

Would you like to learn more about Adobe technology? Receive technical documentation? Be informed of new development tools? Then take a look at the Adobe Developers Association.

Adobe Systems, the leader in PostScript® language technology, would like to introduce you to our Developers Association. This association is intended for third-party software developers who are interested in using Adobe technology in conjunction with their products. The information and services provided by the association are designed to support developers and keep them up-to-date as they work with Adobe technology.

We publish technical information about all of our products and technologies, including the PostScript language, Adobe® Acrobat®, Adobe Type Manager®, Adobe Printer Drivers for Macintosh® and Windows®, the Adobe Type Library, Adobe Illustrator®, Adobe Photoshop®, Adobe Premiere®, PageMaker®, Adobe Frame Maker®+SGML, and After Effects™ plug-in API's. We encourage you to take advantage of our services and let us help you in the development process.

If you need to have accurate, precise information, let us introduce you to our available resources. Come to the source for technical information!

How to Join

It's simple! The Adobe Developers Association offers five separate programs for you to choose from: Basic Membership, the Adobe PostScript Technologies Program, the Adobe Graphics and Publishing Developers Program, the Adobe Frame Products Developers Program, and the Adobe Acrobat Plug-Ins Developers Program. Please review the following descriptions to see which program is best suited to your area of development. To join any of the first five programs, just complete the application form.

Adobe Developers Association Programs

Benefits	Basic Membership	PostScript Technologies	Graphics & Publishing	Adobe Frame Products Developers Program	Acrobat Plug-Ins
Technologies Supported		PostScript, ATM, Printer Drivers, PPD, etc.	Plug-in API's for Photoshop, Premier, Illustrator, After Effects & PageMaker	API for FrameMaker, FrameMaker+SGML, & FrameViewer.	Interapplication Communication, PDF file format, Plug-Ins.
Cost (US & Canada)*	\$145 per year	\$395 per year	\$195 per year	\$1,000 per year	\$495 per year
Newsletter Mailing	✓	✓	✓	✓	✓
Discounts on most Adobe Retail Products	✓	✓	✓	✓	✓
Developer Technical Support		5 cases per year	3 cases per year	5 cases per year	5 cases per year
Software Development Kits or Other Resources		PostScript Software Development Kit	Photoshop, Premiere, Illustrator, After Effects, and PageMaker Plug-in Development Kits	Adobe Frame Developers Kit	Acrobat Plug-ins Software Dev. Kit
Regular Updates & Upgrades		✓	✓	✓	✓
Other Options		Single case & 10 case support packages	Single case & 3 case support package	Single case, 5 case & 10 case support packages, classes	Classes, Single case & 5 Pack of Support Cases, Additional Support Tools

*Countries outside of US & Canada will have a slightly higher membership fee. See application form for pricing. European developers should contact our ADA office at +44.131.458.6800

How to Contact the ADA

In the USA, Canada and outside of Europe contact:

Adobe Developers Association

Adobe Systems Incorporated

345 Park Avenue

San Jose, CA 95110-2704

ADA Hotline: 408.536.9000

fax: 408.536.6883

faxYI: 206.628.5737

membership questions, email: ada@adobe.com

order information, email: devorder@adobe.com

In Europe contact:

Adobe Developers Association

Europlaza

Hoogoorddreef 54a

1101 BE Amsterdam Z-O

The Netherlands

ADA Helpdesk: +44.131.458.6800

fax: +44.131.458.6801

email: euroADA@adobe.com

PostScript® Software Development Kit

Version 2.0, Release 2

This SDK contains everything you need for supporting PostScript language technology from Adobe Systems. The CD-ROM collects, in one package, an extensive set of tools and reference materials to help applications generate PostScript language files. Also included are Adobe drivers, font programs and other software to enable developers to test application compatibility.

If you have a Windows® or Macintosh® application, the SDK offers:

- Tips and software for testing with Adobe Printer Drivers
- Techniques for incorporating advanced type handling using the Adobe Type Manager® (ATM®) Application Programmer's Interface (API)
- Add device-independent color support
- Use PostScript Printer Description (PPD) files to utilize printer capabilities
- Adobe software products for compatibility testing
- Take advantage of PostScript Level 2 operators and features

The following is a list of the Reference Manuals, Technical Documents, Specifications, Sample Code and Files, and Adobe Software products offered:

Specifications/Protocols

- PostScript Printer Description File Format (v. 4.2)
- Adobe Font Metrics File Format (v. 4.0)
- Glyph Bitmap Distribution File Format (BDF)
- JPEG Technical Specification
- Adobe Serial and Parallel Communications Protocols
- Adobe Binary Screen Font File Format (ABF)
- PostScript Language File Transmission Specification
- Adobe SCSI Input Protocol Specification
- Adobe Standard Cyrillic Font Specification
- Adobe CMap and CID Font Files Specification

Reference Manuals

- *PostScript Language Reference Manual, Second Edition*
- *PostScript Language Program Design*
- *PostScript Language Tutorial and Cookbook*
- *Adobe Type 1 Font Format*

Programming Techniques

- Supporting PostScript Level 2 Functionality
- Supporting Data Compression in PostScript Level 2 and filer Operator
- Emulation of the setstrokead just Operator
- Emulation of the rectclip, rectfill, and rectstroke Operators
- Supporting the DCT Filters in PostScript Level 2 software
- Timing Techniques
- Emulation of the makepattern and setpattern Operators
- Optimization Case Study
- PostScript Language Code Optimization: Rectangles
- Emulation of the execform Operator
- Supporting Fonts in the PostScript Environment
- Advanced Path Construction Using Level 2 Features
- Overview of the Generic Text Interface
- Binary Token and User Paths
- Simple Text-Setting Calculations
- PostScript Level 2 Software Compatibility: the setscreen and currentscreen Operators
- Supporting Downloadable PostScript Fonts
- Font Switching Optimizations
- Device Independent Color in PostScript Level 2 software
- Roman Re-encoding Issues

- Matching RGB Color From Monitor to Printer
- Supporting Device Features
- Color Images using Color Lookup Tables
- Fast Text Rendering
- PPD File Parser: Application Programmer's Interface
- Supporting PostScript Fax
- PostScript Level 2 and Fax Modem Printing
- Using save outside the Server Loop

Supplemental Documentation

- Updates to the PostScript Language Reference Manual, Second Edition
- Adobe Type 1 Font Format Supplement
- Selecting Binary Communications Protocol and Host Switching between the PostScript Interpreter and Emulators
- Technical Tips for Macintosh Applications using Adobe Type Manager
- Adobe Type Library Addendum IBM™ PC Version
- Multiple Master Font Programs for the Macintosh
- Adobe Type Manager Software API: Macintosh
 - Macintosh FOND Resources
- Adobe Type Manager Software API: Windows
- Adobe Type Manager Software API for Multiple Master Fonts: Macintosh
- Tutorial on Composite Fonts
- Gaiji in PostScript Printers
- PostScript language Reference Manual Supplement for Versions 2015 and earlier
- Sonata® Font Design Specification
- Character Height Variations as a Function of Resolution
- JPEG Source Vendor List

- The StemSnap Hint Operator for Type 1 Font Programs for Macintosh
- Bar Code Vendor List
- Windows Application Tips for PostScript language Printer Drivers

Sample Code and Files (Available for both Macintosh and PC Compatible, unless noted)

Sample code is generic C or PostScript language source code which has been tested on at least one platform. Some code may need to be modified to work with your application or to compile on your specific platform. The following is a list of included files.

Color API Code	L2 Paths
ATM API	Development Tools
AFM Parser	Patterns
-GetFace Sample Code	-ehandler.ps
AFM Files	Rectangles
SDK Prolog	-PSTool:
Japanese AFM Files	Re-encoding
TiffToPS	-PCSend
PPD Parser	Stroke Adjust
Timing	-PSDown
PPD Files	Generic Text
Blue Book files	Color
Forms	Green Book Files
CLUT	Filters
Black Book Files	Fax
SCSI	

Software Applications included (Macintosh and Windows):

Type On Call® software (Bundle version) – a CD-ROM version of the Adobe Type Library, (available for unlocking individual fonts) and a distribution method for new application programs.

Font programs – a variety selected to test software's ability to handle the extremes of font parameters (e.g. kern pairs and character sets).

Acrobat® Exchange LE 2.0 Macintosh, Windows – View, navigate and print Portable Document Format (PDF) files. Search plug-in provided.

Adobe Type Manager – Several versions will be included for compatibility checking. Mac versions: 3.5.1 to 3.8. Windows versions 1.0 to present, Win-J version 2.5.

Macintosh Printer Driver -Versions 8.0, 8.01, 8.1, 8.1.1, 8.2.1

Windows Printer Driver – Versions 2.1, 2.1.1, 2.1.2, 3.0.1

Lasertalk™ for Macintosh and Windows – Provides a complete set of features to help you debug PostScript programs.

Graphics and Publishing Software Development Kit

Adobe provides software developers kits for its vector and raster application programs on both Macintosh and Windows platforms. These development kits represent the current shipping product's plug-in interface which gives the developer the most current tool for their development needs. You will find a complete set of reference materials, documentation, code samples, and other materials to support Adobe graphics and publishing applications.

Adobe Illustrator 6.0

The Adobe Illustrator 6.0 Plug-in Development Kit for Macintosh contains documentation, header files, and sample source code to be used in creating plug-in filters for Adobe Illustrator. The development kit is distributed on a CD-ROM and contains all documentation in Acrobat's Portable Document Format. The sample source code is in C and will work with the

Metrowerks CodeWarrior™ environment. Documentation and sample code on how to create Adobe Illustrator plug-ins native for PowerPC™ are also included in the development kit. Only the Macintosh version of the Adobe Illustrator application supports the API.

The Adobe Illustrator 6.0 program is a high-end graphic design application. One of its most powerful features is an Application Programming Interface (API) that enables developers to extend its basic functionality. Many of the program's "built-in" features are actually implemented as plug-ins, including modal and modeless interface items. Among other plug-in types, the Adobe Illustrator API supports plug-in menus, tools, windows, and file formats. Examples of what can be accomplished through the API include: creating new and transforming existing path objects; creating or modifying raster and text objects; placing EPS files; and translating non-native file formats, including page information and color styles.

A plug-in will be passed a series of messages to which your code will respond; for instance a tool would receive a mouse down message. Interactions with the Adobe Illustrator program are done with callback functions packaged into modular "suites". As an example, a line would be modified using the `SetPathSegment()` function of the path suite. Function suites are provided to access almost all Adobe Illustrator data types. The API also provides a number of auxiliary suites to make plug-in development easier, such as a math library and a number of interface calls. A plug-in can even extend the API by adding new suites, allowing the API to easily grow with the application.

Adobe Premiere

The Adobe Premiere program is a non-linear video editing application. The Adobe Premiere API allows a variety of plug-in types to be created. These include plug-ins that work on video and audio data such as video transitions, video filters, and audio filters. These plug-ins work over a series of data frames and manipulate the information to produce some effect. Other plug-in types include two kinds of export modules and two types of hardware control modules, one for video zooming and one for device control.

The Adobe Premiere program uses a message passing scheme to communicate with its plug-ins. A common message received by plug-ins is *Execute*. In addition to a command message, the plug-in is passed appropriate data. This data differs by plug-in type. For instance, a video transition would receive two graphic frames to blend together, while a video filter would only receive one. In the case of transitions and filters, the plug-in processes the data and returns a final audio or video frame. Export filters would normally create a file of some sort with the data passed to them. Hardware control modules directly interact with their related hardware based on the message passed, for instance, by moving to a location on a video tape.

The development kits are unfortunately not identical across platforms. While the basic plug-in types are supported by both the Macintosh and Windows applications, the Macintosh API has some extended functionality and large library of useful, though not critical, routines. Both APIs include the callbacks necessary for the filter to interact with Premiere, for instance the functions needed to obtain information for exporting a Premiere project.

Adobe Photoshop

The Adobe Photoshop 3.0 application is a high-end photo retouching, image editing, and color painting application. Its Application Programming Interface (API) enables developers to vastly extend its base functionality. Adobe Photoshop plug-ins allow third party vendors to read and write non-native file formats, acquire images directly from scanners or video devices, export images directly to hardware devices or save them in proprietary formats and filter or modify selected portions of images. Photoshop Plug-ins are installed by placing them in the user's designated Plug-in folder.

The current versions of all the Graphic and Publishing developers kits are supplied with example code and

makefiles for Metrowerks CodeWarrior on Macintosh and Visual C++™ on the Windows platform.

As with Illustrator's API set, the Photoshop APIs only supports a modal interface. Standard system calls are available for any user interaction. Documentation and sample code on how to create native Power PC Photoshop Plug-ins is also included in the developers kit.

Adobe After Effects

Adobe After Effects is a digital post-production tool for composing, motion graphics, and special effects. Its extensive plug-in architecture lets you write input/output modules and powerful add-on effects.

The program supports the Adobe Photoshop file format specification (8BIF) and extends it to time-based and non-file-based formats. After Effects also supports Adobe Photoshop plug-in filters, which can be applied to still images or to video over time. You can even customize the user interface for special effects plug-ins. Like the application, the After Effects API is available exclusively for Macintosh.

Adobe PageMaker

The Adobe PageMaker Plug-in technology enables third-party developers and users to extend the capabilities of Adobe PageMaker. Based on a simple command and query language, this technology provides an interface to PageMaker's menu commands, tools, and publication data. Developing PageMaker plug-ins let you create a personalized publishing environment that extends PageMaker functionality.

Adobe PageMaker plug-ins can take many forms, from simple scripts written in PageMaker, to dynamically loaded modules that appear on the PageMaker plug-ins submenu, to any application-to-application communications (System 7.0 Apple events on the Macintosh or DDE in Windows applications).

The SDK contains the following key features for PageMaker extensibility:

- Private data - you can now attach variable length private data to PageMaker documents and page level objects such as text and graphics. This allows you to save data that relates to an object or objects on a page. One example of this is caption information for a placed graphic.
- Multiple Master Pages - PageMaker can now have up to 256 master pages defined and accessible through the plug-ins API.
- User definable grids - PageMaker 6.0 allows user

definable grids that let you customize column guides, trim marks and other guidelines for frequently used page templates.

- New Filters - PageMaker has added several new filters to its already large list of import filters. These include PhotoCD™, EMF, ClarisWorks™, CorelDRAW™ 5.0, and TAGS filter.

The SDK includes documentation in Adobe Acrobat® format detailing the PageMaker Plug-ins mechanism, command and query language and information on building a plug-in. Also included: sample code, header files, Adobe Acrobat Reader 2.1 for Macintosh and Windows, the Filter Developers Toolkit and more.

Developer Camps

Over the course of the year, Adobe will be sponsoring Developer Camps for the graphic application products and platforms. These camps are generally two to three days long and cover pertinent information for developing leading edge plug-ins for Adobe products. Attending developer camps provides a high level of interaction directly with the engineering and development teams. In addition, a certain level of camaraderie usually occurs between other developer attendees.

Adobe® Frame Developer's Kit

The FDK is a cross platform development environment that contains everything you need for creating programs that can enhance or control FrameMaker®, FrameMaker+SGML™, and FrameViewer®. The Frame Application Program Interface (API) enables you to create API clients with other applications such as a database, document management systems, CAD tools, user interface, automation, database publishing, and HTML conversion.

System Requirements

Macintosh®:

- Macintosh Programmer's Workshop (MPW) release 3.3 or later
- Macintosh Programmer's Workshop C Compiler release 3.3 or later

Windows®:

- Windows NT for the machine on which you will compile your clients
- Windows 3.1 for the machine on which you will run your clients
- Microsoft Visual C++ 2.0

UNIX®:

WorkStation

- SPARCstation running SunOS 4.1.3
- SPARCstation running Solaris 2.3 or 2.4
- Hewlett-Packard 9000 Series 700 or 800 workstation running HP-UX 9.0, 9.01, or 9.03
- IBM RS6000 running AIX 4.1.3
- SGI Indigo, Indy running IRIX 5.3
- Digital Alpha Workstation running Unix 3.2

Compiler

- Sun OS gcc 2.0 or later cc distributedw/SunOS
- cc SPARCCompiler 2.0.1
- cc HP-UX C Compiler A.09.19
- C compiler distributed with the OS
- C compiler distributed with OS
- C compiler distributed with the OS

The FDK includes:

- Set libraries, header files and make files.
- Standard Dialog Box as well as dialog box editor.
- Configurable User Interface.
- Debugging and error checking routines.

Examples of what other developers have created with the FDK:

- Database Publishing: Shrink Wrapped products have been created to query data from a database to populate a FrameMaker document.
- Shop Floor Automation: FrameViewer has been used for a Disk Drive Repair Facility in Malaysia. Technicians want a disk drive for repair with a barcode reader. There is an API client that returns the appropriate Repair procedure for that specific drive. Information is dynamically placed in repair tables based on what disk is being repaired. Another API client downloads information every 4 hours from a Unix server in California to a Mac server in Malaysia which then distributes the documents to several workstations on the shop floor.
- Context Sensitive Help Systems: Software Applications have used the FDK in conjunction with FrameViewer to provide a help system on multiple platforms.
- Ensure adherence to corporate standards of certain formatting by restricting access to certain formatting features, or checking documents for style overrides.
- Customize SGML Import/Export Functionality.
- Table Sorting.

Acrobat Plug-ins SDK

This CD-ROM contains everything you need to develop with the Acrobat products. It includes:

- Documentation, header files, and sample code for integrating your software with the Acrobat products (Exchange, Reader, Catalog, Capture, Distiller, PDF Writer, and the Acrobat Search plug-in) using Interapplication Communication (IAC). The IAC mechanisms provided are DDE and OLE automation on Windows, and Apple events on the Macintosh. The UNIX products currently have no IAC support. Supported development environments for Windows are Visual Basic (OLE automation only) and Visual C++. Supported environments for the Macintosh are AppleScript and Metrowerks CodeWarrior.
- Documentation, header files, and sample code for creating plug-ins for the Acrobat viewers (Exchange and Reader) and for using the plug-in APIs provided by the Acrobat Search, Weblink, and Forms plug-ins. You must obtain a license through the Adobe Developers Association to write and distribute plug-ins for the Reader (no special license is required to develop plug-ins for Exchange). The supported development environments are: Visual C++ for Windows, Metrowerks CodeWarrior for the Macintosh, the Hewlett-Packard compiler for HP-UX, IBM's compiler for AIX, and gcc for SunOS and Solaris.
- Complete documentation about the Portable Document Format (PDF), the file format used by the Acrobat products.
- Complete documentation about FDF, the native file format used by the Acrobat forms plug-in to import and export forms data.
- Documentation describing how to automatically generate features including hypertext links, bookmarks, annotations, articles, and forms through the Acrobat Distiller application.
- The Acrobat Toolkit product, which is a linkable object code library that allows applications to extract text from

PDF files and convert PDF files to PostScript files. You must obtain a license through the Adobe Developers Association to redistribute the Toolkit.

All of the Acrobat Plug-Ins SDK except the Acrobat Toolkit, is available on-line for you to download and use. To receive Developer Technical Support, developer marketing support, monthly mailings, and updates to the SDK, you must purchase the Acrobat Plug-Ins SDK from the Adobe Developers Association. Support can also be purchased as individual cases or as a support contract.

The Acrobat Plug-Ins SDK is available from the Web (<http://www.adobe.com/supportservice/devrelations/sdks.html>) and from Adobe's anonymous ftp site (<ftp://ftp.adobe.com/pub/adobe/devrelations/sdk/acrobat/>)

Acrobat Licensing

Some of the Acrobat products may be licensed for commercial redistribution:

- Acrobat Reader (freely distributable, no license required)
- Acrobat Exchange (fee-based, license required)
- Acrobat (fee-based, license required) — The complete package including Exchange, Distiller, PDF Writer, Catalog, the Capture plug-in, and other plug-ins.
- Acrobat Toolkit (fee-based, license required) — An object code library that allows the extraction of text from PDF files and conversions of PDF file to PostScript files. Currently available for HP-UX, SunOS, Solaris, AIX, IRIX, Windows NT, and Windows95 platforms.
- Acrobat Reader Plug-ins Program (fee-based, license required) — For a low, one-time fee provides you with the key and license necessary to write and distribute plug-ins that work with the Acrobat Reader.

Please contact the Adobe Developers Association for further information on how to license these products.

Acrobat API Overview

Exchange/Reader IAC

Reader supports only the Apple events and DDE messages that allow another application to launch the Reader, open a PDF file, print a PDF file, and exit the Acrobat viewer. The Reader has no support for OLE automation.

Exchange provides a range of DDE, OLE automation, and Apple event support that is intended primarily to allow another application to programmatically control Exchange in much the same way as a user would: opening files, closing files, printing pages, scrolling, zooming, and going to specific pages. IAC calls are also provided for displaying a PDF file in another application's window (see the section "Displaying in Another Application's Window," following).

Exchange/Reader Plug-in API

Acrobat Exchange supports a very broad plug-in API which allows you to write a plug-in that, among other things:

- Modifies the user interface by adding or removing menus, menu items, or toolbar buttons
- Extracts text from PDF files
- Programmatically prints one or more files
- Adds new types of actions and annotations
- Stores and uses private data in PDF files
- Writes a replacement filesystem that can, for example, directly access files in a database
- Implements a security handler that, for example, uses a subscription file instead of having the user type a password
- Provides functions that other plug-ins can call
- Displays PDF files in another application's window (see the following section "Displaying in Another Application's Window")

Acrobat Reader supports a subset of the plug-in API. Only those methods that do not modify a PDF file are available in Reader.

Displaying in Another Application's Window

Exchange and Reader provide various to display a PDF file in another application's window. On the Windows platform:

- ActiveX (Exchange and Reader. 32-bit Windows only)
- OLE Automation (Exchange)

- Plug-in API calls for displaying a live document or a static bitmap (Exchange and Reader)

On the Macintosh platform:

- Apple event call for displaying a static bitmap (Exchange)
- Plug-in API calls for live document or static bitmaps (Exchange and Reader)

On the UNIX platform:

- Plug-ins API calls for live document or static bitmaps (Exchange and Reader)

Exchange and Reader for all platforms also support a Netscape plug-in, but the Adobe Developers Association provides no support for developers who may choose to use this.

Capture

Acrobat Capture technology is available in two products: the Capture application and the Capture plug-in.

Version 1.01 of the Capture application provides a DDE interface that allows another application to programmatically set Capture's input, output, and file processing options. In addition, the interface allows another application to process one or more files.

The Capture plug-in (which is included in Acrobat 3.0) does not have any APIs.

Catalog

Catalog supports DDE and Windows messages under Windows, but provides no IAC support on the Macintosh.

Using Windows messages, an application can query the Catalog program to see if it is busy or idle. In addition, the Catalog program can notify an application when a build has completed successfully, stopped, or failed.

Using DDE, an application can open an index definition (.PDX) file, build an index using an index definition file, and quit the Catalog program.

Distiller

The Distiller application supports DDE under Windows and

Apple events on the Macintosh. Using these, an application can run the Distiller application, distill a file and optionally specify an output pathname, and quit the Distiller application.

The Distiller application also supports three special commands in PostScript files: pdfmark, setdistillerparams, and currentdistillerparams.

setdistillerparams sets the Distiller application's processing options, including:

- page orientation and automatic orientation detection
- font embedding
- image compression, conversion, and downsampling
- text and graphics compression
- whether or not to preserve halftone, OPI, transfer function, undercolor removal (UCR), black generation (BG) and overprint information

currentdistillerparams retrieves the current values of all processing options, as well as the Distiller's version number.

pdfmark specifies PDF features that are not supported by the PostScript language, including: bookmarks, links, articles, Acrobat forms fields, page cropping, and document information.

Toolkit

The Acrobat Toolkit is an object code library that provides function calls for extracting text from PDF files and for converting PDF files to PostScript language files.

PDF Writer

The PDFWriter can be controlled by placing information in an initialization file.

On the Macintosh, the initialization information is placed in a PREC resource in the PDFWriter, and provides the following control:

- Set the output file name of the PDF file that the PDF writer creates
- Suppress the Page Setup and Print dialog boxes

- Request that the Acrobat viewer be launched to display the output file immediately after PDF Writer has finished creating that file

On Windows, it is placed in the WIN.INI and PDFWRTR.INI files, and provides the following control:

- Suppress the PDFWriter dialog from appearing ON Screen
- Specify the pathname of the PDF file that is created
- Set the page orientation (portrait or landscape)
- Select and set a page custom page size
- Control the compression used in the PDF file
- Control font embedding

In addition, the Acrobat PDFWriter on Windows sends a broadcast message when it starts creating a PDF file and when it is finished creating a PDF file.

Acrobat Search Plug In

The Search plug-in provides plug-in API methods and IAC when used with Exchange. Neither the API methods nor IAC are available when the Search plug-in is used with the Reader. The IAC mechanism is DDE under Windows and Apple events on the Macintosh. No IAC support is provided on UNIX platforms.

Using either the plug-in API or IAC, developers can:

- Control the list of indices being searched.
- Construct and initiate a search with options (whole word, match case, etc.)

It is not possible to programmatically retrieve the results list (the list of documents that match the search query); the results list always appears in the Search plug-in's window.

Weblink Plug-in

The Weblink plug-in provides a plug-in API method that accepts a URL and follows it.

Acrobat Forms Plug-in

The Acrobat Forms plug-ins provides plug-in API methods that: import or export forms data, as well as getting and setting the values in fields.

Adobe Developer Marketing



An organization committed to your success

Now you can stay focused on what you do best—designing innovative products. That's because Adobe offers sales, distribution, and marketing support for the plug-ins that you create for Adobe applications. Combined with the technical support that you receive as a member of the Adobe Developers Association (ADA), Adobe Developer Marketing gives you the resources you need to capitalize on your innovations.

Adobe Developer Marketing offers a range of services designed especially to help you meet your distribution, sales, public relations, and other promotional needs efficiently and cost-effectively.

Distribute Your Products Through the Adobe Plug-in Source

Rather than pursue costly, traditional channels of distribution, you can sell your products through the Adobe Plug-in Source. It gives you immediate access to Adobe customers worldwide.

The Adobe Plug-in Source catalog is mailed regularly to approximately 200,000 customers in the U.S. and Canada. And by working with Adobe Developer Marketing, you also can access distribution resources in Europe and the Pacific Rim.

Build Your Press Coverage

Make sure that readers of the leading trade publications know about your plug-in products. Adobe Developer Marketing offers a free public relations guide that contains step-by-step press-release strategies.

When you have a product ready for market, let Adobe Developer Marketing help you get editorial coverage in Adobe Magazine, the popular bimonthly with more than 600,000 readers. You may also wish to advertise your plug-in products here. We'll provide a developer discount!

Connect With Power Users

Adobe Developer Marketing can help you coordinate mailings to our installed base of application end-users. Ask about direct mail opportunities to your target customers.

Gain Visibility Inside Adobe

Adobe Developer Marketing presents new third-party products to the company's product marketing

managers, sales staff, support technicians, customer service representatives, and other influencers. It's a great way to get your product literature and trial software into the hands of people who talk to Adobe customers every day—and who can make a difference in your sales results.

Bundle Up on CD-ROM

Adobe's major application packages contain Deluxe CD-ROMs filled with bonus content. You can include your own trial software on these discs and reach millions of prospects by informing Adobe Developer Marketing of your product plans. We will place developer content on CDs dependent on product schedules and deliverables.

Get Exposure On-Line

Adobe maintains a home page on the Internet's World Wide Web (<http://www.adobe.com>), as well as forums on America Online and CompuServe. With these resources, Adobe Developer Marketing can help you upload your product demos to on-line services, include your product information on Adobe's homepage, or build links between Adobe's home page and yours.

Who to Contact

To find out more about what Adobe Developer Marketing can do for you, feel free to contact us:

Tom Schramm, Manager, Developer Marketing

Phone: 408-536-6455

Fax: 408-536-6883

E-Mail: tschramm@adobe.com

Cynthia Johnston, Marketing Manager

Phone: 408-536-6284

Fax: 408-536-6883

E-Mail: johnston@adobe.com

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Adobe Systems Incorporated 345 Park Avenue, San Jose, CA 95110-2704

Adobe Systems Benelux BV Europlaza, Hoogoorddreef 54a, 1101 BE, Amsterdam ZO, The Netherlands

Adobe Systems Co., Ltd. Yebisu Garden Place Tower 4-20-3 Ebisu, Shibuya-ku Tokyo 150 Japan

Acrobat Marketing Programs

Adobe Systems provides the following marketing programs to assist Acrobat developers in marketing their products:

Acrobat Logos

Adobe provides three different Acrobat logos for developers to use. These logos can be printed on product boxes, literature, even directly on CD-ROMs. There is no license fee for these logos, however developers must complete a license agreement to receive these logos. The logo license agreement may be obtained directly from the Adobe Developers Association.

Supports Adobe Acrobat



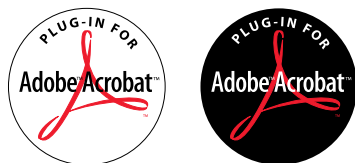
This logo is for products that are integrated with or support Adobe Acrobat.

Includes Adobe Acrobat



This logo is for products that are bundled with Acrobat Reader or Acrobat Exchange.

Plug-in for Adobe Acrobat



This logo is for products that include a custom plug-in for Adobe Acrobat.

Please note that these are the only Acrobat logos that you may use on your product. In addition, there are restrictions as to how you can use the words "Adobe Acrobat" in your packaging.

Third Party Catalog

Adobe publishes *Adobe Acrobat Software: A Guide to Related Products and Services*, a catalog of information for Acrobat users and developers. Any product that supports or includes Acrobat can be included in this catalog. In addition, space in this catalog is available to companies or developers who provide services around Acrobat.

Adobe Acrobat Software: A Guide to Related Products and Services is distributed in a number of ways including an electronic version that is shipped with the Acrobat products and on our world wide web site (<http://www.adobe.com>). By including your product or service in this catalog you have direct access to Acrobat customers and developers.

To be part of *Adobe Acrobat Software: A Guide to Related Products or Services*, complete the participation form which can be obtained directly from the Adobe Developers Association.

Additional Acrobat Marketing Opportunities

Adobe provides developers with opportunities to co-market their products. Developers will be contacted by Adobe when specific co-marketing opportunities arise.

Co-marketing activities include:

- Developers can take advantage of Adobe's Acrobat registered user database for direct mail purposes. The list is made available on a "blind" basis via an external mailing house, and all costs for the direct mail piece are paid by the developer.
- Adobe can provide visibility to developers on Adobe's WWW site with links to their own home page as appropriate.
- Adobe provides the opportunity to do joint Press Releases with developers at the launch of their product.
- At the discretion of Adobe, there may be an opportunity to do an Acrobat Customer Spotlight which focuses on a key customer of a developer, highlighting their success with Acrobat in conjunction with the developer's product.



Adobe Developer University

Offering Developer Training Courses for
Adobe® Acrobat® and FrameMaker®+SGML®

Adobe Acrobat Developer Camp Course

Class One: Integrating Applications with Adobe Acrobat Products using Interapplication Communication

Length: One day

Cost: \$200

Class Two: Developing Adobe Acrobat Exchange Plug-ins

Length: Two days

Cost: \$400

1996/1997 Acrobat Developer Camp Class Schedule

	IAC Class	Plug-In Class
October	29	30 & 31
November	19	20 & 21
December	10	11 & 12
January	28	29 & 30
February	25	26 & 27

*We strongly suggest that plug-in developers attend the entire three-day course.

***Graphic Applications and Publishing Developer Kitchens available for:
After Effects®, Illustrator®, PageMaker®, Photoshop® and Premiere®***



FrameMaker+SGML Developer Training

Authoring & Editing (2 days)	August 12- 13	\$1,000
Developing Structure & Styles (3 days)	August 14 - 16	\$1,500
Developing FDK Application (3 days)	August 19-23	\$2,500

For further information regarding class enrollment, schedule, location and availability, send e-mail to
Adobe Developer University at adu@adobe.com or call 408-536-9000.

European countries should contact our European Developers Association for a list of current classes. Please call +44-131-458-6800 or email euroADA@adobe.com

ADOBE ACROBAT DEVELOPER CAMP

COURSE DESCRIPTIONS

The following information outlines the two classes offered and the cancellation policy.

Class One: Integrating Applications with Adobe Acrobat Products using Interapplication Communication

Attendees:

- Active software developers and system integrators whose projects integrate with Acrobat products using interapplication communication (IAC).

Prerequisites:

- For Windows developers, working knowledge of Microsoft Visual C/C++.
- For Macintosh developers, working knowledge of AppleScript.
- Knowledge of one of these interapplication communication technologies: OLE, DDE, or Apple events.
- Familiarity with Acrobat Exchange. It is also useful to know PDFWriter, the Distiller application, the Search plug-in, and Catalog. C++ programming experience is useful but not required.

Length: One day

Cost: \$200.00

This class offers software developers the information needed to control the following Acrobat components from their applications, with the primary focus on Acrobat Exchange:

- Acrobat Exchange
- Acrobat Search plug-in
- Acrobat Catalog
- Acrobat Distiller program
- Acrobat Capture

The class covers Interapplication Communication interfaces such as Apple events, OLE, OLE Automation, and DDE. Students use test applications designed to

exercise Acrobat Exchange via its interface. In class exercises, they examine and modify source code of these test applications.

Topics in this class include:

- Integrating with Acrobat products through IAC or plug-ins.
- Acrobat Exchange OLE, OLE Automation, DDE and Apple event APIs.
- Basic API support for the Search plug-in, Catalog, PDFWriter, Distiller, and Capture.

NOTE: This class does *not* cover the Acrobat Exchange Plug-in API.

Take away materials:

- Copy of *Portable Document Format Reference Manual*
- Copies of class notes

Platforms that are covered:

- Macintosh (AppleScript development environment)
- Windows (Microsoft Visual C/C++ 1.5 development environment)

Class Two: Developing Adobe Acrobat Exchange Plug-ins

Attendees:

- Active software developers and system integrators implementing Acrobat Exchange plug-ins.

Prerequisites:

- Working experience in ANSI C programming, preferably including developing production applications.
- Active subscription to the Acrobat Plug-ins SDK Developer Program.
- Reading *Acrobat Viewer Plug-in API Overview*, Technical Note #5166 in the Acrobat Plug-ins SDK, is highly recommended.
- Experience with Metrowerks CodeWarrior or

Microsoft Visual C/C++ development environments is useful but not required.

Length: Two days

Cost: \$400.00

This class offers software developers the information needed to design and develop Acrobat Exchange plug-ins. Plug-ins can manipulate and enhance the Acrobat Exchange user interface and can programmatically create and manipulate PDF documents on an object level. Students develop and debug a variety of plug-ins using menu items, tool buttons, custom tools, and other features. Students also learn how plug-ins can work as part of a broader application integration solution.

Topics in this class include:

- Acrobat Exchange Plug-in API structure (levels, objects, methods).
- Acrobat user interface modification: Menu/toolbar augmentation, adding tools.
- API mechanisms: Callbacks, notifications, enumeration, event handling, exception handling, and others.
- Handlers: Actions, annotations, tools, and other handlers.
- Plug-in development and debugging using Metrowerks CodeWarrior (Macintosh) or Visual C/C++ (Windows).
- Communication between plug-ins.
- Plug-in life cycle.

Take away materials:

- Copy of *Portable Document Format Reference Manual*
- Copies of class notes

Platforms that are covered:

- Macintosh (Metrowerks CodeWarrior development environment)
- Windows (Microsoft Visual C/C++ 1.5 development environment)

Acrobat Developer University Cancellation

Policy:

Cancellations are accepted up to one week (5 business days) before the first day of the Acrobat

Developer Camp, and a refund of the class cost is remitted.

Cancellations received within one week of the scheduled class are accepted, but a refund is not given. You have the option of attending one of the next three classes.

Adobe® Developers Association

345 Park Avenue, San Jose, CA 95110-2704
Phone 408 536.9000 Fax 408 536.6883

Membership Application

Please complete this form for enrollment in Adobe's Developer Programs.

Member Information

Please print, or attach your business card. As your group's contact, you will receive the software development kit and all membership information.

Contact Name	E-mail (required)		
Title	Company		
Street Address			
City	State/Province	ZIP/Postal Code	Country
Telephone	Fax	Company URL	

Background Information

List your product(s) or area of development. Attach literature or supply information about your company's background and how your product(s) will use Adobe technology.

What is your objective in working with the Adobe Developers Association?

What operating environment does your product(s) currently support? Select all that apply.

- | | | | | | | |
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Credit Card Number	Expiration Date		
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Payment Terms:

- Check payments must be made in the form of a company check, cashier's check, or money order.
- Make check or money order payable to Adobe Systems Incorporated.
- Sorry, we cannot accept purchase orders.
- All prices are listed in U.S. dollars and payment must be in U.S. funds.

If credit card billing address is different from the shipping address you provided on page one, please fill out the following:

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City	State/Province	ZIP/Postal Code	Country

* NOTE: This entire application must be completed before membership can be approved.

European countries should contact our European Developers Association for all programs except the Frame Products Program. Please call +41-131-458-6800 for more information.

Annual Membership

Please select the developer program(s) you would like to join by checking the appropriate box to the left of the program name.

Note: All prices are in U.S. dollars.

- Basic Membership Program** \$145 U.S./Canada (\$345 rest of world) _____
- PostScript® Technologies Program** \$395 U.S./Canada (\$595 rest of world) _____
- Adobe Graphics and Publishing Program** \$195 U.S./Canada (\$395 rest of world) _____
If you are joining this program, we require the following additional information.
Please select the Adobe application(s) for which you will be developing plug-ins:
 Adobe Illustrator® Adobe Photoshop® Adobe Premiere® Adobe PageMaker® Adobe After Effects™
You may purchase an additional support package, which includes three support cases. Just select the option below.
 3-case technical support package for \$195 U.S. (available for this program only). _____
- Adobe Frame® Products Program** \$1,000 U.S./Canada (\$1,200 rest of world) _____
If you are joining this program, we require the following additional information.
Please select the Adobe application(s) for which you will be developing plug-ins:
 FrameMaker® FrameMaker+SGML™ FrameViewer®
With what will you be doing integration?
 MIF MML Frame Developer's Kit™
- Adobe Acrobat® Plug-in Program** \$495 U.S./Canada (\$695 rest of world) _____
- Adobe Acrobat Reader Plug-In Program** \$100 U.S./Canada (\$125 rest of world) _____
An Acrobat Reader Plug-In Contract is also required. A PDF version of this contract is available on our World Wide Web site at <http://www.adobe.com> on the Developer Relations pages under Support & Services. Or call our Fax/1 fax-response system at 206-628-5737 and request document #1234.
- Adobe Integrator Program**
Membership in the Acrobat Developer Program is not required for joining the Acrobat Integrator Program. Developers must sign an Integrator Contract to be eligible to purchase Acrobat Exchange™ under this program. A PDF version of this contract is available on our World Wide Web site at <http://www.adobe.com> on the Developer Relations pages under Support & Services. Or call our Fax/1 fax-response system at 206-628-5737 and request document #1235. Please review, sign, and return it to Adobe by mail. When the contract has been signed and payment received, we will send you a Golden Master Kit from which copies can be made.
The Acrobat Integrator Program offers two options. Please select from the following:
Acrobat Exchange only (no PDF Writer; no Acrobat Search) **Acrobat Exchange, with PDF Writer and Acrobat Search**
 100 Pack \$3,000 U.S./Canada (\$3,200 rest of world) 100 Pack \$7,040 U.S./Canada (\$7,240 rest of world)
 500 Pack \$13,500 U.S./Canada (\$13,700 rest of world) 500 Pack \$31,200 U.S./Canada (\$31,400 rest of world)
 1,000 Pack \$25,000 U.S./Canada (\$25,200 rest of world) 1,000 Pack \$54,400 U.S./Canada (\$54,600 rest of world)
- Additional Technical Support Packages**
Additional technical support cases can be purchased in quantities of 1-, 5-, or 10-case packages. You may purchase them now or at any time during your membership. If you would like to purchase additional support packages now, please select from the options below:
 1-case technical support package for \$125 5-case technical support package for \$500
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Signature and Agreement

I certify that the information provided in this application is, to the best of my knowledge, true and correct. The Adobe Systems Incorporated Developers Association is intended for development teams who are using Adobe technologies (the PostScript page description language, Adobe Acrobat, Adobe Type Manager®, Adobe Frame Products, or plug-ins for Adobe After Effects, Adobe Illustrator, Adobe PageMaker, Adobe Photoshop, or Adobe Premiere) to be compatible or in conjunction with their products. Adobe reserves the right to modify the terms and conditions of the Adobe Developers Association program and, at any time in its discretion, may revoke your participation in this program.

Name Title

Signature Date

Return to

Adobe Systems Incorporated Fax: 408 536.6883
Attn: Adobe Developers Association Attn: Developers Association
345 Park Avenue
San Jose, CA 95110-2704

Remember to

- Complete the entire application.
- Include the company and product information requested on page one.
- Sign the agreement above.
- Include payment or credit card information.



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PostScript Language Courses

For Level 1 PostScript, in each of the five-day entries below, the Introduction course is held on Monday and Tuesday; the Advanced course is held Wednesday through Friday. For Level 2, the Introduction course is Monday and the Advanced course is Tuesday through Thursday. For Writing PostScript Drivers (Driver) the course is Monday through Thursday. Publishing, Printing and PostScript (PPP) is a one day seminar. PostScript for Support Engineers (PSSE) is a 5-day course, Monday through Friday.

	September	October	November	December
Level 1				
San Diego, CA		21-25		
Burlington, MA	16-20			9-13
Level 2				
San Diego, CA				9-12
Burlington, MA		7-10		
PSSE				
San Diego, CA	23-27		11-15	
Burlington, MA			4-8	
PPP				
Houston, TX	23			
Atlanta, GA	25			
Orlando, FL	27			
Seattle, WA		14		
Milwaukee, WI		16		
Dallas, TX			4	
Indianapolis, IN			6	
Irvine, CA				9
Phoenix, AZ				11
Denver, CO				13

PostScript Course Fees (*) indicates roadshow class

Level 1			Level 1 Roadshow*
Intro	\$600.00	Driver	Intro \$680.00
Advanced	\$900.00		Advanced \$1020.00
		PSSE	
			\$1500.00
Level 2		PPP	Level 2 Roadshow*
Intro	\$300.00		Intro \$425.00
Advanced	\$1200.00		Advanced \$1275.00

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PostScript Class Descriptions

PostScript Level 1 (5 days; hands-on)

This five-day, hands-on course provides a thorough grounding in the PostScript language. The class concentrates on three broad, interacting topics: PostScript programming, PostScript underlying mechanics, and efficiency in PostScript. This is the class for people who will be doing in-depth work with PostScript machines and software, and is particularly important for printer and software engineers.

PostScript Level 2 (4 days; hands-on)

This course picks up from where the PostScript Level 1 class leaves off. It describes and provides experience with all of the major additions to the PostScript language. The four days of training provide everything the student needs to incorporate PostScript Level 2 in their output, decrease printing times, and allow previously impossible printing features with a minimum of work.

PostScript for Support Engineers (5 days; hands-on)

The class gives students the knowledge and tools needed to determine why a piece of PostScript output is not working properly. This is the course for people who spend much of their time working with PostScript output generated by applications and drivers. It is especially appropriate for customer support personnel and service bureau operators. The PSSE class spends three days on PostScript programming, mechanics and internal workings as they relate to PostScript output and its problems. This is followed by two days of technical discussion of how PostScript publishing systems work, and examination of and debugging practice with PostScript output.

Writing PostScript Drivers (4 days; hands-on)

This course details how to generate PostScript from a driver. During the class, the student writes a working PostScript driver in ANSI C, suitable for using in their own professional system or application software development. Students come away with their own driver source code as well as source for a variety of useful ANSI C software tools, including parsers for PPD and AFM files.

Publishing, Printing and PostScript (1 day)

This problem-solving course for printing and graphic arts professionals discusses PostScript-related issues that affect printing and design. This is *not* a programming course; rather it is a discussion of the principles and practice underlying the often mysterious things that are part of everyday life in the electronic output industry. The emphasis is on understanding how these things work, what usually goes wrong and how they can be fixed.

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