

to the

welcome



Adobe
Acrobat
Exchange

TOUR

Click this box to begin the tour



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Project A-164

Status: Second draft, 3/25/9

Adobe™ Acrobat™ Products

Overview

In the last decade, personal computer users have come to depend on their machines for a variety of tasks, nearly all of which culminate in the creation of documents. These can range from one-page spreadsheets or simple letters to charts, graphs, illustrations and photographic images, to more complex creations, such as newsletters or reports, that combine all of these elements.

The computer has traditionally been a tool for building or authoring these documents, then printing them onto paper for distribution to their intended audiences. Despite much industry discussion of the paperless office, computers have not been able to effectively communicate the digital documents they create.

Much of the difficulty for computer users in sharing computer-originated documents stems from the mix of computing platforms, configurations and applications found in most of today's offices. Incompatibility between hardware platforms, operating systems and application software has made sharing all but the most rudimentary documents impossible. When it can be shared across these barriers, text must be exchanged only in character-based ASCII format, which robs it of any distinctive typefaces or formatting and precludes the use of any color or graphic elements.

Adobe Systems Incorporated, developer of software technology for creating, displaying and printing digital documents, is overcoming these barriers with a new approach to document communication. The Adobe Acrobat product family allows users to send documents created on their computer to other computers, regardless of hardware platform, operating system or application software used to create the

This is the first page of a 8-page report.

Note: If the overview pane is open, close it by clicking the Page Only button in the toolbar.

1 Click the page number box at the bottom of the page to display the Go To Page dialog box.



2 Enter 4 and choose OK

original. The document can be read, annotated, printed and stored by the receiving computer. Adobe Acrobat products preserve the documents essential look and feel, and provide tools to aid the receiver in navigating through its pages on-screen.

Adobe Acrobat products will eliminate the need to distribute many documents in paper form and makes possible, for the first time, effective universal electronic document communication. Computer users can distribute fully formatted documents containing distinctive typefaces, color, graphics and photographs in electronic form. Recipients can work in one of two ways: as part of simple document distribution, in which recipients navigate, view and print documents; or document exchange, in which recipients navigate, view, print and annotate documents from others, and originate documents for transmission. This capacity for instantaneous communication of documents between computer users will be applicable to a broad range of business and consumer uses.

Adobe Acrobat Products

Adobe Acrobat software is a family of products that work together to enable document communication. The key individual products include:

Acrobat Reader a software application that addresses the needs of information consumers. It enables users to navigate, view and print documents represented in a special cross-platform file format, the Portable Document Format (PDF). Acrobat Reader software will be available for Macintosh®, Windows™, DOS and UNIX® platforms.

Acrobat Exchange a software application that addresses the needs of document exchangers. It enables users to view, navigate, annotate and print PDF files. PDF Writer will be included in this product to enable the creation and transmission of PDF files, whether original documents or combinations of existing PDF documents. Acrobat Exchange software will be available for Macintosh, Windows, DOS and UNIX platforms.

Acrobat PDF Writer a special application that can be used from applications. PDF Writer is available on both Macintosh and Windows, the entire document is saved in the means of producing files in the

Acrobat Distiller™ a software application that can be used to convert documents into PDF. Acrobat Distiller software is available on both Macintosh and UNIX platforms.

This is the top of page 4 of the report. You can also display the Go To Page dialog box with the Go To Page command on the View menu.

3 Choose Go To Page from the View menu.

4 Enter 6 and choose OK

Following is a description of the technical components of Acrobat products and how they work together to enable universal document communication.

The Technology Behind Adobe Acrobat : The Portable Document Format (PDF)

The key to the cross-platform functionality of Adobe Acrobat products is a unique PostScript language-based file format called the Portable Document Format, or PDF. A PDF file can describe documents containing any combination of text, graphics and images in a device- and resolution-independent format. These documents can be one page or thousands of pages, very simple or extremely complex with rich use of fonts, graphics, color and images.

PDF, which Adobe will document and publish for use by software developers as an open standard, is designed to replicate the appearance of pages with the same high fidelity as PostScript software. But a PDF file uses the PostScript language to describe not only the visual (printable) aspects of a document, but also additional document elements such as 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 at the screen's highest possible resolution, regardless of the hardware design or manufacturer. Because it is device-independent, PDF represents information about a page's appearance in a manner that can be rendered by all major computers, display screens or output devices an

essential capability in today's world of multiplatform computing environments.

Creating PDF Files

Because the Portable Document Format is hardware platform, operating system and application neutral, virtually any document on any platform from any application can be converted into a PDF file.

A PDF file can be created from any application program that prints. The file may start as a word processing document, illustration from a drawing program, or a worksheet or graph from a spreadsheet program. Combinations of these elements created using cut and paste system utilities or through more advanced importation into page-layout applications can also readily be turned into PDF files, or can be clipped together in Adobe Acrobat itself.

The conversion from the document produced by the application into a PDF file is accomplished in one of two ways—either by using the specially designed printer driver, called the Acrobat PDF Writer, or through the software translation program, called the Acrobat Distiller.

To produce a PDF file using the PDF Writer, the user simply proceeds as if to print the document. In a special print dialog, the user is presented with the option of creating a PDF file. The PDF Writer is designed to translate most files created on PCs running Windows and on Macintosh computers. The PDF Writer essentially converts GDI (for Windows) or QuickDraw™ (for Macintosh) document descriptions into PDF descriptions and uses the standard system-level printing interfaces to communicate with applications.

Acrobat Distiller software translates PostScript language files into PDF files. It is designed to create PDF files from computing environments such as UNIX and DOS, where printer drivers do not exist. In addition, Acrobat Distiller helps users create PDF files from documents that contain placed Encapsulated PostScript (EPS) artwork or images, as well as from documents created in applications that

bypass system
files for printing

Small, Portable

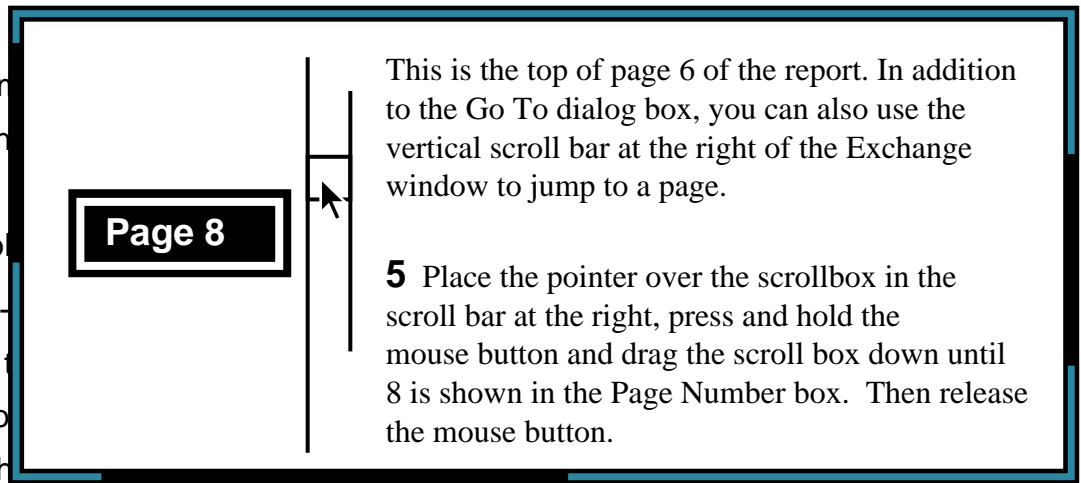
The PDF is 7-

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text information electronically.



While 7-bit ASCII formatting ensures the universality of PDF files, data compression makes them compact for speedy transmission and low demand on memory space. Compression algorithms such as LZW, RLE, CCITT Group 3 and 4, and JPEG are used to keep file sizes manageable. Compression of information within a PDF file will occur in the PDF Writer or Acrobat Distiller, and decompression will take place on the fly within Acrobat Reader or Acrobat Exchange software.

With JPEG, color and grayscale images can be compressed by a factor of 10:1 or more. The effective compression of monochrome images is highly dependent on the compression filter used and the properties of the image, but factors of 2:1 to 8:1 are common. LZW compression of text and graphics comprising the balance of the document results in compression ratios of approximately 2:1.

For all but the most graphics-intensive documents, PDF files will be significantly smaller than the CCITT Group 3-compressed counterparts used for facsimile. A 200-dpi CCITT Group 3 file of 50 to 65K per page, for example, would require only 5 to 10K per page as a PDF file, and would be capable of printing at 300-dpi or any other required resolution. The reduction in file size translates into shorter transmission times across networks and phone lines and less demand for memory space. In addition, traditional document imaging systems that represent document pages as Group 4 images are limited by fixed resolution, no color, no ability to search for content, and limited portability.

The universality of PDF and the effectiveness of its compression scheme allow PDF files to be communicated by a variety of means over LAN networks, on CD-ROM or magnetic diskette, or over telecommunications networks or other electronic highways. Before Adobe's PDF, the only universal language available for this type of cross-platform communication was ASCII text. PDF provides the first universal alternative to ASCII, and the only reliable means for conveying information about graphics and photographs between platforms.

With PDF, authors or publishers can create documents in a single format, then send them to computer users on many platforms. These documents can be viewed or printed by any computer equipped with Acrobat Reader or Acrobat Exchange software. This eliminates the need to publish documents in formats specific to each intended reader's computer system.

Acrobat Exchange Software

While Acrobat Reader enables document recipients to navigate, view and print pages, Acrobat Exchange software lets them view incoming PDF files, as well as navigate, annotate and print the documents. Its graphical interface provides clear, intuitive access to all of its functions.

Acrobat Exchange includes navigational tools that can pan, scroll and zoom, and allow the user to access 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. The user can leaf through the thumbnails as if they were bound in a magazine, then jump from the page on-screen to a distant page by mouse-clicking the thumbnail for the destination page.

Acrobat Exchange also has a live links feature that enables users to create links in PDF files. These are ideal for cross-referencing within a document.

Acrobat Exchange software
ing electronic sticky notes to
PDF file, and may be hidden

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of the Jump-To-Page tour.

[Continue](#) . . .

Acrobat Exchange software
ment creation and transmission.

Acrobat Font Substitution

A key component of Adobe Acrobat software is a font substitution capability that solves one of the fundamental barriers to document communication, the font problem. In current systems, if a computer lacks a font in a document received, the user may not be able to view or print the document, or the computer may substitute a different font for the absent one, drastically altering the document's appearance or making it completely illegible.

Adobe Acrobat products use Adobe's multiple master font technology to solve the font problem in document communication. Multiple master fonts were developed by Adobe as an extension to Adobe's Type 1 font format. They can allow users to control weight, width, size and style of type across a broad adjustable range.

PDF files carry the metrics and other information about the fonts used in a document, without actually including the font. The PDF file contains information about the weight, width, size and style of the typefaces in the document, as well as the names of the specific fonts. When the receiver of a PDF file lacks a typeface in a document, Acrobat font substitution reads the metrics and simulates the absent fonts with a special Adobe multiple master typeface. The appearance of the unavailable font is approximated so closely that, even if the recipient has none of the fonts in the original document, the relative size, boldness and style of type on the page is retained, preserving the look and feel of text on the page.

Acrobat software uses two special multiple master fonts, a serif and a sans serif design, developed with a wide dynamic range to effectively simulate a vast number

and variety of text typefaces.

Acrobat Publishers Tools

In the future, a set of tools for corporate and commercial publishers will provide a means for creating new PDF documents with a variety of enhanced functions. Publishers will use these tools to add value to PDF versions of their publications, which could be distributed on-line or on CD-ROM with versions of Acrobat Reader software. The Acrobat publishers tools will enable automatic live-linked indexes for documents, allowing the reader to locate any passage instantly by clicking on its entry in the index. The tools also will accommodate popular search engine software. It enables the user to locate any word or entry in a document instantly, or even cross-reference different subjects within a document or set of documents.

Another possibility is the creation of deep advertisements within electronic documents. An interested reader, for example, could click on a photo of an advertised product and gain access to more detailed information about it, such as performance specifications or a list of local dealers.

In addition, Adobe Acrobat products will provide support for representing document structure such as standard generalized markup language (SGML), and different applications file structures.

Markets for Adobe Acrobat Products

The ability to send and receive fully formatted electronic documents immediately lends itself to two uses: personal and mass communication. To fully realize its long-term potential, any significant document communication strategy must fulfill the requirements of both markets today.

Personal Communication

Communication is a primary area of immediate use for Adobe Acrobat products. In this context, communication may be defined as enabling a group of computer users to create and send an electronic document to other members of the group, even if

their computer system and applications are different.

Communication roles for Adobe Acrobat products can be characterized as server-based or telecommunications-based. Server-based applications involve the communication of computer files in PDF across networks. The technology functions equally well within local-area networks (LANs), like those that might link computers within an office, and wide-area networks (WANs), like those that might connect co-workers across a campus of several buildings or branch offices across the country. Telecommunications-based document communication enables electronic documents to be sent across telephone lines by modem. This is useful for communicating information between distant offices and is also ideal for traveling executives who use portable computers.

For business users, documents in Adobe's PDF can replace much of the paper correspondence that litters office desktops. The result will be greater convenience and significant cost reductions. Adobe Acrobat products will cut expenses associated with printing and photocopying documents, conveying them from sender to recipient, and filing and tracking them for future use. It will also reduce expenses of both money and time associated with moving paper documents from centralized corporate publishing sites to their target readers. Adobe Acrobat products will allow readers to print just the pages they need on their own office printers, any time and in any quantity they desire.

Mass Communication

Electronic publishing, which may be defined as production and distribution of documents from a single source to many readers at remote sites, can itself be divided into two segments: commercial and corporate or business publishers. Commercial publishers make their profits directly from the sale of information and advertising in publications such as newspapers, magazines and books. Business publishers create and distribute documents in the course of a separate business activity. Such documents include procedural manuals, technical documentation or user manuals, annual reports and marketing studies.

With the Adobe Acrobat family of products, both ventures may take advantage of publishing media that are more cost-effective than paper, including on-line, or server-based, transmission, CD-ROM, and any use of the existing electronic highways.

On-line, or server-based, electronic publishing involves direct transmission of documents over computer networks or telecommunications channels. The publisher might send documents to the reader across these channels, or the reader might access a server and order desired documents.

CD-ROM electronic publishing entails the use of read-only optical compact discs as a publishing medium. The publisher distributes these discs to readers, who view them using a CD-ROM drive. CD-ROM is rapidly gaining popularity as a publishing vehicle because it offers impressive information storage capability and permits very quick access to information stored anywhere on the disc.

Adobe Acrobat software offers advantages to both on-line and CD-ROM publishers by enabling documents to be published in a format that can be read by any computer user. For the first time, networked computers on different platforms will be able to easily communicate files that contain graphics, photographs and complex layouts. Acrobat software also eliminates the need to publish different CD-ROMs for every target computing system.

The Emerging Document Communication Field

The field of document communication is in its infancy, and recently a number of products and technologies have been announced that offer some capabilities of document communication. Some of them will compete with the Adobe Acrobat product offerings, while others will be complementary to them.

Many of the emerging technologies are more limited in scope than Adobe Acrobat products. Some are designed for multiplatform publishing, but not communication; others allow two-way exchange of documents, but are limited to specific platforms

or applications. Adobe is committed to developing Adobe Acrobat products for universal document communication, offering full publishing and communication functionality on all major platforms, operating systems and applications.

As it evolves, document communication will mark a convergence of technical advancements in the areas of computer publishing, printing and information distribution, video and telecommunications. Because the PostScript language is already a standard in these areas, Adobe is well aware of their collective and individual needs. This insight, as well as experience as an innovator in platform-independent software, places Adobe in a strong position to lead the way toward digital document communication of the future.

Future Technology Directions for Adobe Acrobat

As electronic document communication becomes a reality, the requirements of the technology and users needs will continue to grow and expand. Adobe is developing the next areas of advanced technologies that will be important for the extension of Adobe Acrobat products and the Portable Document Format. These include optical page recognition, the ability to communicate editable electronic documents, document management, as well as the need to address the rapidly emerging areas of audio and video inclusion in digital documents.

For the last 10 years, Adobe Systems has been a pioneer in the development of technology for the creation, display and printing of electronic documents. Adobe's knowledge of electronic documents and the people who use them have led the company to embrace document communication as the next logical step in its evolution.

In the 1980s, Adobe anticipated the needs of office users with PostScript software technology that allowed them to create, display and print professional-quality documents. In the 1990s, with the introduction of Acrobat products, Adobe will take communication to the next phase of its evolution.

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About This Tour

This tour demonstrates the features of the Acrobat Exchange program. We recommend that you go through the tour from beginning to end.

Click the Continue button at the end of each screen to continue the tour.



If you make a mistake, click the Go Back button to retrace your steps.



If you get lost, click the First Page button to return to the opening screen of the tour; then find your place in the following list of topics, and click the topic to return to that place in the tour.

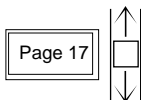
- Paging through a document
- Adding notes
- Scrolling
- Finding words
- Zooming in and out
- Using bookmarks
- Using links
- Browsing with thumbnails

Paging through a document

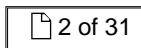
The Acrobat Exchange program gives you a number of ways paging through a document:



- Use the Next Page and Previous Page buttons in the tool bar (or the Next Page and Previous Page commands in the View menu).
- Use the PageDown and PageUp keys to move one *screen* at a time. (If your Macintosh keyboard doesn't have PageDown and PageUp keys, press Return for PageDown and Shift-Return for PageUp.)



- Use the vertical scroll bar to jump to a specific page.



- Click the page number box in the at the bottom of the Exchange window (or choose Go to Page from the View menu), and enter a page number in the Go To Page dialog box.

[Continue](#) . . .

Scrolling

When your current view of a document does not show the full height of the document page, you can use the vertical scroll bar to scroll up and down over the page.

And when your current view of a document does not show the full width of the document page, you can use the horizontal scroll bar to scroll left and right over the page.

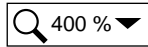
[Continue](#) . . .

Zooming in and out

Acrobat Exchange gives you many ways of zooming in and out on a page:



Use the zoom tools to double or halve the page view or to zoom by dragging a marquee



Use the Zoom menu at the bottom of the screen to choose from a number of magnifications

Use the Zoom To command in the View menu to specify a magnification



Use the page view buttons to change the view a page at 100 percent, to scale the page to fit the window, or to scale the page to fit the page width in the window.



[Continue . . .](#)

Using Links

You can place any number of links in an Acrobat document. A link is a spot on one page that is linked to a view of another page.

You can use links for a variety of purposes. For example, you can link *see* and *see also* references to the pages they reference. You can also link table of contents and index entries to the pages they reference. And if you are creating a newsletter, you can link the bottom of continued articles to the column where the articles are continued.

This tour contains many links. Every time you click a Continue button, you are using a link.

[Continue](#) . . .

Using Bookmarks

You can add bookmarks to an Acrobat document to mark locations for later reference. If a document contains bookmarks, you can open the overview area of the Exchange window to show a scrolling list of bookmark names. With the overview area showing bookmarks, you can double-click any bookmark name to jump to the location marked with that name.



Click the Bookmark button in the tool bar to display bookmarks in the overview area; then double-click the page icon to the left of the bookmark name Adding Bookmarks.

Using Thumbnails

If a document contains thumbnails, you open the overview area of the Exchange window to show a scrolling list of thumbnail images of all the document pages. (A thumbnail is a miniature image of a page.) You can double-click any thumbnail to jump to the page represented by that thumbnail.



Click the Thumbnail button in the tool bar.

The overview pane opens to show thumbnails of the pages in this tour.

1 Use the scroll bar to the right of the overview area to scroll down until you see the thumbnail for page 28 (the spreadsheet).

2 Double click the lower right corner of the thumbnail for page 28. The place you double-click on a thumbnail determines the part of the page that is displayed in the center of the screen.

Adding Notes

You can add notes to Acrobat documents. Acrobat notes are like the little yellow sticky notes that you can stick on document pages. Acrobat notes, however, have advantages over paper notes. For example, text scrolls in a text window and you can change the size of a note window. Another advantage is that Acrobat notes can be opened and closed. When closed, an Acrobat note is a note icon. Finally, Acrobat Exchange lets you jump from note to note within a document.

[Continue . . .](#)

Adding Bookmarks

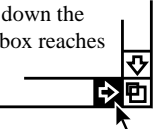
You can add bookmarks to an Acrobat document to mark locations for later reference. Bookmarks can provide quick access to hard-to-find or often-used parts of a document. If you are preparing an Acrobat document for distribution, you can also use bookmarks to create an outline or table of contents for a document. Users can then use the bookmarks to quickly move from topic to topic within the document.

[Continue . . .](#)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	PRINCIPAL	\$100,000		PRINCIPAL	\$100,000		PRINCIPAL	\$150,000		PRINCIPAL	\$150,000		PRINCIPAL	\$203,150		PRINCIPAL	\$203,150
2	Term	30		Term	15		Term	30		Term	Home Loan amt for rate		Term	30		Term	15
3																	
4	Rate	Monthly Payment		Rate	Monthly Payment		Rate	Monthly Payment		Rate	Monthly Payment		Rate	Monthly Payment		Rate	Monthly Payment
5	5.40%	(\$562)		5.40%	(\$812)		5.40%	(\$842)		5.40%	(\$1,218)		5.40%	(\$1,141)		5.40%	(\$1,649)
				5.60%	(\$861)		5.60%	(\$861)		5.60%	(\$1,234)		5.60%	(\$1,166)		5.60%	(\$1,674)
				5.80%	(\$880)		5.80%	(\$880)		5.80%	(\$1,250)		5.80%	(\$1,192)		5.80%	(\$1,699)
				6.00%	(\$899)		6.00%	(\$899)		6.00%	(\$1,266)		6.00%	(\$1,218)		6.00%	(\$1,724)
				6.20%	(\$919)		6.20%	(\$919)		6.20%	(\$1,282)		6.20%	(\$1,244)		6.20%	(\$1,749)
				6.40%	(\$938)		6.40%	(\$938)		6.40%	(\$1,298)		6.40%	(\$1,271)		6.40%	(\$1,774)
				6.60%	(\$958)		6.60%	(\$958)		6.60%	(\$1,314)		6.60%	(\$1,297)		6.60%	(\$1,799)
				6.80%	(\$978)		6.80%	(\$978)		6.80%	(\$1,332)		6.80%	(\$1,324)		6.80%	(\$1,824)
				7.00%	(\$998)		7.00%	(\$998)		7.00%	(\$1,348)		7.00%	(\$1,352)		7.00%	(\$1,849)
				7.20%	(\$1,018)		7.20%	(\$1,018)		7.20%	(\$1,365)		7.20%	(\$1,379)		7.20%	(\$1,874)
				7.40%	(\$1,039)		7.40%	(\$1,039)		7.40%	(\$1,382)		7.40%	(\$1,407)		7.40%	(\$1,899)
				7.60%	(\$1,059)		7.60%	(\$1,059)		7.60%	(\$1,399)		7.60%	(\$1,434)		7.60%	(\$1,924)
				7.80%	(\$1,080)		7.80%	(\$1,080)		7.80%	(\$1,416)		7.80%	(\$1,462)		7.80%	(\$1,949)
				8.00%	(\$1,101)		8.00%	(\$1,101)		8.00%	(\$1,433)		8.00%	(\$1,491)		8.00%	(\$1,974)
				8.20%	(\$1,122)		8.20%	(\$1,122)		8.20%	(\$1,451)		8.20%	(\$1,519)		8.20%	(\$2,000)
				8.40%	(\$1,143)		8.40%	(\$1,143)		8.40%	(\$1,468)		8.40%	(\$1,548)		8.40%	(\$2,025)
				8.60%	(\$1,164)		8.60%	(\$1,164)		8.60%	(\$1,486)		8.60%	(\$1,576)		8.60%	(\$2,050)
				8.80%	(\$1,185)		8.80%	(\$1,185)		8.80%	(\$1,504)		8.80%	(\$1,605)		8.80%	(\$2,075)
				9.00%	(\$1,207)		9.00%	(\$1,207)		9.00%	(\$1,521)		9.00%	(\$1,635)		9.00%	(\$2,100)
				9.20%	(\$1,229)		9.20%	(\$1,229)		9.20%	(\$1,539)		9.20%	(\$1,664)		9.20%	(\$2,125)
				9.40%	(\$1,250)		9.40%	(\$1,250)		9.40%	(\$1,557)		9.40%	(\$1,693)		9.40%	(\$2,150)
				9.60%	(\$1,272)		9.60%	(\$1,272)		9.60%	(\$1,575)		9.60%	(\$1,723)		9.60%	(\$2,175)
				9.80%	(\$1,294)		9.80%	(\$1,294)		9.80%	(\$1,594)		9.80%	(\$1,753)		9.80%	(\$2,200)
				10.00%	(\$1,316)		10.00%	(\$1,316)		10.00%	(\$1,612)		10.00%	(\$1,783)		10.00%	(\$2,225)
				10.20%	(\$1,339)		10.20%	(\$1,339)		10.20%	(\$1,630)		10.20%	(\$1,813)		10.20%	(\$2,250)
				10.40%	(\$1,361)		10.40%	(\$1,361)		10.40%	(\$1,649)		10.40%	(\$1,843)		10.40%	(\$2,275)
				10.60%	(\$1,383)		10.60%	(\$1,383)		10.60%	(\$1,667)		10.60%	(\$1,873)		10.60%	(\$2,300)
				10.80%	(\$1,406)		10.80%	(\$1,406)		10.80%	(\$1,686)		10.80%	(\$1,904)		10.80%	(\$2,325)
				11.00%	(\$1,428)		11.00%	(\$1,428)		11.00%	(\$1,705)		11.00%	(\$1,935)		11.00%	(\$2,350)
				11.20%	(\$1,451)		11.20%	(\$1,451)		11.20%	(\$1,724)		11.20%	(\$1,965)		11.20%	(\$2,375)
				11.40%	(\$1,474)		11.40%	(\$1,474)		11.40%	(\$1,743)		11.40%	(\$1,996)		11.40%	(\$2,400)
				11.60%	(\$1,497)		11.60%	(\$1,497)		11.60%	(\$1,762)		11.60%	(\$2,027)		11.60%	(\$2,425)
				11.80%	(\$1,520)		11.80%	(\$1,520)		11.80%	(\$1,781)		11.80%	(\$2,058)		11.80%	(\$2,450)
				12.00%	(\$1,543)		12.00%	(\$1,543)		12.00%	(\$1,800)		12.00%	(\$2,090)		12.00%	(\$2,475)
				12.20%	(\$1,566)		12.20%	(\$1,566)		12.20%	(\$1,820)		12.20%	(\$2,121)		12.20%	(\$2,500)
				12.40%	(\$1,589)		12.40%	(\$1,589)		12.40%	(\$1,839)		12.40%	(\$2,152)		12.40%	(\$2,525)
				12.60%	(\$1,613)		12.60%	(\$1,613)		12.60%	(\$1,859)		12.60%	(\$2,184)		12.60%	(\$2,550)
				12.80%	(\$1,636)		12.80%	(\$1,636)		12.80%	(\$1,878)		12.80%	(\$2,216)		12.80%	(\$2,575)
				13.00%	(\$1,659)		13.00%	(\$1,659)		13.00%	(\$1,898)		13.00%	(\$2,247)		13.00%	(\$2,600)
				13.20%	(\$1,683)		13.20%	(\$1,683)		13.20%	(\$1,918)		13.20%	(\$2,279)		13.20%	(\$2,625)
				13.40%	(\$1,706)		13.40%	(\$1,706)		13.40%	(\$1,938)		13.40%	(\$2,311)		13.40%	(\$2,650)
				13.60%	(\$1,730)		13.60%	(\$1,730)		13.60%	(\$1,957)		13.60%	(\$2,343)		13.60%	(\$2,675)
				13.80%	(\$1,754)		13.80%	(\$1,754)		13.80%	(\$1,977)		13.80%	(\$2,375)		13.80%	(\$2,700)
46	13.40%	(\$1,138)															
47	13.60%	(\$1,153)															
48	13.80%	(\$1,169)															

This is the upper left corner of a large spread sheet

1 Place the pointer over the right scroll box on the horizontal scroll bar, hold down the mouse button, and drag until the box reaches the right edge of the scroll bar.



This is the upper right corner of a large spread sheet. You can also use the hand tool to scroll about a page.

2 Click the hand tool on the tool bar. The mouse pointer changes to the hand tool.



3 Place the Hand tool at the very bottom of the window, hold the mouse button, and drag the hand to the top of the window.

This is the lower-left corner of the large spread sheet and the end of the Scrolling tour.

[Continue . . .](#)

This is the lower right corner of the large spread sheet

You can also scroll by dragging the scroll boxes in the scroll bars.

4 Place the pointer over the scroll box in the horizontal scrollbar, hold the mouse button and drag the button to the left edge of the horizontal scroll bar.



This is an office map. The names and phone numbers are too small to read at this magnification level. By zooming in you can read the names and numbers.






1 Click the Zoom-In tool



2 Place the magnifying glass over the desk in the lobby and click the mouse button.



ANNUAL SALES FIGURES

Per Year	End of year 1992	End of year 1991	End of year 1990
5 Click the Fit Page, Fit Width, and Actual Size buttons to see how they change the page view    This completes the zoom tour. Continue . . .		125,000.65	110,895.45
		53,000.78	42,753.65
		71,999.87	68,141.80
		4,300.00	4,200.00
		1,900.00	2,150.00
		3,100.00	2,600.00
		1,000.00	800.00
		1,100.00	1,200.00
		640.00	540.00
Total Expenses	12,790.00	12,040.00	11,490.00
Taxes			
Federal	54.60	46.70	43.60
Local	12.50	11.30	10.50
Total Taxes Expenditures	67.10	58.00	54.10
Profits per Year	57,143.01	59,901.87	56,597.70

EMPLOYEE PHONE LIST AND OFFICE MAP



Abacara 2155 A1 **Jon**

Abate 4716 A1 **Leslie**

Abbott 6090 A2 **Madeline**

Abul 2048 A1 **Leon**

Achler 3784 A1 **Dana**

Acostta 3845 A1 **Dennis**

Adams 6050 A1 **John**

Aven 4870 A2 **Charlie**

Bailey 4988 A1 **Andy**

Ball 2766 A2 **Cabbott**

Bazil 2624 A1 **Rebecca**

Bedford 2621 A2 **Monty**

Benas 4959 A1 **Serena**

Carlos 4841 A1 **Marcelino**

Castaneda 2651 A2 **Able**

Delveau 6034 A2 **Alex**

Dierk 6802 A2 **William**

Dino 4905 A1 **Sally**

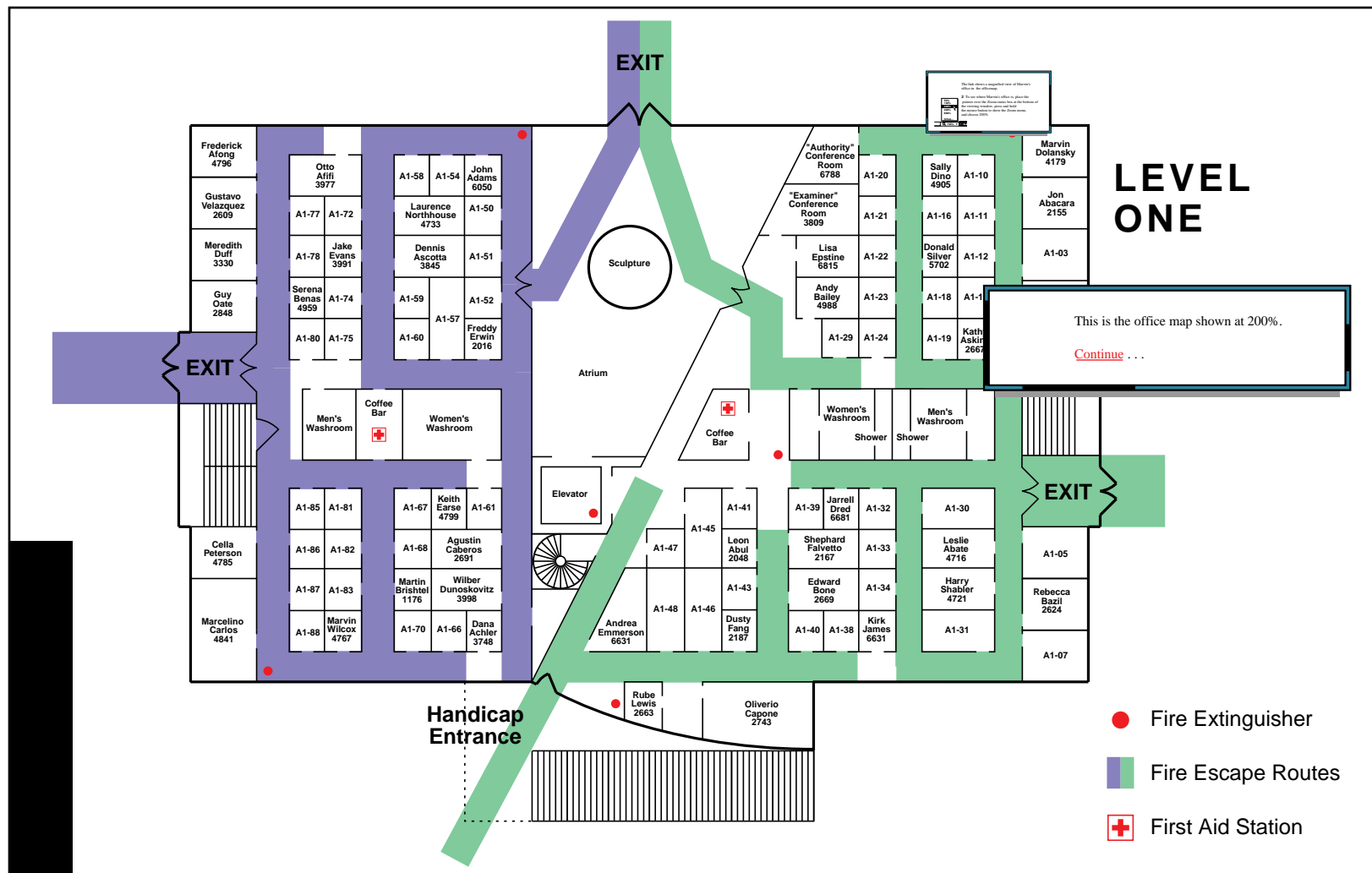
Dolansky 4179 A1 **Marvin**

This is the first page of an Acrobat phone list and office map document. Each person's name is a link button that is linked to the location of the person's office in the map.

1 Click anywhere on Marvin Dolansky's name to see where Marvin sits. Marvin's name is at the lower-right corner of this page.


EMPLOYEE PHONE LIST

● click the name of a person to find their office location on the map



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	PRINCIPAL	\$100,000		PRINCIPAL	\$100,000		PRINCIPAL	\$150,000		PRINCIPAL	\$150,000		PRINCIPAL	\$203,150		PRINCIPAL	\$203,150
2	Term	30		Term	15		Term	30		Term	15		Term	30		Term	15
3																	
4	Rate	Monthly Payment		Rate	Monthly Payment		Rate	Monthly Payment		Rate	Monthly Payment		Rate	Monthly Payment		Rate	Monthly Payment
5	5.40%	(\$562)		5.40%	(\$812)		5.40%	(\$842)		5.40%	(\$1,218)		5.40%	(\$1,141)		5.40%	(\$1,649)
				5.60%	(\$861)		5.60%	(\$861)		5.60%	(\$1,234)		5.60%	(\$1,166)		5.60%	(\$1,671)
				5.80%	(\$880)		5.80%	(\$880)		5.80%	(\$1,250)		5.80%	(\$1,192)		5.80%	(\$1,692)
				6.00%	(\$899)		6.00%	(\$899)		6.00%	(\$1,266)		6.00%	(\$1,218)		6.00%	(\$1,714)
				6.20%	(\$919)		6.20%	(\$919)		6.20%	(\$1,282)		6.20%	(\$1,244)		6.20%	(\$1,736)
				6.40%	(\$938)		6.40%	(\$938)		6.40%	(\$1,298)		6.40%	(\$1,271)		6.40%	(\$1,759)
				6.80%	(\$978)		6.80%	(\$978)		6.80%	(\$1,332)		6.80%	(\$1,324)		6.80%	(\$1,803)
				7.00%	(\$998)		7.00%	(\$998)		7.00%	(\$1,348)		7.00%	(\$1,352)		7.00%	(\$1,826)
				7.20%	(\$1,018)		7.20%	(\$1,018)		7.20%	(\$1,365)		7.20%	(\$1,379)		7.20%	(\$1,849)
				7.40%	(\$1,039)		7.40%	(\$1,039)		7.40%	(\$1,382)		7.40%	(\$1,407)		7.40%	(\$1,872)
				7.50%	(\$1,049)		7.50%	(\$1,049)		7.50%	(\$1,391)		7.50%	(\$1,420)		7.50%	(\$1,883)
				7.60%	(\$1,059)		7.60%	(\$1,059)		7.60%	(\$1,399)		7.60%	(\$1,434)		7.60%	(\$1,895)
				7.63%	(\$1,062)		7.63%	(\$1,062)		7.63%	(\$1,401)		7.63%	(\$1,438)		7.63%	(\$1,898)
				7.80%	(\$1,080)		7.80%	(\$1,080)		7.80%	(\$1,416)		7.80%	(\$1,462)		7.80%	(\$1,918)
				8.00%	(\$1,101)		8.00%	(\$1,101)		8.00%	(\$1,433)		8.00%	(\$1,491)		8.00%	(\$1,941)
				8.20%	(\$1,122)		8.20%	(\$1,122)		8.20%	(\$1,451)		8.20%	(\$1,519)		8.20%	(\$1,965)
				8.40%	(\$1,143)		8.40%	(\$1,143)		8.40%	(\$1,468)		8.40%	(\$1,548)		8.40%	(\$1,989)
				8.60%	(\$1,164)		8.60%	(\$1,164)		8.60%	(\$1,486)		8.60%	(\$1,576)		8.60%	(\$2,012)
				8.80%	(\$1,185)		8.80%	(\$1,185)		8.80%	(\$1,504)		8.80%	(\$1,605)		8.80%	(\$2,036)
				9.00%	(\$1,207)		9.00%	(\$1,207)		9.00%	(\$1,521)		9.00%	(\$1,635)		9.00%	(\$2,060)
				9.20%	(\$1,229)		9.20%	(\$1,229)		9.20%	(\$1,539)		9.20%	(\$1,664)		9.20%	(\$2,085)
				9.40%	(\$1,250)		9.40%	(\$1,250)		9.40%	(\$1,557)		9.40%	(\$1,693)		9.40%	(\$2,109)
				9.60%	(\$1,272)		9.60%	(\$1,272)		9.60%	(\$1,575)		9.60%	(\$1,723)		9.60%	(\$2,134)
				9.80%	(\$1,294)		9.80%	(\$1,294)		9.80%	(\$1,594)		9.80%	(\$1,753)		9.80%	(\$2,158)
				10.00%	(\$1,316)		10.00%	(\$1,316)		10.00%	(\$1,612)		10.00%	(\$1,783)		10.00%	(\$2,183)
				10.20%	(\$1,339)		10.20%	(\$1,339)		10.20%	(\$1,630)		10.20%	(\$1,813)		10.20%	(\$2,208)
				10.40%	(\$1,361)		10.40%	(\$1,361)		10.40%	(\$1,649)		10.40%	(\$1,843)		10.40%	(\$2,233)
				10.60%	(\$1,383)		10.60%	(\$1,383)		10.60%	(\$1,667)		10.60%	(\$1,873)		10.60%	(\$2,258)
				10.80%	(\$1,406)		10.80%	(\$1,406)		10.80%	(\$1,686)		10.80%	(\$1,904)		10.80%	(\$2,284)
				11.00%	(\$1,428)		11.00%	(\$1,428)		11.00%	(\$1,705)		11.00%	(\$1,935)		11.00%	(\$2,309)
				11.20%	(\$1,451)		11.20%	(\$1,451)		11.20%	(\$1,724)		11.20%	(\$1,965)		11.20%	(\$2,335)
				11.40%	(\$1,474)		11.40%	(\$1,474)		11.40%	(\$1,743)		11.40%	(\$1,996)		11.40%	(\$2,360)
				11.60%	(\$1,497)		11.60%	(\$1,497)		11.60%	(\$1,762)		11.60%	(\$2,027)		11.60%	(\$2,386)
				11.80%	(\$1,520)		11.80%	(\$1,520)		11.80%	(\$1,781)		11.80%	(\$2,058)		11.80%	(\$2,412)
				12.00%	(\$1,543)		12.00%	(\$1,543)		12.00%	(\$1,800)		12.00%	(\$2,090)		12.00%	(\$2,438)
				12.20%	(\$1,566)		12.20%	(\$1,566)		12.20%	(\$1,820)		12.20%	(\$2,121)		12.20%	(\$2,464)
				12.40%	(\$1,589)		12.40%	(\$1,589)		12.40%	(\$1,839)		12.40%	(\$2,152)		12.40%	(\$2,491)
				12.60%	(\$1,613)		12.60%	(\$1,613)		12.60%	(\$1,859)		12.60%	(\$2,184)			
				12.80%	(\$1,636)		12.80%	(\$1,636)		12.80%	(\$1,878)		12.80%	(\$2,216)			
				13.00%	(\$1,659)		13.00%	(\$1,659)		13.00%	(\$1,898)		13.00%	(\$2,247)			
				13.20%	(\$1,683)		13.20%	(\$1,683)		13.20%	(\$1,918)		13.20%	(\$2,279)			
				13.40%	(\$1,706)		13.40%	(\$1,706)		13.40%	(\$1,938)		13.40%	(\$2,311)			
				13.60%	(\$1,729)						(\$1,958)			(\$2,343)			
				13.80%	(\$1,752)						(\$1,978)			(\$2,375)			

This is the upper left corner of the spread sheet.
You can also use the box on the thumbnail to zoom in and out of the current page.

4 Place the pointer over the handle in the lower-right corner of the box in the thumbnail. The pointer changes to the resize icon. 
Hold down the mouse button and drag down and to the right until the box reaches the bottom of the thumbnail. Then release the mouse button.

This is the lower right corner of the spreadsheet.
You can drag the box shown on the thumbnail to scroll about a page.

3 Place the pointer over the box in the thumbnail. The pointer becomes a hand. Hold down the mouse button, and drag the box to the upper left corner of the thumbnail. Then release the mouse button to see the new view.



This is the end of the tour. Choose Close from the File menu to close the tour, or click the First Page button in the tool bar to begin the tour again.



3 Click the find tool in the tool bar, enter the name "Jake," click the Match Whole Word option and then click Find.

The first click finds the name in the phone list and closes the dialog box so that you can more easily locate the highlighted text.

Press Control + G (with Windows) and Command - G (on the Macintosh) to find the next occurrence of the word.

Donnas	2713			osoto	2604	A2	Alejandro
Dorcy	2021			strada	2819	A2	Maria
Dred	6681	A1	Jarrell	Evans	3991	A1	Jake
Duff	3330	A1	Meredith	Fang	2187	A1	Dusty
Dunoskovitz	3998	A1	Wilber	Falvetto	2167	A1	Shephard
Durkin	2167	A2	Scott	Hu	2071	A2	Lydia
Dwornell	6651	A2	Brad	Hung	6900	A2	Kwang Ti
Earse	4799	A1	Keith	James	6631	A1	Kirk
Elis	2678	A2	Ruth	Kaupowitz	6713	A2	Donald
Emmerson	6633	A1	Andrea	Lewis	2663	A1	Rube
Engles	6714	A2	Jim	Marigal	2037	A2	Michael
Epps	4842	A2	Mike	Meyer	2626	A2	Calvin
Epstine	6815	A1	Liza	Northhouse	4733	A1	Laurence
Erwin	2016	A1	Freddy	Oate	2848	A1	Guy

Now you will create a link between a person's name in the phone list and the corresponding office location.



1 Click the link tool in the tool bar; then position the pointer at the upper left of the name "Evans" and drag down and to the right to drag a box around the name.

The Make Link dialog box appears.

Q 100% ▼

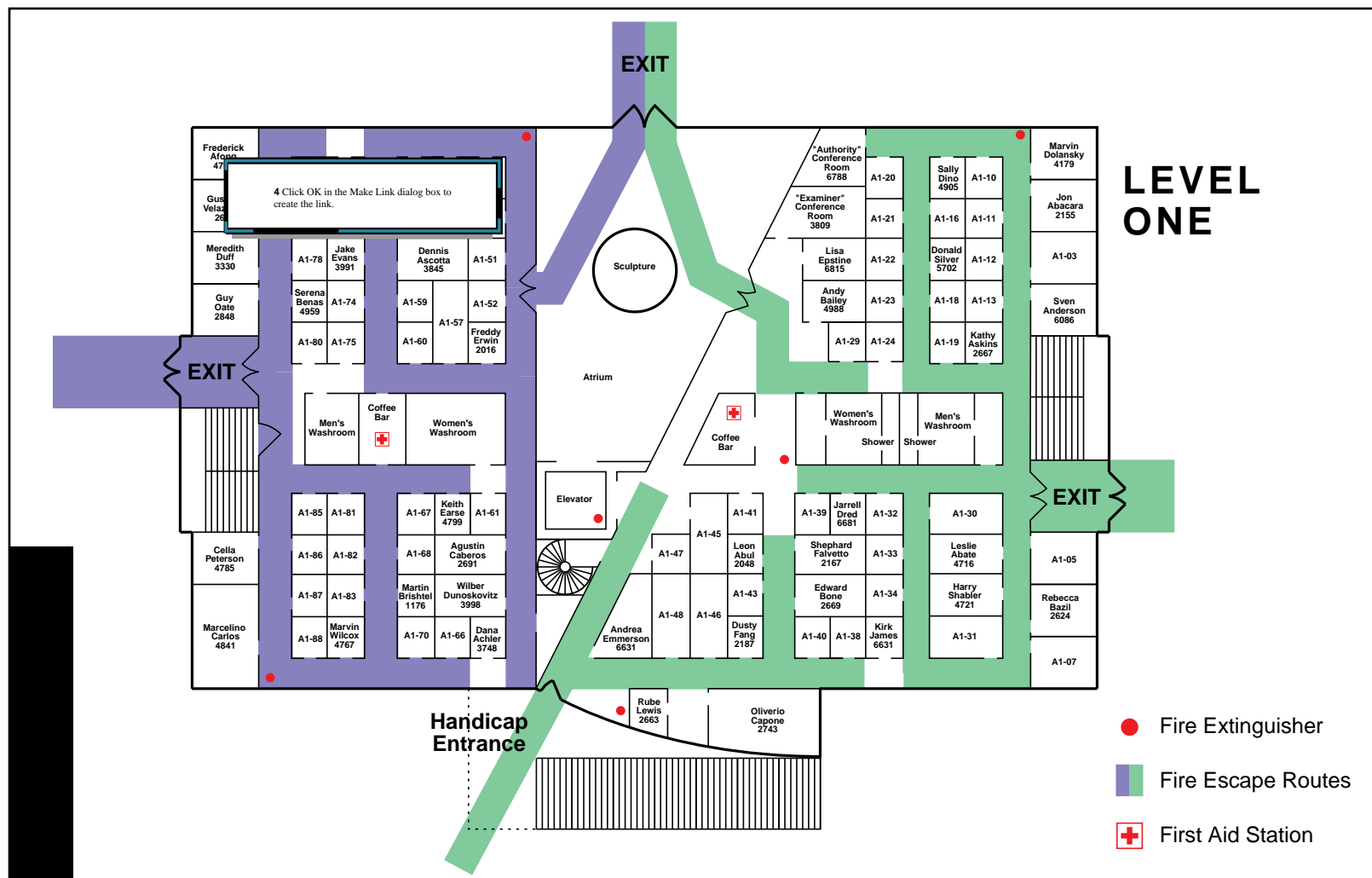
2 Now magnify the page view to 300%. Select the Zoom box at the bottom of the screen, and drag to select Other from the menu. Enter 300 and click OK.

CONFERENCE ROOMS

5 You have created the link. If you wish to test the link, click the link box once and then use the Go Back button to return to this screen. Then continue with the tour.


Continue . . .

● click the name of a person to find the office



Donnas	2713	A2	Albert	Esposoto	2604	A2	Alejandro	Peterson	4785	A1	Celia
Dorcy	2021	A2	Emilia	Estrada	2819	A2	Maria	Pottman	3804	A2	Raeline
Dred	6681	A1	Jarrell	Evans	3991	A1	Jake	Reyes	2151	A2	Juan

This is an Acrobat phone list. Suppose that Albert Donnas's phone number changed and you wanted to add his new number to this list.

- 1 Click the Note button.  The mouse pointer changes to a cross hair (+).
- 2 Imagine the upper left corner of a note window beneath Albert Donnas's name. Place the crosshair at that corner, hold down the mouse button, and drag down and right to draw a box. Then release the mouse button.
- 3 Type in Albert's new number (for example 5555).
- 4 Click the upper left corner of the note box to close it. Then drag the note icon to the left of Albert's name. Double-click the note icon to reopen the note window.

Continue

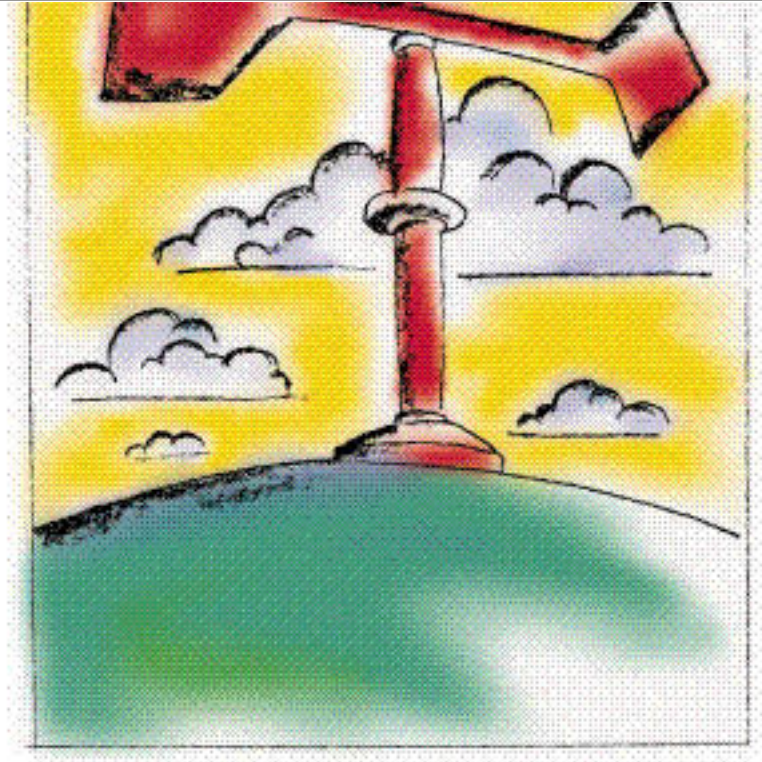
This is the first page of an annual report. You will add book marks to the bookmark list that represents sections of the annual report and then arrange the bookmarks hierarchically.

1 Choose Bookmarks from the Edit menu and New from the submenu. A new bookmark, named Untitled, is added to the end of the bookmark list.

2 Make sure that the bookmark is selected (highlighted) and type "Annual Report".



3 Click the Next Page button.



There is nothing
in the world more powerful
than an innovative idea.

Adobe Systems Incorporated
1991 Annual Report

Fiscal Year Ended
(In thousands, except per share data)

	<i>November 29, 1991</i>	<i>November 30, 1990</i>	<i>December 1, 1989</i>	<i>November 30, 1988</i>	<i>November 30, 1987</i>
Revenue	\$229,653	\$168,730	\$121,358	\$83,483	\$39,324
Income before income taxes	83,598	66,291	54,853	35,750	16,892
Net income	51,607	40,070	33,706	21,080	8,982

This page of the annual report shows a financial summary.

4 Choose Bookmarks from the Edit menu and New from the submenu. Name the new bookmark "Financial Summary."

5 Choose Bookmarks from the Edit menu and Move Right from the submenu.

6 Click anywhere beneath the scroll box in the vertical scrollbar to scroll to the bottom of the page.

Net income per share	2.25	1.83	1.55	.98	.43
Working capital	124,696	72,090	43,245	32,525	17,543
Total assets	221,195	145,701	94,139	65,460	32,302
Shareholders' equity	182,750	107,800	58,825	44,297	23,525
Dividends declared per share	.32	.24	.20	.12	—



These charts summarize the company's financial performance.

7 Choose Bookmarks from the Edit menu and New from the submenu. Type the name "Charts" for the new bookmark

8 Hold down the Control key (with Windows) and the Command key (on the Macintosh) and press the Right Arrow key. You can use the Arrow key shortcuts to move selected bookmarks up, down, left, and right.

9 Click the triangle to the left of the bookmark "Annual Report" to hide the subordinate bookmarks. Click it again to redisplay the bookmarks.

When you have finished experimenting with bookmarks, click the page icon next to the bookmark "Using thumbnails" to go to the next section of the tour.


Acrobat Backgrounder Revis
Editor: Molly Detwiler
Art Director: Gail Blumberg
Clients: John Kunze, LaVon
Project A-164

Status: Second draft, 3/25/9

Adobe™ Acrobat™ Products at

Note: If the overview pane is open, close it by clicking the Page Only button on the toolbar.

The Next Page button on the toolbar takes you to the top of the next page

1 Click the next page button. []

Overview

In the last decade, personal computer users have come to depend on their machines for a variety of tasks, nearly all of which culminate in the creation of documents. These can range from one-page spreadsheets or simple letters to charts, graphs, illustrations and photographic images, to more complex creations, such as newsletters or reports, that combine all of these elements.

The computer has traditionally been a tool for building or authoring these documents, then printing them onto paper for distribution to their intended audiences. Despite much industry discussion of the paperless office, computers have not been able to effectively communicate the digital documents they create.

Much of the difficulty for computer users in sharing computer-originated documents stems from the mix of computing platforms, configurations and applications found in most of today's offices. Incompatibility between hardware platforms, operating systems and application software has made sharing all but the most rudimentary documents impossible. When it can be shared across these barriers, text must be exchanged only in character-based ASCII format, which robs it of any distinctive typefaces or formatting and precludes the use of any color or graphic elements.

Adobe Systems Incorporated, developer of software technology for creating, displaying and printing digital documents, is overcoming these barriers with a new approach to document communication. The Adobe Acrobat product family allows users to send documents created on their computer to other computers, regardless of hardware platform, operating system or application software used to create the

original. The document can be viewed on a computer. Adobe Acrobat products will help you feel, and provide tools to aid

Adobe Acrobat products will help you feel, and provide tools to aid in the use of paper form and makes possible electronic document communication. Computer users can

containing distinctive typefaces, color, graphics and photographs in electronic form. Recipients can work in one of two ways: as part of simple document distribution, in which recipients navigate, view and print documents; or document exchange, in which recipients navigate, view, print and annotate documents from others, and originate documents for transmission. This capacity for instantaneous communication of documents between computer users will be applicable to a broad range of business and consumer uses.

Adobe Acrobat Products

Adobe Acrobat software is a family of products that work together to enable document communication. The key individual products include:

Acrobat Reader a software application that addresses the needs of information consumers. It enables users to navigate, view and print documents represented in a special cross-platform file format, the Portable Document Format (PDF). Acrobat Reader software will be available for Macintosh®, Windows™, DOS and UNIX® platforms.

Acrobat Exchange a software application that addresses the needs of document exchangers. It enables users to view, navigate, annotate and print PDF files. PDF Writer will be included in this product to enable the creation and transmission of PDF files, whether original documents or combinations of existing PDF documents. Acrobat Exchange software will be available for Macintosh, Windows, DOS and UNIX platforms.

The Next Page button has taken you to the top of the next page.

The Next Page command on the view menu also takes you to the top of the next page

2 Choose Next Page from the View menu.

Acrobat PDF Writer a special application that can be used to save files from applications. PDF Writer is available on both Macintosh and Windows, the entire document is saved as a single file, means of producing files in the PDF format.

Acrobat Distiller™ a software application that can be used to convert files into PDF. Acrobat Distiller software is available on Macintosh, Windows, and UNIX platforms.

The Next Page command has taken you to the top of the next page.

The page down key pages through a document one screenful at a time.

3 Press the Page Down key. (Press the Return if you are using a Macintosh without a page down key.)

Following is a description of the technical components of Acrobat products and how they work together to enable universal document communication.

The Technology Behind Adobe Acrobat : The Portable Document Format (PDF)

The key to the cross-platform functionality of Adobe Acrobat products is a unique PostScript language-based file format called the Portable Document Format, or PDF. A PDF file can describe documents containing any combination of text, graphics and images in a device- and resolution-independent format. These documents can be one page or thousands of pages, very simple or extremely complex with rich use of fonts, graphics, and images.

PDF, which Adobe will document as an open standard, is designed to provide high fidelity as PostScript software.

Page Down took you down one screenful on the current page.

4 Press the Page Down key again.

describe not only the visual (printable) aspects of a document, but also additional document elements such as 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 screen, regardless of the hardware used, independent, PDF represents a document that can be rendered by all machines.

Page Down took you to the bottom of the page.

5 Press the Page Down key again to go to the top of the next page.


essential capability in today's

Creating PDF Files

Because the Portable Document Format is application neutral, virtually any document can be converted into a PDF file.

Page Down took you to the top of the next page.

The Last Page button takes you to the top of the last page

6 Click the Last Page button [] or choose Last Page from the view menu.

A PDF file can be created from any application program that prints. The file may start as a word processing document, illustration from a drawing program, or a worksheet or graph from a spreadsheet program. Combinations of these elements created using cut and paste system utilities or through more advanced importation into page-layout applications can also readily be turned into PDF files, or can be clipped together in Adobe Acrobat itself.

The conversion from the document produced by the application into a PDF file is accomplished in one of two ways either by using the specially designed printer driver, called the Acrobat PDF Writer, or through the software translation program, called the Acrobat Distiller.

To produce a PDF file using the PDF Writer, the user simply proceeds as if to print the document. In a special print dialog, the user is presented with the option of creating a PDF file. The PDF Writer is designed to translate most files created on PCs running Windows and on Macintosh computers. The PDF Writer essentially converts GDI (for Windows) or QuickDraw™ (for Macintosh) document descriptions into PDF descriptions and uses the standard system-level printing interfaces to communicate with applications.

Acrobat Distiller software translates PostScript language files into PDF files. It is designed to create PDF files from computing environments such as UNIX and DOS, where printer drivers do not exist. In addition, Acrobat Distiller helps users create PDF files from documents that contain placed Encapsulated PostScript (EPS) artwork or images, as well as from documents created in applications that

bypass system-level printing facilities and generate their own PostScript language files for printing.

Small, Portable Files

The PDF is 7-bit ASCII (American Standard Code for Information Exchange), which means that it is extremely portable between diverse hardware and operating system environments. By international agreement, this standard is recognized by all computer hardware and software makers as a universal means of exchanging text information electronically.

While 7-bit ASCII formatting ensures the universality of PDF files, data compression makes them compact for speedy transmission and low demand on memory space. Compression algorithms such as LZW, RLE, CCITT Group 3 and 4, and JPEG are used to keep file sizes manageable. Compression of information within a PDF file will occur in the PDF Writer or Acrobat Distiller, and decompression will take place on the fly within Acrobat Reader or Acrobat Exchange software.

With JPEG, color and grayscale images can be compressed by a factor of 10:1 or more. The effective compression of monochrome images is highly dependent on the compression filter used and the properties of the image, but factors of 2:1 to 8:1 are common. LZW compression of text and graphics comprising the balance of the document results in compression ratios of approximately 2:1.

For all but the most graphics-intensive documents, PDF files will be significantly smaller than the CCITT Group 3-compressed counterparts used for facsimile. A 200-dpi CCITT Group 3 file of 50 to 65K per page, for example, would require only 5 to 10K per page as a PDF file, and would be capable of printing at 300-dpi or any other required resolution. The reduction in file size translates into shorter transmission times across networks and phone lines and less demand for memory space. In addition, traditional document imaging systems that represent document pages as Group 4 images are limited by fixed resolution, no color, no ability to search for content, and limited portability.

The universality of PDF and the effectiveness of its compression scheme allow PDF files to be communicated by a variety of means over LAN networks, on CD-ROM or magnetic diskette, or over telecommunications networks or other electronic highways. Before Adobe's PDF, the only universal language available for this type of cross-platform communication was ASCII text. PDF provides the first universal alternative to ASCII, and the only reliable means for conveying information about graphics and photographs between platforms.

With PDF, authors or publishers can create documents in a single format, then send them to computer users on many platforms. These documents can be viewed or printed by any computer equipped with Acrobat Reader or Acrobat Exchange software. This eliminates the need to publish documents in formats specific to each intended reader's computer system.

Acrobat Exchange Software

While Acrobat Reader enables document recipients to navigate, view and print pages, Acrobat Exchange software lets them view incoming PDF files, as well as navigate, annotate and print the documents. Its graphical interface provides clear, intuitive access to all of its functions.

Acrobat Exchange includes navigational tools that can pan, scroll and zoom, and allow the user to access 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. The user can leaf through the thumbnails as if they were bound in a magazine, then jump from the page on-screen to a distant page by mouse-clicking the thumbnail for the destination page.

Acrobat Exchange also has a live links feature that enables users to create links in PDF files. These are ideal for cross-referencing within a document.

Acrobat Exchange software even allows the reader 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 the readers discretion.

Acrobat Exchange software includes the PDF Writer printer driver to enable document creation and transmission.

Acrobat Font Substitution

A key component of Adobe Acrobat software is a font substitution capability that solves one of the fundamental barriers to document communication, the font problem. In current systems, if a computer lacks a font in a document received, the user may not be able to view or print the document, or the computer may substitute a different font for the absent one, drastically altering the documents appearance or making it completely illegible.

Adobe Acrobat products use Adobes multiple master font technology to solve the font problem in document communication. Multiple master fonts were developed by Adobe as an extension to Adobes Type 1 font format. They can allow users to control weight, width, size and style of type across a broad adjustable range.

PDF files carry the metrics and other information about the fonts used in a document, without actually including the font. The PDF file contains information about the weight, width, size and style of the typefaces in the document, as well as the names of the specific fonts. When the receiver of a PDF file lacks a typeface in a document, Acrobat font substitution reads the metrics and simulates the absent fonts with a special Adobe multiple master typeface. The appearance of the unavailable font is approximated so closely that, even if the recipient has none of the fonts in the original document, the relative size, boldness and style of type on the page is retained, preserving the look and feel of text on the page.

Acrobat software uses two special multiple master fonts, a serif and a sans serif design, developed with a wide dynamic range to effectively simulate a vast number

and variety of text typefaces.

Acrobat Publishers Tools

In the future, a set of tools for corporate and commercial publishers will provide a means for creating new PDF documents with a variety of enhanced functions. Publishers will use these tools to add value to PDF versions of their publications, which could be distributed on-line or on CD-ROM with versions of Acrobat Reader software. The Acrobat publishers tools will enable automatic live-linked indexes for documents, allowing the reader to locate any passage instantly by clicking on its entry in the index. The tools also will accommodate popular search engine software. It enables the user to locate any word or entry in a document instantly, or even cross-reference different subjects within a document or set of documents.

Another possibility is the creation of deep advertisements within electronic documents. An interested reader, for example, could click on a photo of an advertised product and gain access to more detailed information about it, such as performance specifications or a list of local dealers.

In addition, Adobe Acrobat products will provide support for representing document structure such as standard generalized markup language (SGML), and different applications file structures.

Markets for Adobe Acrobat Products

The ability to send and receive fully formatted electronic documents immediately lends itself to two uses: personal and mass communication. To fully realize its long-term potential, any significant document communication strategy must fulfill the requirements of both markets today.

Personal Communication

Communication is a primary area of immediate use for Adobe Acrobat products. In this context, communication may be defined as enabling a group of computer users to create and send an electronic document to other members of the group, even if

their computer system and applications are different.

Communication roles for Adobe Acrobat products can be characterized as server-based or telecommunications-based. Server-based applications involve the communication of computer files in PDF across networks. The technology functions equally well within local-area networks (LANs), like those that might link computers within an office, and wide-area networks (WANs), like those that might connect co-workers across a campus of several buildings or branch offices across the country. Telecommunications-based document communication enables electronic documents to be sent across telephone lines by modem. This is useful for communicating information between distant offices and is also ideal for traveling executives who use portable computers.

For business users, documents in Adobe PDF can replace much of the paper correspondence that litters office desktops. The result will be greater convenience and significant cost reductions. Adobe Acrobat products will cut expenses associated with printing and photocopying documents, conveying them from sender to recipient, and filing and tracking them for future use. It will also reduce expenses of both money and time associated with moving paper documents from centralized corporate publishing sites to their target readers. Adobe Acrobat products will allow readers to print just the pages they need on their own office printers, any time and in any quantity they desire.

Mass Communication

Electronic publishing, which may be defined as production and distribution of documents from a single source to many readers at remote sites, can itself be divided into two segments: commercial and corporate or business publishers. Commercial publishers make their profits directly from the sale of information and advertising in publications such as newspapers, magazines and books. Business publishers create and distribute documents in the course of a separate business activity. Such documents include procedural manuals, technical documentation or user manuals, annual reports and marketing studies.

With the Adobe Acrobat family of publishing media that are more mobile-based, transmission, CD-ROM

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Continue . . .

On-line, or server-based, electronic publishing involves direct transmission of documents over computer networks or telecommunications channels. The publisher might send documents to the reader across these channels, or the reader might access a server and order desired documents.

CD-ROM electronic publishing entails the use of read-only optical compact discs as a publishing medium. The publisher distributes these discs to readers, who view them using a CD-ROM drive. CD-ROM is rapidly gaining popularity as a publishing vehicle because it offers impressive information storage capability and permits very quick access to information stored anywhere on the disc.

Adobe Acrobat software offers a solution by enabling documents to be viewed by a computer user. For the first time,

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10 Press the PageUp key again.

able to easily communicate files that contain graphics, photographs and complex layouts. Acrobat software also eliminates the need to publish different CD-ROMs for every target computing system.

The Emerging Document Communication Field

The field of document communication is in its infancy, and recently a number of products and technologies have been announced that offer some capabilities of document communication. Some of them will compete with the Adobe Acrobat product offerings, while others will be complementary to them.

Many of the emerging technologies are designed to be complementary to the products. Some are designed to be complementary to the products, while others allow two-way exchange of information.

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or applications. Adobe is committed to universal document communication on all major platforms.

As it evolves, document communication will continue to advance in the areas of electronic publishing, video and telecommunication. As a standard in these areas, Adobe Acrobat is the industry standard.

This insight, as well as experience as an innovator in platform-independent software, places Adobe in a strong position to lead the way toward digital document communication of the future.

Previous page has taken you to the top of the previous page.

The PageUp key pages backward one screenfull at a time.

8 Press the PageUp key. If you are using a Macintosh without a PageUp key, press the Shift and Return keys together to page up one screenful.

Future Technology Directions for Adobe Acrobat

As electronic document communication becomes a reality, the requirements of the technology and users needs will continue to grow and expand. Adobe is developing the next areas of advanced technologies that will be important for the extension of Adobe Acrobat products and the Portable Document Format. These include optical page recognition, the ability to communicate editable electronic documents, document management, as well as the need to address the rapidly emerging areas of audio and video inclusion in digital documents.

For the last 10 years, Adobe Systems has been a pioneer in the development of technology for the creation, display and printing of electronic documents. Adobe's knowledge of electronic documents and the people who use them have led the company to embrace document communication as the next logical step in its evolution.

In the 1980s, Adobe anticipated the needs of office users with PostScript software technology that allowed them to create, display and print professional-quality documents. In the 1990s, with the introduction of Acrobat products, Adobe will take communication to the next phase of its evolution.

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Last Page has taken you to the last page of the document.

The Previous Page button and command work just like the Next Page button (and command) except that they page backward instead of forward

7 Click the Previous Page button (or choose Previous Page from the View menu) to go to the top of the previous page.