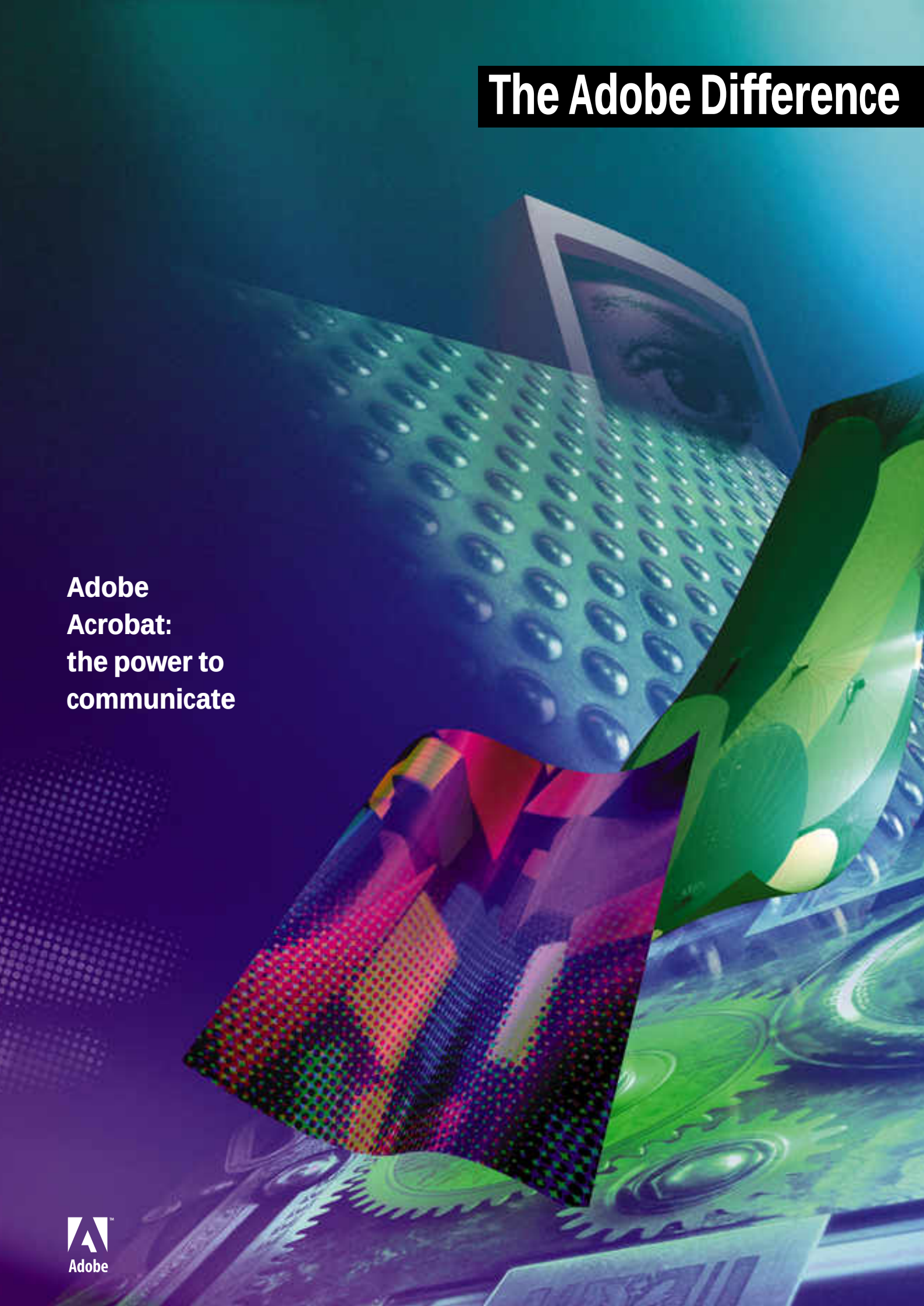
The Adobe Difference



Adobe Acrobat: the power to communicate

Adobe

Contents

Realising the potential of computer communications

Computers have made it faster, easier and cheaper than ever before to produce complex and visually rich documents, allowing us to gather and manipulate vast quantities of information and capture the result on paper. But what they haven't done is made it any quicker or less expensive to duplicate and distribute those documents. Huge amounts of time and money are spent by businesses of all kinds, copying, mailing and faxing documents internally and externally. And research has shown that executives then typically spend up to 70 per cent of their time dealing with these documents.

Why don't we use our computers to deal with this? After all, the infrastructure already exists to work electronically. Powerful desktop computers, wide-band networks, the airwaves, phone lines and satellite links – all are elements of a growing worldwide digital highway. But despite this enormous communications potential, today's mix of hardware and software prevents us from applying the same computer productivity to sharing documents that we take for granted in creating them. What has been lacking – until now – is a standard way to transfer visually rich documents, preserving the type, graphics and images that give them their communicative impact.

Imagine being able to use your computer with the same assumptions you take for granted with the telephone – you don't need to know what kind of telephone the other person has in order to make the call. Picture using any application program to produce a document, and then in an instant sending it electronically to someone else. The receiver of the document could then view, print, annotate, file or send the document on – with never a thought as to the kinds of computers and software involved.

With that kind of document distribution flexibility, you could begin to rethink your approach to certain problems. And you could discover new efficiencies without having to change your work environment or the computer tools you are accustomed to using.

Adobe Acrobat brings the productivity of computers to information sharing, the lifeblood of modern business. Acrobat promises to have an enormous effect not only on person-to-person document communication, but also on the economics of corporate and commercial publishing.

John Warnock, Chairman and Chief Executive Officer

Charles Geschke, President and Chief Operating Officer

Adobe

Adobe Acrobat: the power to communicate

Adobe's PostScript technology provides an industry-wide solution for printing complex text and graphics on a wide range of output devices. Adobe Acrobat builds on that expertise to provide the next step in information distribution – the electronic document.

Creating technology to solve visual communication problems has always been at the heart of Adobe's business. Starting ten years ago with the PostScript page description language, Adobe has worked continuously to develop products and technologies that make the process of communicating with words and images easier, faster and more effective.

The PostScript technology introduced in 1985 with the original Apple LaserWriter printer sparked the desktop publishing revolution, leading to the democratisation of print that both graphic arts professionals and corporate users alike now enjoy. There is now a wide family of output devices, from laser printers to imagesetters and from colour printers to film recorders, that all image the same rich mixture of text and graphics.

The same expertise in imaging was turned by Adobe to screen use, with the development of Adobe Type Manager for accurate display of type, and the Display PostScript system. In Display PostScript, currently available on a number of UNIX workstations, the screen image is generated from the same PostScript code as the printed output, ensuring the best possible match between the two.

With PostScript established as an industry standard in the design, printing and corporate worlds, Adobe then turned its attention to the next stage in the communication process. Once a document has been created, it needs to be communicated. It soon becomes apparent that the enormous impact that desktop computers have had on creating visually sophisticated publications has not been extended to disseminating those publications.

Today, virtually every document is printed on paper, duplicated via a range of processes ranging from photocopying to offset printing, and shipped from a central site to its intended recipients. Some documents are already out of date by the time they're printed, and some are printed in extra quantities 'just in case' they are needed. This costs a lot of time and money.

If we could only apply the power of our computers to sharing and communicating the documents that they help us create so easily, a great deal of that time and money could be saved. The digital communications infrastructure already exists; the obstacle is in the computers themselves. Unless two computers have exactly the same application software and fonts, the chances are that the only thing you'll be able to exchange reliably between them is ASCII text. No 24-point Palatino italic headlines, no charts, no graphics, no colour, not even bold type for emphasis. No wonder people go on using paper.

Adobe offers an alternative. Using the expertise gained in developing PostScript for device-independent imaging of pages, Adobe has developed the Portable Document Format (PDF), a new file format designed to be the foundation for a cross-platform range of electronic document communication products – Adobe Acrobat.

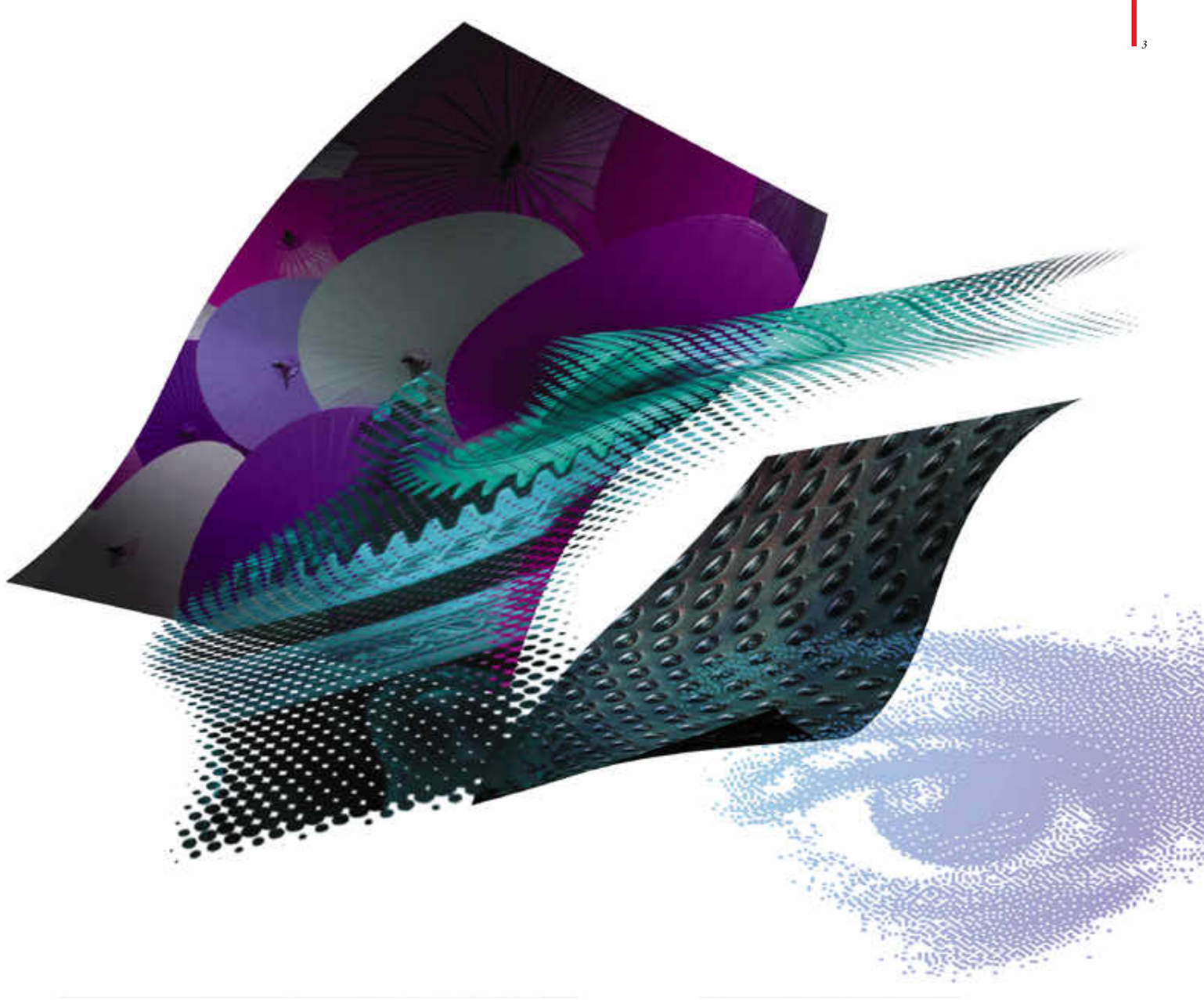
PDF can describe documents of any size, containing any combination of text, graphics, bitmap images and colours, in a manner that is device and resolution-independent. Adobe Acrobat allows PDF files to be created, viewed, navigated and printed on all major desktop computing platforms, where they are displayed using the screen's full resolution and colour range.

Acrobat software can print PDF documents to any supported printer, from dot-matrix and HP LaserJet-compatibles to PostScript imagesetters, obtaining the best possible quality from each. This makes it possible to move from centralised printing to localised 'printing on demand', saving on unnecessary photocopying, document storage and transportation costs.

PDF is optimised for compact file size, to provide minimum storage needs, fast network or phone line transmission and rapid display on computer screens.

PDF files are 7-bit ASCII, which makes them highly portable between different hardware and operating systems, and a variety of data compression techniques is used to keep file sizes small. A PDF file for a typical page of mixed text and graphics might be 5 – 10k in size. For comparison, the same page as a Group 3 fax file is 50 – 65k, and has the disadvantages of fixed resolution, no colour support, and no ability to search content.

By combining the exact appearance of a document with the ability to search and navigate its content, Acrobat brings the power of computers to information distribution. With PostScript, Adobe gave users the ability to print; Acrobat builds on this to give you the power to communicate.



Acrobat: the ultimate proof

The proofing and approval cycle in document design is both time-consuming and expensive. Adobe Acrobat offers a faster and better alternative to faxes and couriers.

Look at the bill for any piece of design and production work. You'll see a big item for bike couriers, overnight deliveries and fax usage. And the more people who were involved in the creation and review of the piece, the bigger that item will be.

The proofing and approval process also introduces delay, which means that longer lead times have to be built into projects, making late changes difficult or impossible. Faxes go some way toward addressing the need for a remote proofing capability, but they are limited in resolution and greyscale handling, can't handle colour at all, and are restricted to a maximum size of A4. Often near-illegible in the first place, they also degrade further each time they are re-transmitted.

Acrobat provides a better solution. By allowing electronic versions of artwork to be transmitted from designer to client and back by network or modem, both the time delay and costs are slashed. With Acrobat it doesn't matter if the agency uses Macs and the client has standardised on PCs, both can view and print the document at the best resolution available to each.

The Acrobat annotation facility also beats marginal comments scribbled on faxes, or sticky notes that fall off the dummy artwork while it's in transit. The note can be posted right next to – or even on top of – the text or image to which it relates, and the facility to copy text out of a PDF document into a note or a separate text file make life much simpler for precisely communicating re-wordings or deletions.

Acrobat is already bringing significant savings in time and money in the proofing process for a variety of users. Mac Warehouse, the UK subsidiary of US catalogue computer sales organisation Micro Warehouse, publishes a catalogue which is its primary sales tool for Macintosh hardware, software and peripherals. The UK catalogue goes to 120,000 people, and is based on the US edition, which is sent as a PDF document from corporate headquarters to the London site.

When the UK version has been assembled, Micro Warehouse sends PDF versions of the catalogue to the UK suppliers whose products are featured, together with a copy of Acrobat Reader. Each company can then check and approve the layout and content of their coverage.

"Acrobat saves us time on our production schedule," says UK marketing manager Jason LaRoche. "It's fast and very accurate, and allows the file to be printed at good quality for proofing."

A similar operation is in place at Principal Distribution, the Macintosh division of major UK distributor P&P. Principal produces two publications for its dealers, Mac Report, a two-sided A3 newsheet which comes out every two or three weeks, and Mac Dealer, which is a 50-page colour magazine appearing every six weeks and containing full pricing details and new product news.

Acrobat is used to proof the publications between the design agency and Principal, with PDF documents being transmitted by modem. According to marketing services executive Clare Thomas, "The major benefit of working with Acrobat is speed – although we're only 15 miles away from our agency, the delays in sending bikes with artwork and layouts were huge. Acrobat allows us to do what used to be two or three days' work in a day."

Thomas also finds that the full colour support and high quality printing with Acrobat means that documents are dealt with more quickly. "Our people are more likely to read a document off the Mac than to read a fax, and the electronic notes allow you to be more precise about changes than you can be with comments in the margin."

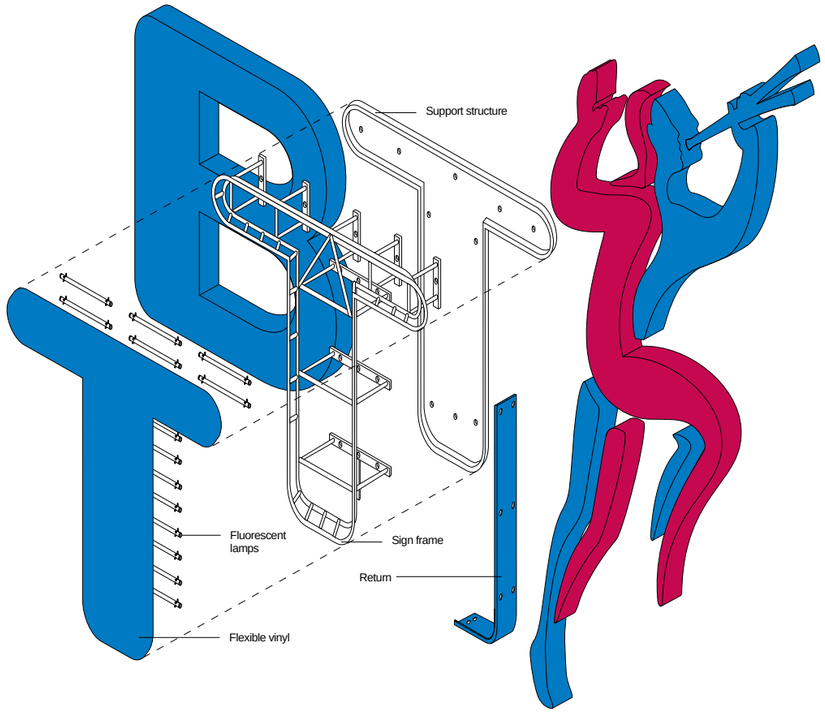
AlphaGraphics, the world-wide design and print franchising company, has also adopted Acrobat as a key tool in its global communications network. With more than 330 sites in 18 countries around the world linked electronically, one of AlphaGraphics' key selling points is the ability to route documents around the world for local printing and distribution, saving customers on overseas shipping costs.

UK marketing manager for AlphaGraphics Paul Anderson says, "Acrobat not only overcomes potential problems with file and font compatibility between our sites, but it also offers a much more compact file size for transmission – our tests found that a large file which took one and a half hours to transmit could be sent in only nine minutes once it was converted to PDF."

Aldus Europe is bundling Acrobat software with the Aldus Pre-Press Collection. Acrobat enables users to preview and check page impositions and trapping information in PostScript files before committing to imagesetter output

Mac Warehouse UK uses Acrobat to proof pages of its computer products catalogue with the featured vendors, a fast and accurate alternative to faxes

Acrobat: the corporate team player



The corporate style manual produced by Wolff Olins for BT makes use of detailed PostScript graphics to illlustrate how signage should be implemented

All companies are publishers. They produce a wide range of publications, from office memos to safety manuals, and from tender proposals to product documentation. Adobe Acrobat not only reduces the bills for printing and distributing documents, but also helps users to work more efficiently and productively with the information they contain.

Many of the documents produced in the corporate environment are used for reference, and need to be made available to employees or customers in large numbers and in geographically widespread locations. These documents may only be needed occasionally, and only specific parts of them will be required at any one time, but nevertheless, complete copies have to be produced and distributed to everyone who might need them.

Not only is it expensive for organisations to provide documents this way, the recipients often find them difficult to deal with. Executives in key roles typically spend substantial proportions of their time trying to find the information they need to make plans and take decisions.

With the growth in networking, there is a growing channel for electronic communication within and between companies. E-mail is an increasingly popular solution, with cross-platform E-mail software allowing users of otherwise incompatible computer systems to communicate. The problem, however, is that only plain text can reliably be sent via E-mail.

Enter Acrobat. By providing a cross-platform electronic standard, Acrobat makes it possible to transmit documents electronically without losing any of the value of graphics, colour and layout that the paper equivalents offer. Acrobat, together with the emerging class of workgroup software, will play a key role in converting today's networks into 'electronic highways' for sharing rich, graphical information.

Acrobat is also a boon to executives who travel. Users of laptop and notebook PCs can carry the equivalent of a whole filing cabinet of documents, such as procedural and quality manuals, on their PCs. Not only can documents be viewed on the PC, they can be printed at high quality on any printer available, at a client site, or a branch office, wherever and whenever they are needed.

Acrobat's navigation tools also make working with electronic documents easier. Tables of contents, indexes and cross-references are essential guides when using long documents, so Adobe has built electronic equivalents for these into Acrobat.

Support for automatic generation of navigation features within PDF documents has already been announced by major vendors of document creation software. There is direct support for Acrobat in version 4.2 of Corel Ventura Publisher, which automatically translates tables of contents and indexes into bookmarks, and cross-references into hypertext links when the document file is converted into PDF.

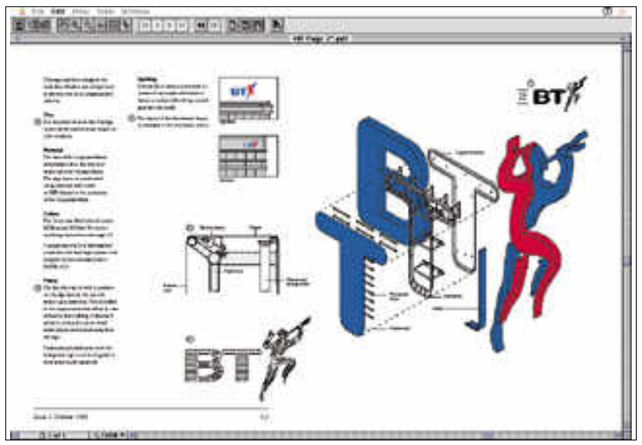
Similar capabilities for automatic generation of Acrobat links have also been announced by Aldus and Frame Technology, who will build these capabilities into forthcoming versions of PageMaker, Frame Maker and Frame Builder respectively.

Enhancements to Acrobat software products from Adobe in 1994 will include ways to search the content of multiple PDF documents via text retrieval techniques. These developments will make Acrobat an even more attractive solution for large scale document archiving and retrieval, providing content-based search techniques that cannot be matched by today's document image processing (DIP) systems.

Looking further ahead, support for SGML and style-sheet based content structuring conventions will also be provided within Acrobat products, as part of Adobe's strategy of addressing the needs of document creators and users of all kinds. This content-related information will also be used when searching documents, bringing users even more sophisticated and powerful text retrieval capabilities.

To realise fully the potential benefits of electronic information sharing, a system must be able to cope with every kind of document produced in the corporate arena – using different systems for different types of document will not solve the fundamental problem.

Acrobat can be used for them all – from office memos and legal contracts to brochures and 2000-page technical manuals. And it works with existing software, so document creators can go on using their preferred applications. This maximises the existing investment in hardware, software and user skills, and allows information to be both disseminated at considerably lower cost and used more efficiently.



All the detail of the graphic is preserved in a PDF version of the page, which could be viewed on PC or Macintosh computers, at a wide range of magnifications

Publishing without paper

Acrobat is not about to do away with conventional newspapers and magazines, but it does offer commercial publishers several exciting new opportunities that complement their paper-based activities.

The market for electronic publications has been severely limited by the lack of a standard format for delivery that can handle text and graphics. Acrobat solves this with its cross-platform capability, and paves the way for a wide range of electronic products from commercial publishers.

Richard Patterson, founder of Cascade, a company set up to develop and integrate new electronic products for publishers, is a keen supporter of Acrobat. One of Cascade's first releases will be an electronic back-issues library that will allow both text searches and the display of the complete pages as they were published.

"The pages will be in PDF, so users can see that story in relation to the photographs and the other stories that were around it," says Patterson.

Cascade is also working with catalogue publishers to integrate Acrobat into electronic catalogue and ordering systems in which customers would browse through a PDF catalogue and order products directly off the electronic page, using special software.

Associated Newspapers, publisher of the UK's Daily Mail, Mail on Sunday and London Evening Standard, is already using Acrobat as part of a 'fax-back' system. This allows customers to dial into an on-line database, select and request specific items, and then have them automatically transmitted to their fax machines.

The Portable Document Format provides a common and compact file format for storing pages generated by Associated Newspapers' mix of proprietary and Mac-based publishing systems as they are produced. The pages held on the database are printed as normal faxes at the recipient's end.

Associated Newspapers also sells a range of specialised publishing products, including a picture desk, an electronic advertisement copy delivery system and a bridge between dedicated newspaper systems and Macintosh systems. It sells these to other newspapers via distributors.

"We're going to put the manuals into Acrobat format as our products are upgraded, and will supply them to the distributors on disk," says Peter Green, Technical Development Manager. "My belief is that within the next 12 to 24 months, it will be very unusual to find somebody without an Acrobat Reader on their system."

As Acrobat is used more and more widely, it will fuel the growth of electronic publications and information republishing products that will be distributed via phone lines, satellite and cable TV links, as well as on disk. As Cascade's Patterson says, "Acrobat will have the same impact on publishing that the advent of movable type and cheaply-produced paper had four hundred years ago."

Cascade's Patterson sees Acrobat having the same impact on communications as the invention of moveable type

Peter Green of Associated Newspapers is developing products that use Acrobat. He expects its use to become widespread in the next year or so

Meet the family: the Adobe Acrobat products

The Adobe Acrobat family comprises four software products that allow different categories of users to create, receive and work with Portable Document Format (PDF) files.

Users of Acrobat can be broadly divided into two categories. The first is 'one-to-one' communication, which includes groups of computer users who need to share files that they are working on, such as a designer sending proofs of an annual report to the client for approval.

'One-to-many' communication, the second category, describes the distribution of 'finished' documents, in either a corporate setting, where the document could be anything from the internal phone list to a quality manual, or in the commercial publishing environment, where the document might be a paid-for publication such as a newspaper, market research report or specialist journal.

The Adobe Acrobat family includes products designed to meet the needs of document readers and originators in each of these situations.

Acrobat Reader is an application for use in one-to-many publishing situations. The Reader allows users to view, navigate and print PDF documents. The navigation tools include text searching by keywords, thumbnail page views and bookmarks, where a 'table of contents'-style listing allows users to jump instantly from the entries to the appropriate page of the publication.

Acrobat Reader is available in quantities from one to 500, and special licensing terms for larger quantities are available for corporates and commercial publishers wishing to offer existing or new titles in electronic form.

For one-to-one collaborative work, Acrobat Exchange offers the basic facilities of the Reader, plus the ability to create and annotate PDF files. The annotation is saved with the PDF file and so can be read by other users, who may then add further comments. Acrobat Exchange users can also edit bookmarks and create hypertext links within PDF files.

Adobe Acrobat enables electronic documents to be exchanged between computers with different operating systems, applications software and fonts. The documents can be viewed, navigated and printed at any time

Purchasers of Acrobat Exchange also receive PDF Writer, a platform-specific printer driver that creates PDF directly from applications. Users of Exchange use PDF Writer as their primary means of creating PDF documents to communicate.

Acrobat Distiller is an application that converts PostScript language files into PDF documents. Available in stand-alone and network versions, Acrobat Distiller is needed to create PDF documents on computing platforms that do not have system-level printer drivers (such as DOS and UNIX). In a corporate application, Acrobat Distiller would be installed as a networked resource for users to have PDF versions of their files created automatically.

In a publishing and graphic arts context, Acrobat Distiller is also necessary to handle EPS (Encapsulated PostScript) files embedded in documents, and to work with desktop publishing applications that bypass system print drivers and generate their own PostScript for output.

Adobe Acrobat Reader and Acrobat Exchange will be available for DOS, Windows, Macintosh and UNIX computers. The PDF Writer is bundled with Acrobat Exchange, and is available for Windows and Macintosh only. Acrobat Distiller will be available for Windows, Macintosh and UNIX. All Adobe Acrobat products are available through Adobe authorised resellers.

Setting the standards for graphic design

Continuing developments in operating systems and processor hardware mean that users will be faced with a wider than ever choice of platforms on which to base their computer purchasing decisions. Adobe's central philosophy of platform- and device-independence means that users can enjoy the power of Adobe's market-leading graphics software, whatever their choice of computer.

Striking and sophisticated images can be created by combining the PostScript drawing capabilites of Adobe Illustrator with the bitmap manipulation power of Adobe Photoshop. Both programs are available on a range of platforms

Cross-platform capability is a key aspect of Adobe's application software strategy. Just as Adobe's PostScript technology allows users to print sophisticated text and graphics from computers running a wide range of operating systems, Adobe also makes its applications software available for all leading computing platforms.

This allows users to choose the hardware and operating system best suited to their requirements, in terms of price/performance, networking and multitasking capability, and compatibility with other software. Adobe applications such as Adobe Illustrator, Adobe Photoshop and Adobe Premiere share common file formats, which means that users of Adobe programs running on different computers can exchange, open and edit each other's files.

Adobe Photoshop and Adobe Illustrator are now available for UNIX workstations from Sun and Silicon Graphics, as well as for Macintosh and Windows computers. The high performance and multitasking capabilities of UNIX systems will bring new levels of productivity to professional users, while file compatibility between the different versions will allow work to be passed between different systems.

For existing UNIX sites, these new versions bring a range of functionality, from photographic quality bitmap image creation and retouching, to precise PostScript drawing. Adobe graphics software complements typical workstation applications such as CAD, photo-realistic three-dimensional modelling and technical publishing.

New forms of digital information, such as sound and video data, are increasingly being integrated on the desktop by personal computer users. Adobe's video editing program, Adobe Premiere, originally launched for the Macintosh, is now also available to users of Windows-equipped PCs. Adobe Premiere allows users to combine and edit digital video clips and soundtracks to produce digital movies for screen presentation or output to videotape.

A variety of special effects and transitions are provided, which together with an easy-to-use interface, allow users without video production experience to produce professional results at a fraction of the cost of conventional techniques.

New and emerging operating systems and computing platforms such as Microsoft Windows NT and Power PC will further broaden the user's choice of powerful computer environments for graphics applications. Adobe will maximise that choice by developing software that is versatile, powerful, consistent and compatible.

Solving the font problem

One of the most difficult challenges in electronic document sharing is 'the font problem'. What happens when the recipient of an electronic document doesn't have the fonts used by the author? Adobe Acrobat contains an ingenious solution that preserves page layout, minimises file size, and avoids copyright infringement.

Preserving the appearance and layout of type is an essential capability for any electronic document distribution system. If the recipient of an electronic file doesn't have the right fonts, a default system font will be substituted. This invariably changes the layout of the document by making new word- and line-breaks, and often makes it virtually unreadable.

One solution is to bundle the necessary fonts in with the document file, for use on the recipient's system, but there are several reasons why this isn't a the best idea. Including the fonts with the file can dramatically increase file size – a five page report that takes maybe 10k on disk can grow to well over 150k by the time just four weights of one typeface have been included – not good news for file storage and network traffic requirements.

There's also a legal issue. Giving copies of fonts to other people who haven't paid for them infringes the font vendor's copyright – font piracy is a serious enough problem already. Another problem with this approach is the font format – is it even supported on all the different computers on which your document needs to be read?

Adobe's solution to these problems is a special font substitution technology built into Acrobat. When the recipient of a document opens a PDF file using Acrobat Reader or Acrobat Exchange, the software first looks to see if the requested font is installed on the system. If it is installed, the original font will be used for both viewing and printing.

If the font is not present, Acrobat emulates the missing font, using special 'multiple master' fonts which match the characteristics of the missing font to preserve exactly the line endings and text layout (see illustrations). Acrobat includes two multiple master fonts, to emulate serif and sans serif typefaces. These fonts are designed to be able to 'impersonate' the widest range of commonly-used typefaces, from light to bold weights, and from condensed to expanded widths.

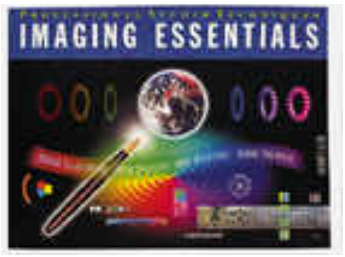
Acrobat emulates missing fonts so that the page layout and 'colour' of type are preserved between the original (left) and the PDF version (below left)

As you can see from the examples, the font emulations come pretty close to the originals. Not close enough to fool the practised eye of the designer, but certainly good enough not only to preserve the layout, but also to convey the general typographic feel of a document.

There will, of course, be situations in which it is desirable for the recipient of a PDF document to have the exact font. Examples of this include design-intensive documents where unusual headline and display type is used, or when cartographic, musical or scientific notation symbols are needed. In these cases, Acrobat allows the font characters that are used to be embedded as graphics. In almost every instance this approach has no legal implications.

By providing a widely-supported font standard, and developing font substitution for use when it is impractical for sender and receiver to have the same fonts, Adobe solves the font problem for you.

Read all about it in the Adobe Press



ADOBE PRESS

UK readers can benefit from a 20 per cent discount on the price of books from the Adobe Press, a joint venture set up between Adobe and Hayden, a division of publisher Prentice-Hall. The series covers aspects of typography and design as well as the use of Adobe products and technology.

Design Essentials, the first Adobe Press title, is a collection of tips and techniques for use with Adobe's market-leading graphics programs Adobe Illustrator and Adobe Photoshop. Published in summer 1992, Design Essentials has sold more than 50,000 copies in its first year.

The latest addition to the Adobe Press library, **Imaging Essentials** picks up where Design Essentials leaves off, extending the advanced tips and techniques for Photoshop and Illustrator to include Adobe Dimensions and Adobe Premiere as well. In over 100 colour pages, a wide variety of sophisticated effects and techniques achieved using the programs singly and in combination are demonstrated and explained.

Stop Stealing Sheep is a humorous work which cuts through the jargon and mystique of the type world to explain how to use type well, on any computer platform and with any software.

PostScript Screening is a technical guide to Adobe's Accurate Screening technology for high quality output of colour separations from PostScript imagesetters.

Beyond Paper acts as an introduction to Adobe Acrobat. Neither a manual nor a technical treatise, the book illustrates how Adobe's Acrobat document communication products can play a major role in redefining the way businesses work with paper and computers.

Adobe Press books are available by direct mail, and through Prentice-Hall's distribution channel. UK readers interested in taking advantage of the 20 per cent discount should contact Kaylie Smith at Prentice-Hall on 0442 881900.

Developer support and technical training from Adobe

For software developers who are interested in incorporating support for Acrobat or PostScript technology into their products, Adobe Systems has established the Adobe Developers' Association (ADA) in Europe. The Association provides up-to-date technical information, reference material and developers' tools to keep its members updated on the latest Acrobat and PostScript language developments.

For an annual membership fee of US $195, ADA members receive a monthly newsletter containing articles and developer's hints and tips, developer phone support, and discounts on Software Developer Kits, Adobe application products and Adobe technical training.

Adobe's Software Developer Kits are currently available for the PostScript language and for the Display PostScript system. A kit for Acrobat developers, which will contain specifications of Applications Programmers' Interfaces (APIs) to the Acrobat products, will be available during 1994.

In addition to the benefits of the ADA, Adobe also offers technical training courses at its European headquarters in Amsterdam. Courses are presented in English and cover both PostScript language programming, appropriate for software developers, and practical issues of benefit to support staff and serious PostScript users. A further course covering PDF programming will be announced shortly.

Training in PostScript technology and Adobe's application products (Adobe Illustrator, Adobe Photoshop, etc) is also available from Authorised Adobe Training Partners throughout western Europe. These specialist training companies are carefully selected by Adobe, and have signed licensing agreements to use Adobe's own training materials from which they develop localised versions of the courses.

More information on the Adobe Developers' Association, Adobe PostScript and PDF training and third-party training is available from Adobe Systems Europe on +31 (0)20 6511 200.

This magazine was designed and produced using Adobe Illustrator™, Adobe Photoshop™, Adobe Type Manager™ and Quark XPress on Apple Macintosh® IIci, LC III and IIci computers. Adobe Original typefaces Minion™ and Minion Expert and the Myriad™ multiple master font are used throughout.

Pages were proofed using Adobe Acrobat Distiller and Acrobat Exchange software, running on Apple Macintosh and ICL 386 personal computers in London, Amsterdam and Mountain View, California. Portable Document Format (PDF) files were transmitted via AppleLink, annotations added and corrections made to the Quark XPress document.

Photographs were scanned on a Hell ChromaGraph S3010 scanner, and film separations were output at 200lpi on a Linotype-Hell Linotronic 630 imagesetter at The Alphabet Set, Chelsea Wharf, London.

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Adobe™ Acrobat™

Software that gives your computer the power to communicate.

When you start using Adobe Acrobat software, you'll save time and money, and communicate better than ever before! Now for the first time, you can instantly distribute complex documents electronically, complete with text, graphics and color to anyone, regardless of the computer, applications or fonts they're using.

Adobe

Adobe Acrobat

Adobe Acrobat products could make brochures like this one obsolete.

The words you're reading right now were written on a computer.

The colorful graphics and illustrations in this brochure were also created on a computer.

But until today, there wasn't an easy way to send complex documents like this one, electronically, from one computer to another. Your only option was to print it out, then fax, mail or deliver it.

Now there's a better way. Adobe Acrobat.

Adobe Acrobat is a family of revolutionary software products that let you send any document electronically to any other Adobe Acrobat user, regardless of the computer system they're on, or the application software or fonts they use.

That's right. Adobe Acrobat products capture type, images and layouts, and let you annotate documents and build in navigation capabilities. You can send these documents between computers that have nothing in common – except Acrobat.

In other words, if you created this brochure, or any other document, on a Macintosh® computer, you could quickly and easily send it over the network to colleagues who could open it with Acrobat on their Windows™-based computers. They would then be able to view the document in full color, with all the fonts and graphics looking literally letter perfect.

Anyone who received your spreadsheet, letter, report, proposal or brochure on-screen, could add comments or suggestions, then instantly send it back to you over the network for your review. Or they could print out the pages that interested them. Either way, delivery is faster and cheaper, and communication is a lot more effective.

If you're looking for a great way to save time and money, and communicate better than ever, take a close look at Acrobat software from Adobe.

Adobe Acrobat at a glance.
A document's visual presentation, including layout, typefaces, illustrations, charts, photographs and color, is an important part of the message. The computer that cannot receive or transmit them fully cannot communicate fully. Neither can the user who must worry about losing all the document's expressive richness. Or being deluged by an unwanted flood of paper.

That's why we created Adobe Acrobat software. It's designed to easily exchange documents, regardless of platform, typefaces, operating system or application software. Which means you're free to communicate ideas rather than worry about bridging systems. And you protect your valuable investment in hardware and software.

Once you install Adobe Acrobat software, the documents produced on your computer with your favorite applications can be converted into a Portable Document Format (PDF) file. (For more information about PDF, please see the special section in this brochure.)

Any computer with Acrobat Reader or Acrobat Exchange software can read this PDF description, even if the computer lacks the originating software or fonts. Data compression technology keeps PDF storage requirements low. Yet the information the file provides is complete in every detail – whether the document has one or thousands of pages, fonts, colors or images.

With Adobe Acrobat software, any document you send can be read, annotated, printed and stored by other Adobe Acrobat users. Adobe Acrobat software preserves the document's essential look and feel, and provides tools that help the recipient navigate through its pages on-screen.

Adobe Acrobat software gives you something you've never had before. Independence.
When you put the power of Adobe Acrobat software to work, you won't have to worry about which operating system (or "platform") your computers use. That's because Adobe Acrobat is available for Macintosh and Windows systems. (It will soon be available for DOS and UNIX® systems, too.)

You'll also be glad to know that all documents are rendered at the highest possible resolution on any display or printer. And that you don't need to own the application that created the document in order to print it. Pages will print perfectly in black and white or in color at any resolution, from the 200 dpi of fax machines to the 600 dpi of the finest laser printers.

Finally, with Adobe Acrobat software, you can count on complete font independence. That's because our font substitution capability solves one of the fundamental barriers to document communication – the "font problem." In current systems, if a computer lacks fonts in a document that it receives, you may not be able to view or print the document. Or the computer may substitute a default font for the absent one, drastically altering the document's appearance or making it completely illegible. Acrobat software, which uses Adobe's multiple master font technology, finally solves the font problem; it substitutes a font to match the metrics of the original font, thus preserving the format.

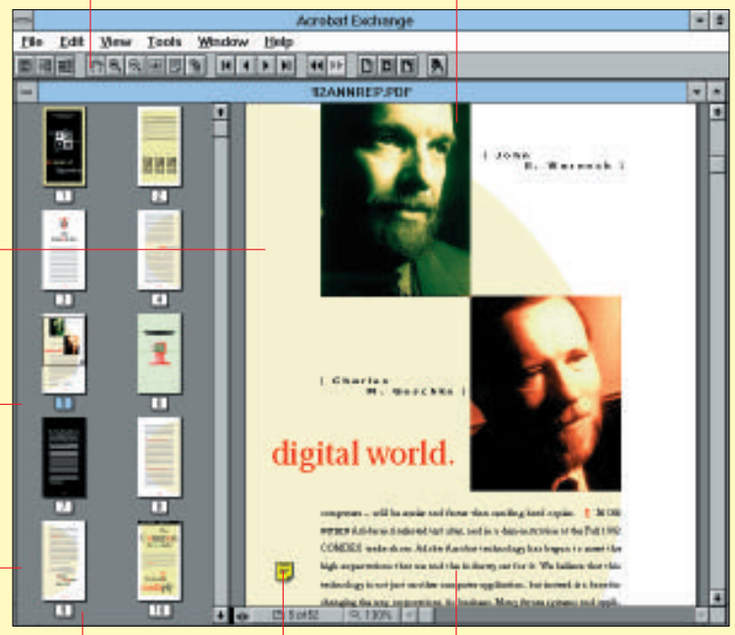
This document was created on a Macintosh with a page-layout program. The receiving PC running Windows contains neither the application nor the fonts.

See the entire document by scrolling through miniature "thumbnail" pages.

Electronically collate pages from Acrobat files to build new documents.

The handy toolbar lets you pan, scroll, magnify, find and select text, and more with just a click of your mouse.

Preserve those beautiful fonts, photos, illustrations and other visual elements that add impact to your documents.



Print on demand to PostScript™ and non-PostScript printers – color or black-and-white, at any resolution.

Leave "sticky notes" anytime you want to. Annotating your documents couldn't be easier. The reader simply clicks on the icon to open.

Copy text and paste it into other applications.

Three important reasons for using Adobe Acrobat software:

1. It can save you a lot of money. Adobe Acrobat software can have a terrific effect on your bottom line. That's because you'll instantly start saving money on overnight delivery services, fax costs and document storage. Why waste precious time and resources on paper and photocopying when Adobe Acrobat software can deliver complete documents at the touch of a finger?

2. It can save you endless hours of valuable time. Think about how much time you spend preparing documents for printing, searching for documents, and filing them. Not to mention the opportunities you're missing by not having access to up-to-date information. Don't waste time faxing, copying and shuffling paper when you can distribute information-rich documents electronically with Adobe Acrobat.

3. It can help you communicate better than ever before. With Adobe Acrobat software, you can use your computer to send and receive documents that contain more information than ever. Colorful documents that come alive with illustrations, charts, photographs – whatever helps make your message more persuasive and memorable. For example, if you and your colleagues all had Adobe Acrobat software, you could electronically circulate a report, spreadsheet, organization chart, you name it, with all the graphic information included. With Adobe Acrobat software, it's finally practical to truly democratize information and make it available to a large audience. Instead of faxing or mailing paper to a large number of people, you can deliver complete information to them, instantly! In other words, you can leverage your investment in your computer system and transform it into an even more powerful communication tool.

The Adobe Acrobat family of software products.

Acrobat Exchange
Acrobat Exchange is a software application that gives you the power to exchange documents with other Adobe Acrobat users. Acrobat Exchange lets you create, view, collate, navigate, annotate and print PDF documents. This unique software is available for Macintosh and Windows users and will soon be available for DOS and UNIX users.

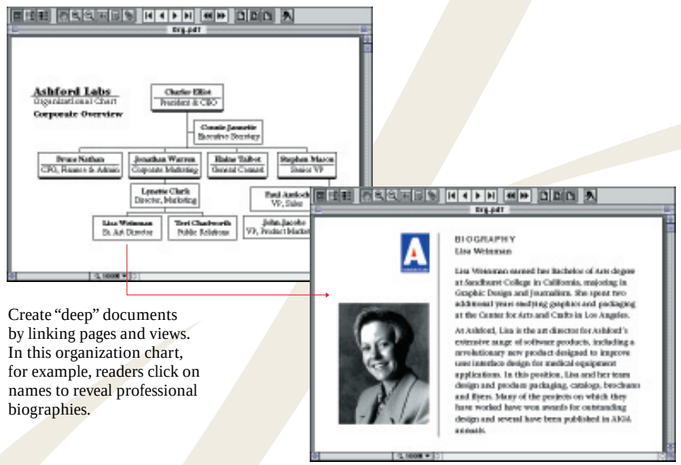
Acrobat Exchange includes easy-to-use tools that can pan, scroll and zoom, and give you instant access to different portions of a document using miniature "thumbnail" representations of each page. The thumbnails appear in the margin of the main window and are visible independently from the document open on-screen. This means you can leaf through the thumbnails as if they were bound in a book, then jump from the page on-screen to a distant page by simply clicking on the selected thumbnail.

Acrobat Exchange also has a "live links" feature that lets you create links within PDF files. As a result, you can create cross-references that let you quickly and easily get the information you need.

Acrobat Exchange software even allows you to annotate PDF files by affixing electronic "sticky" notes to them. These notes are transmitted along with the main PDF file, and may be hidden or displayed at your discretion.

Want to take a page from one document and electronically "staple" it to a page from another document? Adobe Acrobat makes it easy. In fact, you can electronically "collate" any number of pages from different documents with just a few mouse clicks.

Acrobat Exchange software includes the PDF Writer driver, which converts your Macintosh or Windows document into a PDF file. Whether you use Windows or a Macintosh, PDF Writer is accessible from any application. PDF Writer makes it easy to create PDF files from within your word processor, spreadsheet or other favorite program, and send them to your colleagues who use Adobe Acrobat software.



Create "deep" documents by linking pages and views. In this organization chart, for example, readers click on names to reveal professional biographies.

Acrobat Distiller™
Acrobat Distiller software converts any PostScript language file into a PDF file. Available in personal and network versions, Acrobat Distiller is designed to create PDF files from computing environments like UNIX and DOS, where printer drivers do not exist.

You also use Acrobat Distiller software to create PDF files from documents that contain placed Encapsulated PostScript (EPS) language artwork or images, as well as from documents created in applications that generate their own PostScript language files for printing.

Acrobat Reader
Acrobat Reader is the perfect tool for corporate and commercial publishers who distribute documents to a large audience. By providing Acrobat Reader to your audience, you can distribute documents in the most time-efficient, cost-effective way – electronically, instead of on paper.

Using Acrobat Exchange or Distiller software, you simply convert documents into PDF files and send them to Acrobat Reader users.

Acrobat Reader allows recipients to view and print any PDF document they receive, and gives them access to all the annotations, bookmarks and links that are part of the PDF file. The result: you save time and money. And your audience gets instant, up-to-date information.

Acrobat Reader software is available for Macintosh and Windows users and will soon be available for DOS and UNIX users.

Acrobat Starter Kit
This package contains everything a workgroup of 10 needs to use Adobe Acrobat software: Acrobat Exchange for viewing, printing, annotating and collating electronic documents, and Acrobat Distiller for converting PostScript language files into the Portable Document Format.

The Portable Document Format (PDF).

The key to all Adobe Acrobat products is a unique file format called the Portable Document Format, or PDF.

A PDF file can describe documents containing any combination of text, graphics, images and color in a format that doesn't depend on the computer or the software you're using. These documents can be anything from a simple one-page note to a book thousands of pages long.

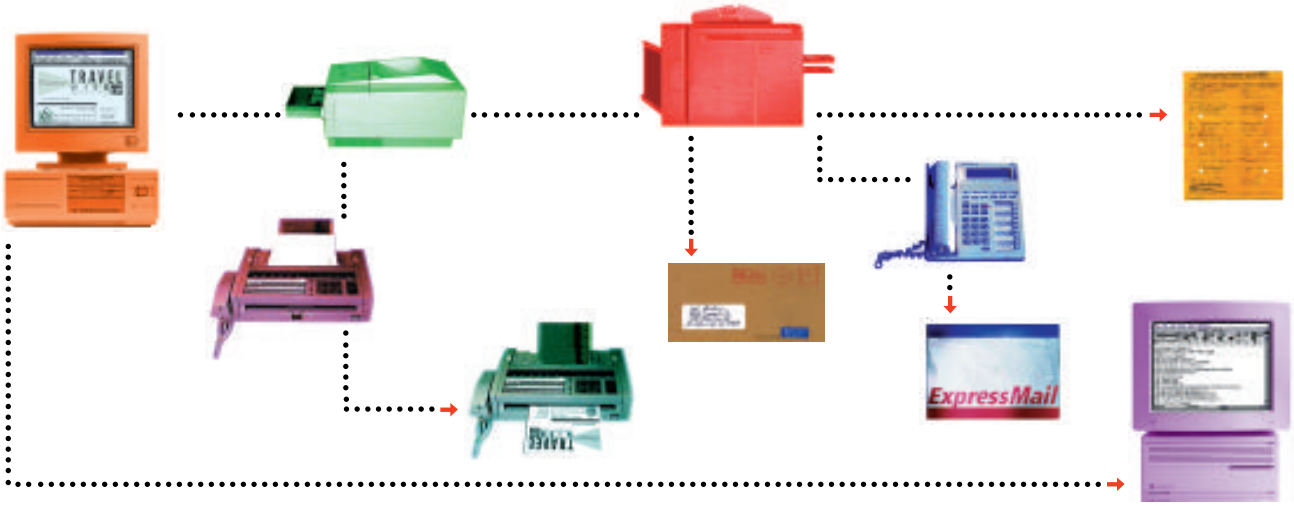
PDF, which Adobe has documented and published for use by software developers as an open standard, is designed to replicate the appearance of pages with the same fidelity as the PostScript language. PostScript is the industry-standard page-description language for printers and displays.

A PDF file uses the PostScript language to describe not only the visual (printable) aspects of a document, but also additional document elements like annotations (notes), hypertext links, miniature thumbnail views of pages, and bookmarks.

Like the PostScript language, PDF files are both device- and resolution-independent. They appear on a computer display or output device at the highest possible resolution, regardless of the hardware design or manufacturer – an essential capability in a world of mixed computing environments.

This is the Portable Document Format (PDF) screen icon.

The Paper-Moving Problem



The documents you create on your computer are all different, but there's one thing they have in common.

They almost all end up on paper.

Whether you write a simple letter containing a couple of charts, or a 48-page report filled with photographs, illustrations and graphs, the only way to distribute it is by printing it out on paper.

No wonder 60% of the average worker's time is spent dealing with documents. Or that the average business document is copied 19 times!

Obviously, you'd love to stop copying, faxing and using expensive overnight delivery services, and, instead, send complete documents over your computer network. But until today, there were too many technical hurdles to jump over.

Incompatibility between hardware, operating systems and application software has made sharing all but the simplest documents impossible.

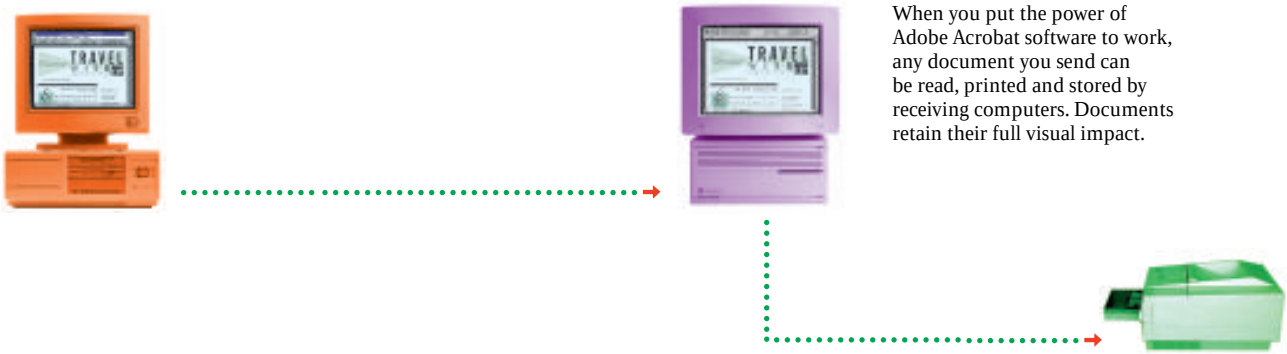
Of course, you can send simple electronic messages to other people. Or transmit files in character-based ASCII format that robs them of distinctive typefaces, layout, color or graphic elements. But until today, complex, information-rich documents could never travel from one kind of computer to another as easily as an electronic message.

Adobe Acrobat just changed all that.

Introducing Adobe Acrobat. The easy way to exchange documents.

- Now, send and receive documents electronically without worrying about operating systems, application software or typefaces. Acrobat finally bridges the gap between computers!
- Add comments to documents with electronic "sticky" notes.
- Navigate through pages instantly using thumbnails, bookmarks and hypertext links.
- Finally make paperless transmission and storage of documents easier, more cost-effective and practical.
- Save time and money and communicate more effectively than ever before.

The Acrobat Solution



When you put the power of Adobe Acrobat software to work, any document you send can be read, printed and stored by receiving computers. Documents retain their full visual impact.

Contents

Acrobat Exchange

- Acrobat Exchange software
- PDF Writer software
- On-line user guide and tour
- Adobe Type Manager™ software
- Multiple master technology for font substitution
- 14 Adobe Type 1 fonts
- Adobe Type Reunion™ font-menu software (Macintosh version only)

Acrobat Reader

- Acrobat Reader software
- On-line user guide and tour
- Adobe Type Manager software
- Multiple master technology for font substitution
- 14 Adobe Type 1 fonts
- Adobe Type Reunion font-menu software (Macintosh version only)

Acrobat Distiller

(Personal and network versions available)

- Acrobat Distiller or Network Distiller software
- On-line user guide
- On-line services guides for Macintosh and Windows users (network version only)
- Adobe Type Manager software
- 39 Adobe Type 1 fonts
- Type On Call™ CD-ROM

Acrobat Starter Kit

Everything you need for a work-group of 10:

- Acrobat Exchange software, 10-user license
- Acrobat Distiller software, 2-user license

(See contents and system requirements for individual products.)

System Requirements

Acrobat Exchange
Acrobat Reader

Macintosh

- Macintosh Plus, SE, Classic,® LC, II, PowerBook,™ Centris™ or Quadra™ (II, PowerBook, Centris or Quadra recommended)
- Macintosh system software version 6.0.5 or greater (version 7 or greater recommended)
- 2 MB of application RAM (4 MB recommended)
- 800K or Apple® SuperDrive floppy disk drive

Windows

- 386- or 486-based personal computer (486 recommended)
- Microsoft® Windows 3.1
- 4 MB of RAM (8 MB recommended)
- VGA, Super VGA or higher-resolution display adapter supported by Windows 3.1
- 1.44 MB 3.5" floppy disk drive

Acrobat Distiller

Macintosh

- Macintosh II, PowerBook, Centris or Quadra with a 68020 or greater processor (Centris or Quadra recommended)
- Macintosh system software version 6.0.5 or greater (version 7 or greater recommended)
- 6 MB of applicaton RAM (12 MB recommended)
- 800K or Apple SuperDrive floppy disk drive
- Network connection (network version only) (Ethernet or EtherTalk® recommended)
- Acrobat Exchange or Reader software

Windows

- 386- or 486-based personal computer (486 recommended)
- (80387 math co-processor recommended)
- Microsoft Windows 3.1 or greater running in 386-enhanced mode
- 8 MB of RAM (12 MB recommended)
- 1.44 MB 3.5" floppy disk drive
- Network connection (network version only) (Ethernet recommended)
- Acrobat Exchange or Reader software

Products with this logo support Adobe Acrobat software.

For More Information

Acrobat products are available individually or in multipacks. Visit your nearest Adobe Authorized Reseller to select what's right for you. Or call **1-800-86-ADOBE** (1-800-862-3623). Outside the USA and Canada, contact your local Adobe distributor.

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