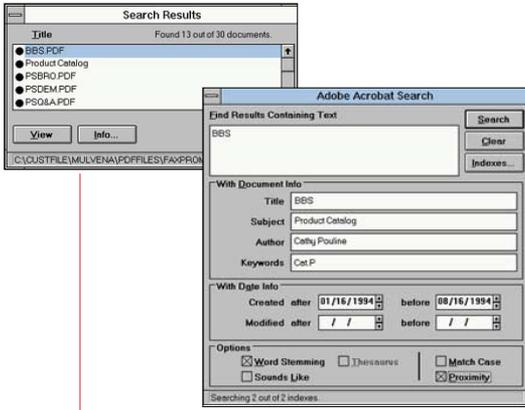
Product development teams, finance departments and marketing staffs all must collaborate inside and outside the organization to keep projects on track. Rather than reproduce, distribute, retrieve and consolidate changes manually on paper, or decipher illegible comments on one worn copy, you can use Acrobat software to circulate documents electronically, via e-mail or over a network. Reviewers all see the same pages and can respond in hours instead of days, whether they're nearby or far away, regardless of computer. It's an effective new way to communicate in the workplace.

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

Dick VanGaasbeck, Technical Director, Buck & Pulleyn, advertising agency

“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



Full-text search capabilities let you quickly find words and phrases—even in illustrations, charts and tables—of documents indexed with Acrobat Catalog.



The handy toolbar lets you search, magnify, link and select formatted text and more with just a click of the mouse.



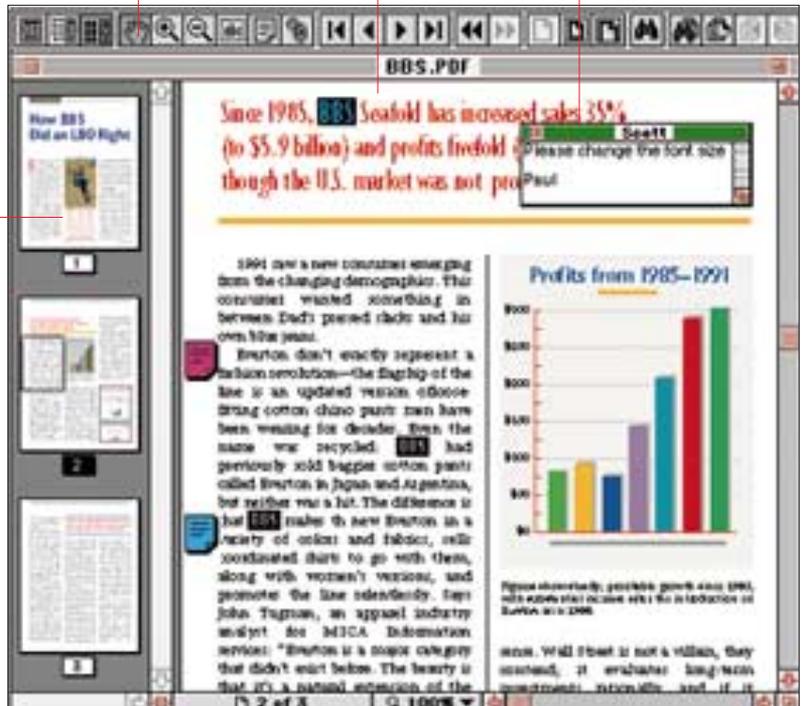
Copy and paste formatted text and graphics into other applications.



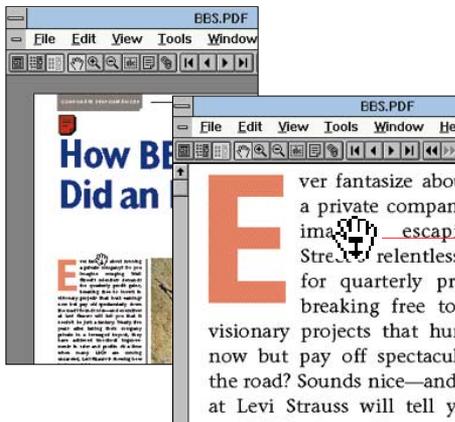
Leave notes anywhere in a document—even customize them with a personal label and color. Recipients can merge notes from multiple sources into a single PDF file for review.



Use thumbnails to rearrange pages or drag and drop pages between PDF files.



Links and bookmarks instantly take you to related information, even in other PDF files or files from other applications.



A security option lets you password-protect your PDF files. You can also enable or disable printing, changing the document, adding and changing notes, and selecting text and graphics.



For easy reading of multicolumn pages, article threads move you automatically and naturally through the document, with a view size and style that you specify.



Print or fax on demand to Adobe PostScript and non-PostScript printers—color or black and white, at any resolution.

Contents

Adobe Acrobat

- Acrobat Exchange software
- Acrobat Reader software (Macintosh, Windows, DOS and UNIX versions)
- Acrobat PDF Writer driver
- Adobe Type Manager software
- Multiple master technology for font substitution
- 14 Adobe Type 1 fonts
- Printed and on-line user guides
- Acrobat CD Sampler

Adobe Acrobat Pro

- Everything in the Adobe Acrobat package
- Acrobat Distiller software

Adobe Acrobat for Workgroups

- A 10-user license for everything in the Adobe Acrobat package
- Acrobat Distiller software
- Acrobat Catalog software

System Requirements

Macintosh

- Macintosh computer with 68020 or greater processor
- Apple System Software version 7.0 or greater
- 2 MB of application RAM for Reader and Exchange
- 6 MB of application RAM for Distiller
- Apple SuperDrive™ (HD) floppy disk drive

Windows

- 386- or 486-based personal computer (486 recommended)
- Microsoft® Windows 3.1 or greater
- 4 MB of RAM for Reader and Exchange
- 8 MB of RAM for Distiller and Catalog
- 1.44 MB 3.5" floppy disk drive

UNIX

- Sun™ SPARCstation® workstation
- Solaris® 1.1 operating system software

(SunOS™ version 4.1.3) or Solaris 2.3 or greater

- OpenWindows™ (version 3.0 or greater) or Motif™ window manager (version 1.1.2 or greater)
- 8 MB of application RAM
- CD-ROM drive
- 14 MB hard disk space

DOS

- 386- or 486-based personal computer (486 recommended)
- DOS version 3.3 or greater
- 2 MB of application RAM (4 MB recommended)
- 1.44 MB 3.5" floppy disk drive
- 5 MB hard disk space

Awards

- 1994, *Network Computing* Certified Interoperable Award
- 1994, Seybold Award for Excellence
- 1994, Software Publishers Association CODIE Award
- 1994 and 1993, *Windows Magazine* Windows 100 Award
- 1993, *BYTE* Award of Excellence
- 1993, *Electronic Publishing* Hot Product Award
- 1993, *Imaging Magazine* Product of the Year
- 1993, *MacUser* Editors' Choice Award Finalist
- 1993, *PC Computing* MVP Award Finalist
- 1993, *PC Magazine* Technical Excellence Award
- 1993, *Personal Computing* Software Product of the Year
- 1993, *Popular Science* 100 Best of What's New
- 1993, *Publish Impact* Award
- 1993, *UNIXWORLD Open Computing* Product of the Year
- 1992, *BYTE* Best of COMDEX

Suggested Retail Prices

- Adobe Acrobat, \$195 (U.S.)
- Adobe Acrobat Pro, \$595 (U.S.)
- Adobe Acrobat for Workgroups, \$1,595 (U.S.)

For More Information

Visit your nearest Adobe Authorized Reseller to select the Adobe Acrobat products that are right for you. Or call **1-800-833-6687**. Outside the USA and Canada, contact your local Adobe distributor or call 1-408-986-6555.

Acrobat Software Development Kits

An extensive Application Programming Interface (API) is available for extending and integrating Acrobat software into your application. Software, technical documents and examples are included for creating plug-in modules, integrating Acrobat software with other products, and enhancing and controlling Acrobat software.

You can create Acrobat development solutions by using the Interapplication Communication (IAC) support provided by Adobe Acrobat products. For details and availability, call the Adobe Developers Association at: 415-961-4111 or fax 415-967-9231.



Products displaying these signatures support or include Adobe Acrobat software.



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

Adobe Systems Europe B.V.
Europaplaza, 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, the Acrobat logo, Acrobat Catalog, Adobe Type Manager, ATM, Distiller, PostScript and the tagline, "All the benefits of paper without the chase" are trademarks of Adobe Systems Incorporated which may be registered in certain jurisdictions. Apple and Macintosh are registered trademarks and AppleScript, Apple SuperDrive and TrueType are trademarks of Apple Computer, Inc. Microsoft is a registered trademark and Windows is a trademark of Microsoft Corporation. Solaris is a registered trademark of Sun Microsystems, Inc., which has not tested this product. OpenWindows, Sun and SunOS are trademarks of Sun Microsystems, Inc. SPARCstation is a registered trademark of SPARC International, Inc., licensed exclusively to Sun Microsystems, Inc., and is based upon an architecture developed by Sun Microsystems, Inc. Motif is a trademark of Open Software Foundation, Inc. UNIX is a registered trademark in the United States and other countries, licensed exclusively through X/Open Company, Ltd. Lotus Notes and the Lotus Notes logo are registered trademarks of Lotus Development Corporation. NetWare is a registered trademark of Novell, Inc. TOPIC is a registered trademark of Verity, Inc. All other brand or product names are trademarks or registered trademarks of their respective holders. The Adobe Acrobat, Adobe Acrobat Pro and Adobe Acrobat for Workgroups packages are the protected trade dress of Adobe Systems Incorporated.

Copyright © 1994 Adobe Systems Incorporated. All rights reserved. Printed in the USA. Part Number 0397 0058 9/94