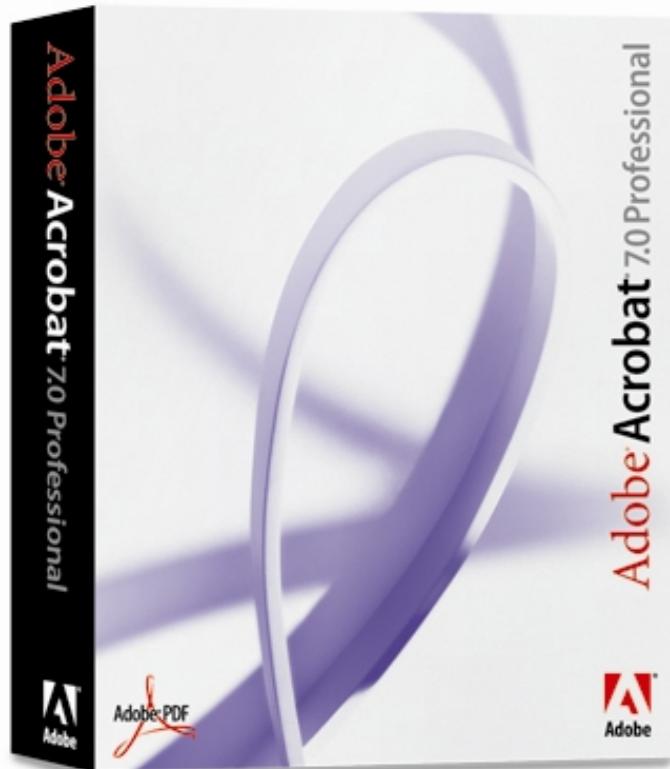


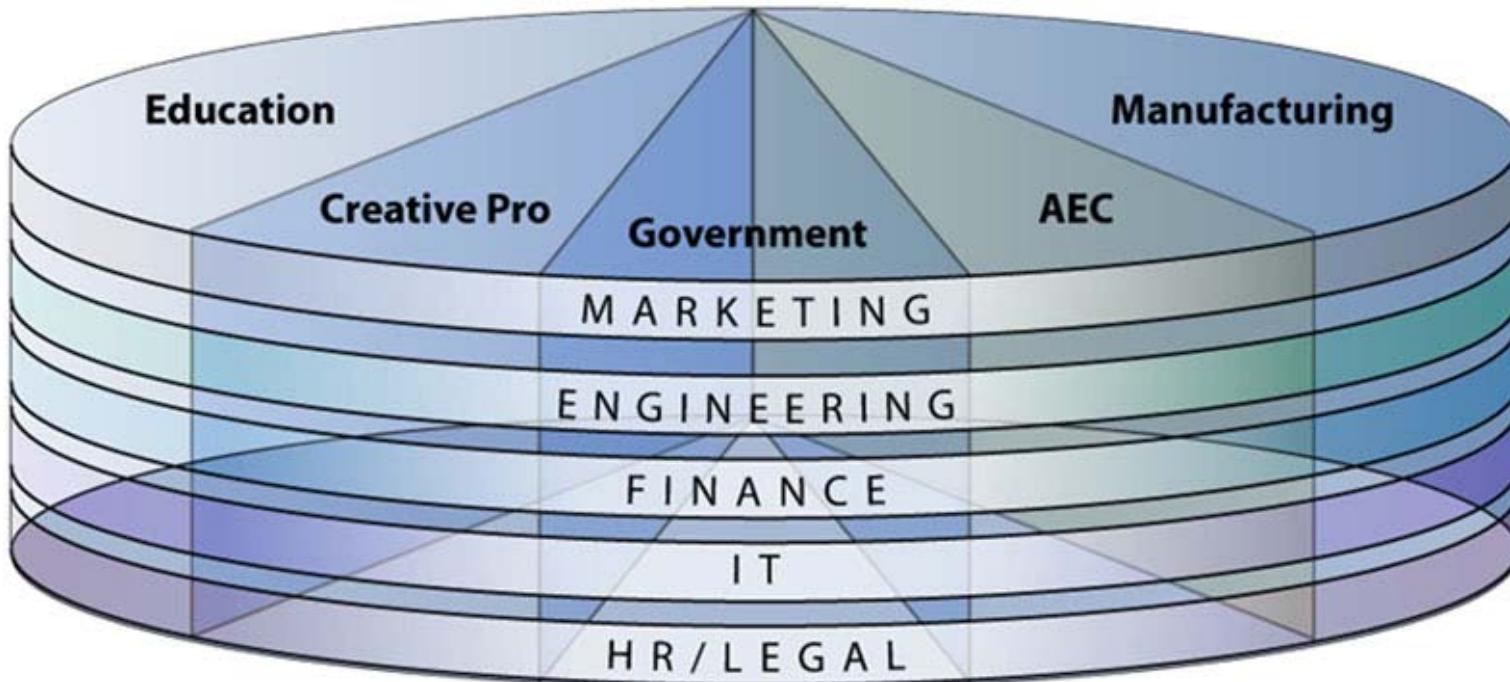
Adobe Acrobat 7.0 Professional

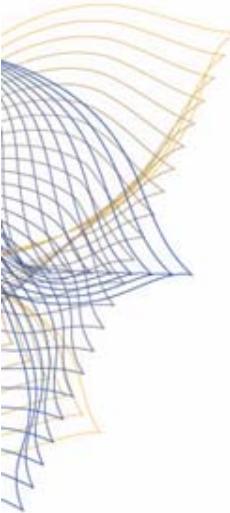
**The complete solution for
document collaboration and
PDF print production.**



Extending Acrobat in the Enterprise

Industry and Occupational Targets



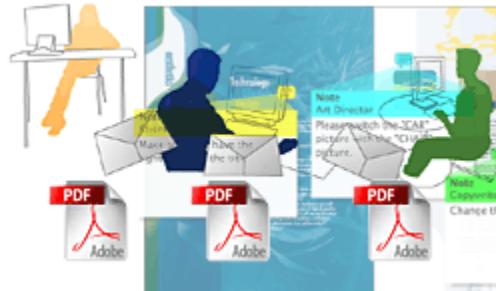


Adobe PDF



- **Proven lineage—10+ years**
- **Adopted by Fortune Global 1000 enterprises**
- **Beyond de facto as a trusted document standard:**
 - PDF/E: For engineering documentation
 - PDF/A: For long-term preservation of electronic documents
 - PDF/X: For reliable delivery of press-ready, high-end color advertisements
- **Mandated by worldwide governments, standards bodies, and international organizations**
- **Standard specification for digital documents accepted by NARA**

Acrobat 7.0 Professional PDF files used for.....



.... successful exchange and
electronic review

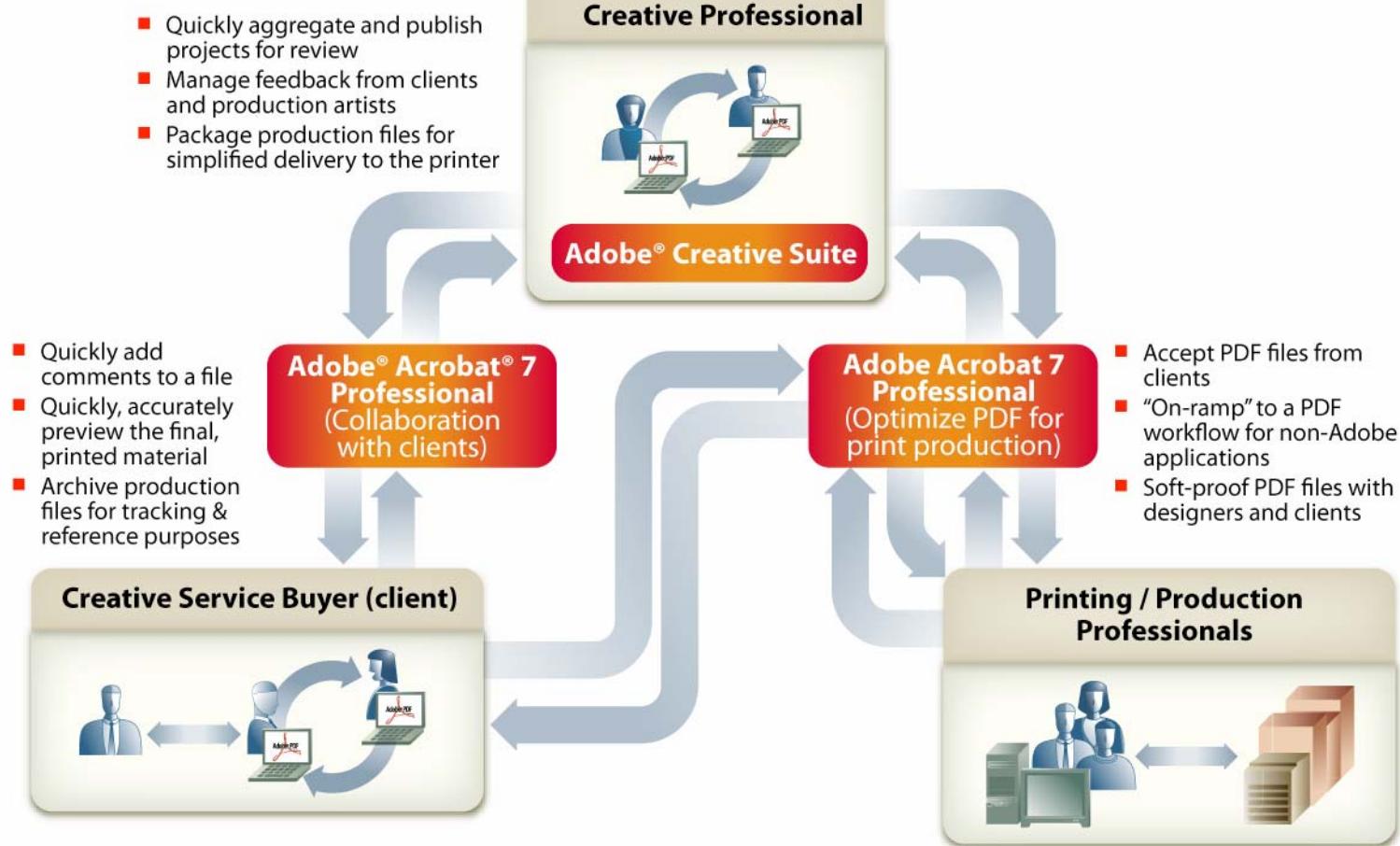


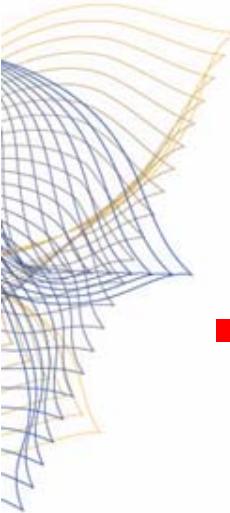
.... reliable and predictable
productions

.... result in better efficiency and shorter cycles



Customer Use Case *Creative Professional*



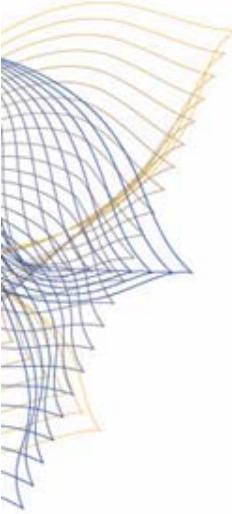


Creative Professionals

■ Key Challenges

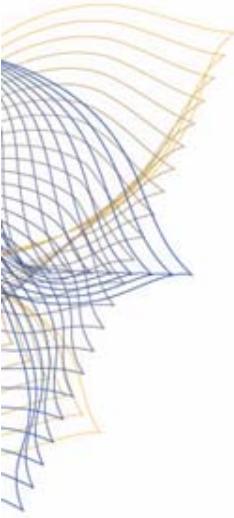
- Collaboration
- Staying on schedule
- Reconciling designed content into printable format
- Handling inconsistent, unreliable PDF creation from various sources
- Ensuring that any PDF can output successfully





Acrobat 7.0 for the creative professional

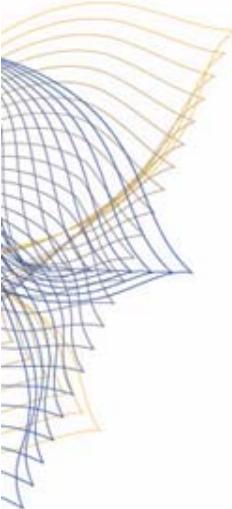
- **Collaboration between client, designer and printer**
 - Extended to users of Adobe Reader
- **PDF Correction tools to fix improperly prepared files**
 - Address common PDF preparation errors
- **Output Preview & Preflight tools to ensure accuracy**
 - On-screen preview (also in the Adobe Reader)
 - Preflight check for file integrity
- **Improved PDF Creation functionality**
 - Convert colors to CMYK with Distiller
 - Image conversion policy for control over image quality
- **Support for print industry standards**
 - PDF/X, JDF



Acrobat 7.0 for the creative professional

Organizer

- organize PDF files
- create collections of PDF files
- send PDF files via e-mail
- bind PDF files
- view multiple pages
-



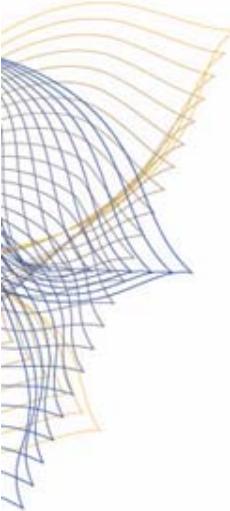
Collaboration for Creative Professionals

- Extend e-mail review cycles to users of Adobe Reader
 - Enable Adobe Reader 7.0 in a review-cycle
 - Tracker
- Overprint preview in Adobe Reader 7.0
- Integration of Acrobat Preflight and Commenting tools
- Support for PDF viewing in Safari
- Integration with Adobe Version Cue



PDF Correction Tools for Print Production

- **New Print Production Toolbar including:**
 - Trap Presets plug-in
 - Output Preview
 - “Ink Manager” functionality from Adobe InDesign
 - Color Space-conversion
 - Line Weight-correction
 - Transparency Flattener
 - Change MediaBox Size, add printer’s marks
 - PDF Optimizer



Output Preview & Preflight

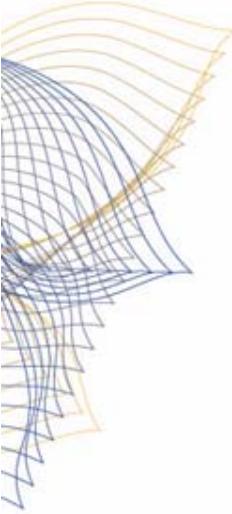
Enhanced Preflight-options

- New, simplified interface for creating profiles
- Preflight-profiles based on “best practices”
- Integration with commenting functions of Acrobat
- “Droplets” for quick document-preflight

Improved Output Preview

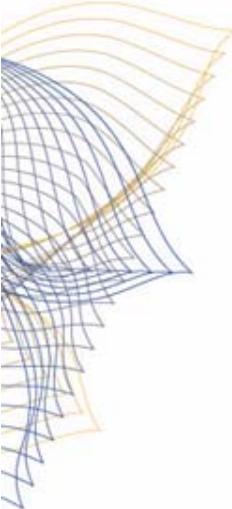
- On-screen indication total ink coverage
- On-screen warning for Rich black
- On-screen overprinting warning





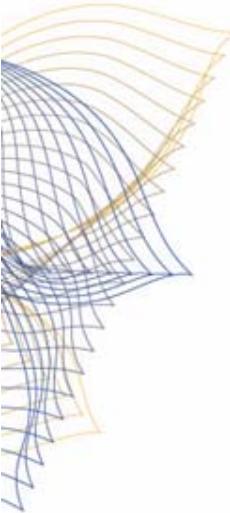
Enhanced Distiller Functions

- **PDF-creation based on standards**
 - Support for PDF/X standards
- **Distiller for color conversion to CMYK**
 - Device dependent and independent
- **Settings for image conversion**
 - Prevent low res images converting to PDF
- **PDF Maker for Microsoft Publisher**



JDF-support – the future is now

- **Create JDF job templates for a variety of customer job types**
 - Define inks, quantities, cover specs, etc..., based on job quote
 - Include preflight profile and contact information for process control
- **Client can make small edits to templates to define the job**
- **Tools for order entry – activation of preflight & verification of JDF-integrity**
 - Verify ensures the delivery matches the quote
 - Integrated preflight insures the files will print
 - ‘Mime enclosure’ on the desktop or sent to PSP



Creative Professionals

■ Benefits

- Electronic reviews help ensure accuracy and speed
- Digital signatures enable approvals without added costs
- Electronic record of client feedback ensures audit trail
- Designers can prep their own material for press, saving time
- Electronic archive options
- PDF/X reduces time and errors



