

# Adobe® Acrobat® Connect™ Pro for web conferencing

Provide instant access to engaging, collaborative meetings with just a web browser and the Adobe Flash® Player software



## Why Adobe for web conferencing?

No downloads. Instant access. The ability to captivate your audience with live events and on-demand presentations. That's what makes Adobe Acrobat Connect Pro a leader in web conferencing solutions.

Stop putting users to sleep with boring, static web conferences. Adobe Acrobat Connect Pro software helps you grab their attention by providing easy viewing and sharing of rich media files. Using a web browser and ubiquitous Adobe Flash Player software—already installed on 98% of Internet-connected desktops—you can share your screen, brainstorm on a whiteboard, chat, and videoconference. The elegant interface is always available, so colleagues around the world can jump in with just a click—no scheduling, registration, or plug-in downloads required. That means you can finally enable effective communication in online meetings and presentations without wasting time and money on travel.

Acrobat Connect Pro removes the common barriers to web conferencing by giving users instant, hassle-free access to online meetings and presentations. Other web conferencing solutions require specialized software or plug-in downloads, but Acrobat Connect Pro delivers users to the live events and on-demand presentations with just a click—from anywhere, at anytime, on almost any device.

## Marketing and sales: Reach customers and prospects with high-impact pitches that close deals

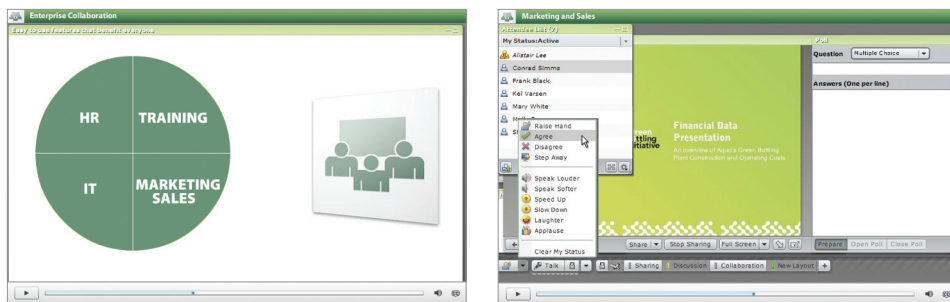
With Adobe Acrobat Connect Pro software, you can reach customers and prospects with high-impact web conferencing that delivers your message and helps close the deal. Even when you're in one location and your audience is in another, you can be more efficient, increase leads, shorten the sales cycle, and close more deals. Acrobat Connect Pro lets you present as effectively online as you would in person, cutting your sales costs dramatically. Marketers can increase the success of e-mail and online ad campaigns by driving prospects to compelling, narrated presentations instead of boring, static web pages. It's also easy to customize presentations with corporate colors and logos that reinforce your brand.

- Engage your customers with rich multimedia—no specialized programming skills required
- Incorporate existing Microsoft PowerPoint content with Adobe Presenter software
- Create interactive tutorials and simulations using Adobe Captivate® software
- Increase conversion with live web seminars
- Improve direct mail response and receive instant feedback
- Automate seminar registration procedures
- Record, edit, and download seminars for anytime viewing
- Get live event support and learn best practices from Adobe Event Services

## Enterprise collaboration: Bring people together in hassle-free live meetings

With Adobe Acrobat Connect Pro software, it's never been easier to bring together people from remote locations—without the hassles of travel or traditional web conferencing. And once you've brought them together, it's easy to keep their attention: Acrobat Connect Pro can help your organization turn drab, boring communications into interactive, exciting experiences that are the next best thing to in-person meetings. Thousands of people can convene in a customized, branded online meeting room simply by clicking on a URL. And Acrobat Connect Pro is easy to deploy and support because it integrates with existing IT infrastructures and requires only a web browser and free Adobe Flash Player software.

- Engage users with rich multimedia, including audio and video
- Customize meeting room layouts and save them as templates for reuse
- Record, edit, and download sessions—with synchronized audio—for anytime viewing
- Incorporate existing PowerPoint presentations with Adobe Presenter
- Manage and control online meetings and assets through robust content management and reporting tools
- Integrate with corporate portals and applications, including CRM, CMS, LMS, and others
- Reliably scale to accommodate thousands of users
- Help control usage, compliance, and data security



## Flexible deployment options for enterprises of all kinds

Adobe has perfected its product development process over 25 years. That's why you can be confident that Acrobat Connect Pro is ready on day one of your implementation.

### Hosted or on-premise

Acrobat Connect Pro can be deployed as a licensed software product, on-premise, behind your firewall, to provide complete control. Or it can be purchased on a subscription basis as a hosted service, with full end-to-end 128-bit SSL encryption available.

### Built on open standards

Acrobat Connect Pro is based on an open, extensible architecture that supports cost-effective integration with existing infrastructure and future investments. Acrobat Connect Pro uses standards such as XML and Java™ to exchange data, and it offers a full developer resource center with hundreds of APIs and SDKs.

### For more information

For more details about Adobe Acrobat Connect Pro, visit [www.adobe.com/acrobatconnectpro](http://www.adobe.com/acrobatconnectpro).

### Protected content

Adobe understands your need to protect sensitive information. Acrobat Connect Pro provides tight access control and security on all content to ensure that meetings and related information are viewable only by your intended audience.



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