# Adobe™ Acrobat™
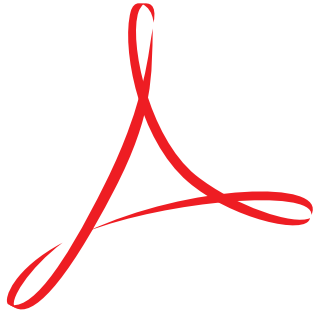
## Software that gives your computer the power to communicate.

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.

Starter Kit
Adobe Acrobat™ 1.0

**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.
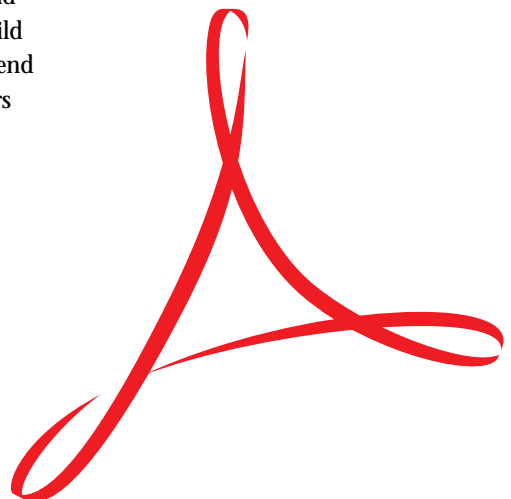
Now there's a better way. Adobe Acrobat.

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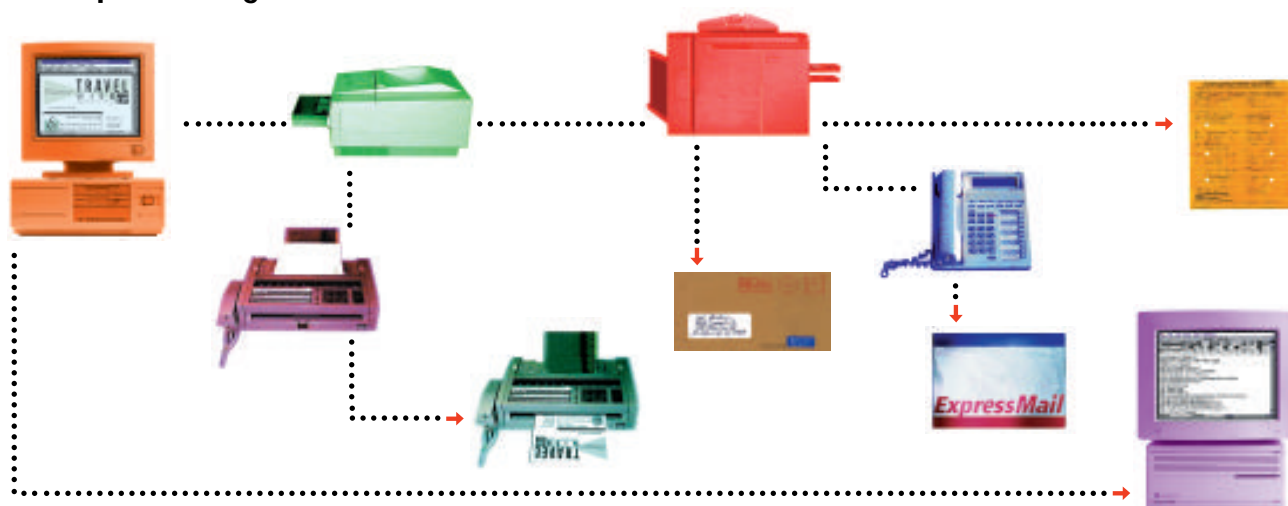
In other words, if you created this brochure, or any other document, on a Macintosh® computer, you could quickly and easily send it over the network to colleagues who could open it with Acrobat on their Windows™-based computers. They would then be able to view the document in full color, with all the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

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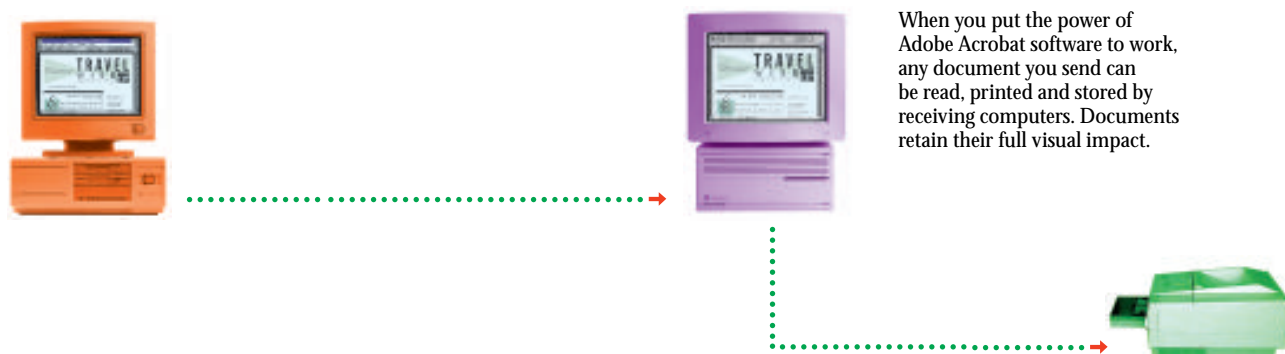
Of course, you can send simple electronic messages to other people. Or transmit files in character-based ASCII format that robs them of distinctive typefaces, layout, color or graphic elements. But until today, complex, information-rich documents could never travel from one kind of computer to another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

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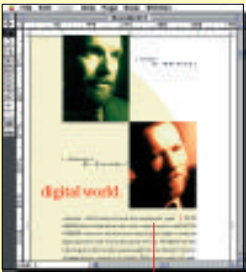
With Adobe Acrobat software, any document you send can be read, annotated, printed and stored by other Adobe Acrobat users. Adobe Acrobat software preserves the document's essential look and feel, and provides tools that help the recipient navigate through its pages on-screen.

## 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.
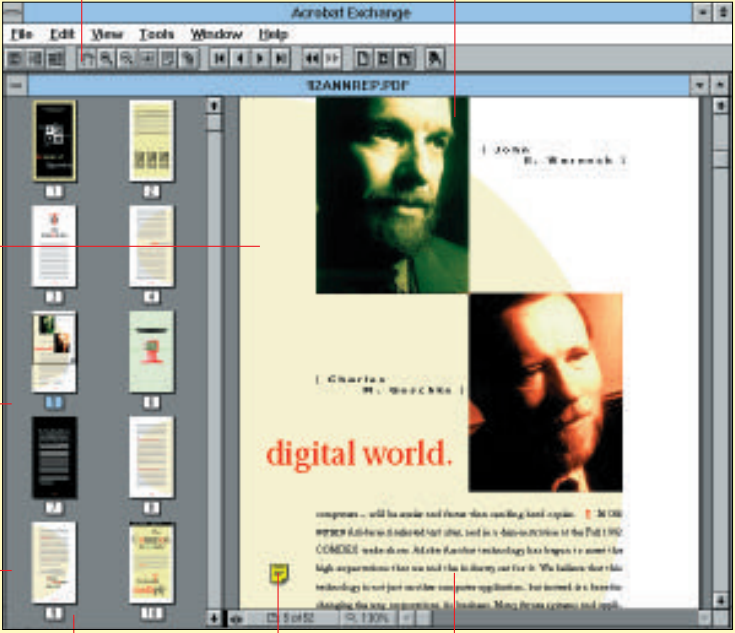
Finally, with Adobe Acrobat software, you can count on complete font independence. That's because our font substitution capability solves one of the fundamental barriers to document communication – the "font problem." In current systems, if a computer lacks fonts in a document that it receives, you may 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.
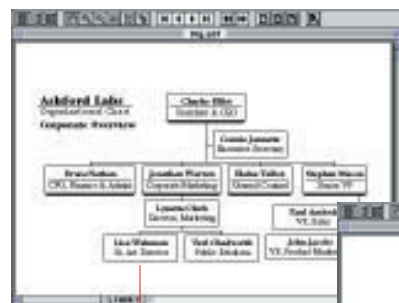
Acrobat Exchange includes easy-to-use tools that can pan, scroll and zoom, and give you instant access to different portions of a document using miniature "thumbnail" representations of each page. The thumbnails appear in the margin of the main window and are visible independently from the document open 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.
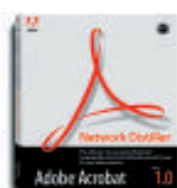
Acrobat Exchange software even allows you to annotate PDF files by affixing electronic "sticky" notes to them. These notes are transmitted along with the main PDF file, and may be hidden or displayed at your discretion.

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.

## 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.