Welcome to the Adobe Connect Business Exchange Event



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Adobe

Introduction & Agenda



Roel-Jan Mouw

Marketing Manager Benelux

Adobe Systems

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Agenda

- Acrobat Momentum
- Discover Acrobat 8
  - Overview of new Acrobat 8
- Acrobat 8 in Business
  - Practical demonstration
- “Beyond Acrobat”
  - Adobe LiveCycle Platform



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Adobe timeline and innovations

Technology Foundation | *Desktop Publishing Revolution* | *The Internet Revolution Begins* | *Cross-Media Publishing* | *The Next Wave*

1982 | **1985** | **1986** | **1987** | **1990** | **1995** | **1999** | **2000** | **2002** | **2004** | **2005**





Company founded by John Warnock and Chuck Geschke

First Adobe® PostScript® Printer & Imagesetter

Adobe® PostScript®

Initial Public Offering

Adobe Illustrator®



Adobe Photoshop®



Adobe Acrobat®, Adobe PDF, and Adobe Reader®

PDF Adobe

Aldus Acquisition

Flash®

Bruce Chizen Promoted to President & CEO



Accelio Acquisition

Adobe Intelligent Document Platform

Shantanu Narayen Promoted to President & COO



Macromedia Acquisition

Stephen Elop Named President of WW Field Operations



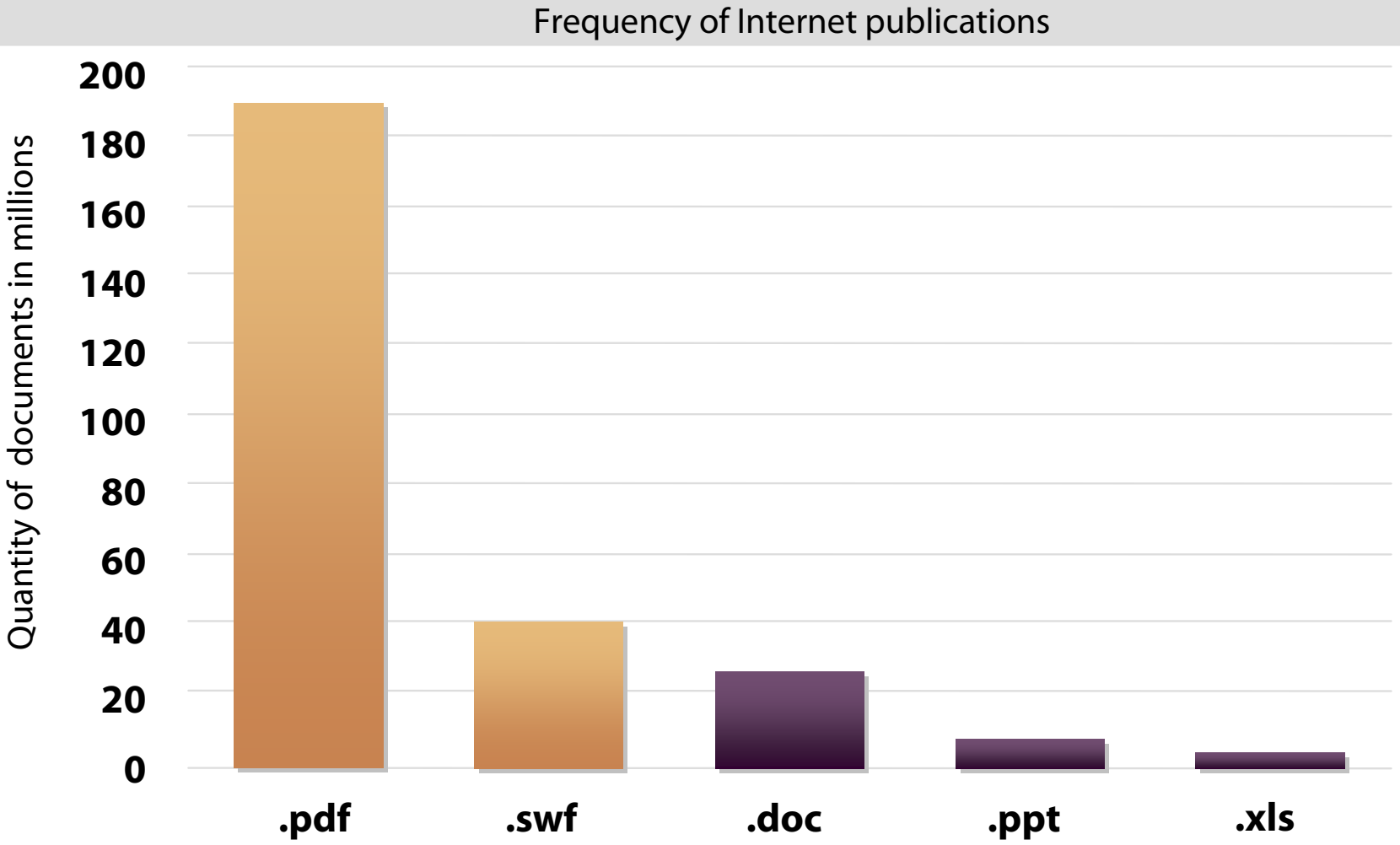
2 employees

5,000 employees

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Adobe's impact on online documents today

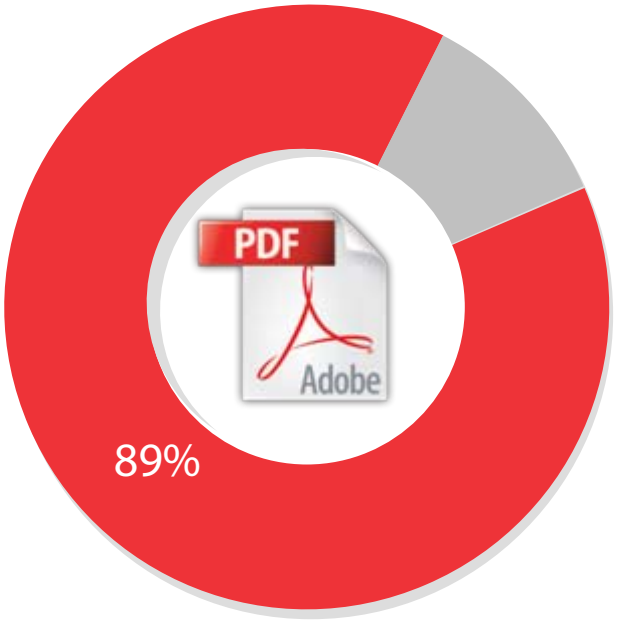


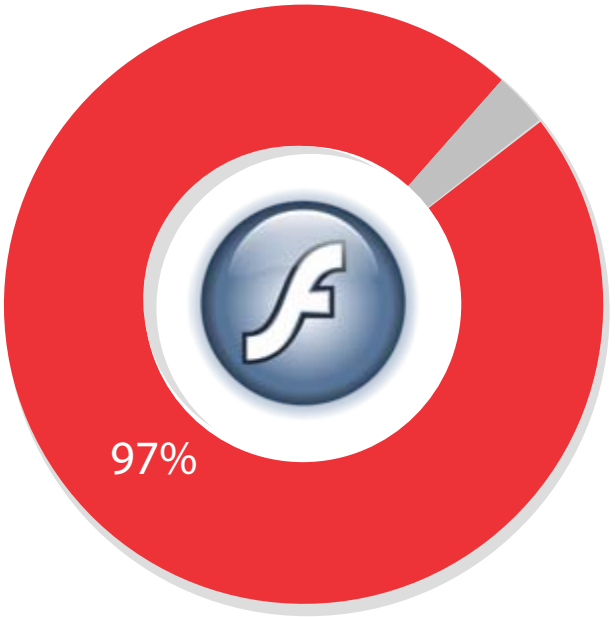
Source: Google.com (2006)

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Ubiquitous and extensive platform with worldwide audience





+600 million

PC's and devices

1,800 solution partners

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Adobe Solutions for Knowledge Workers… Who are they?

Information consumption



Collaborate with others



Share Information



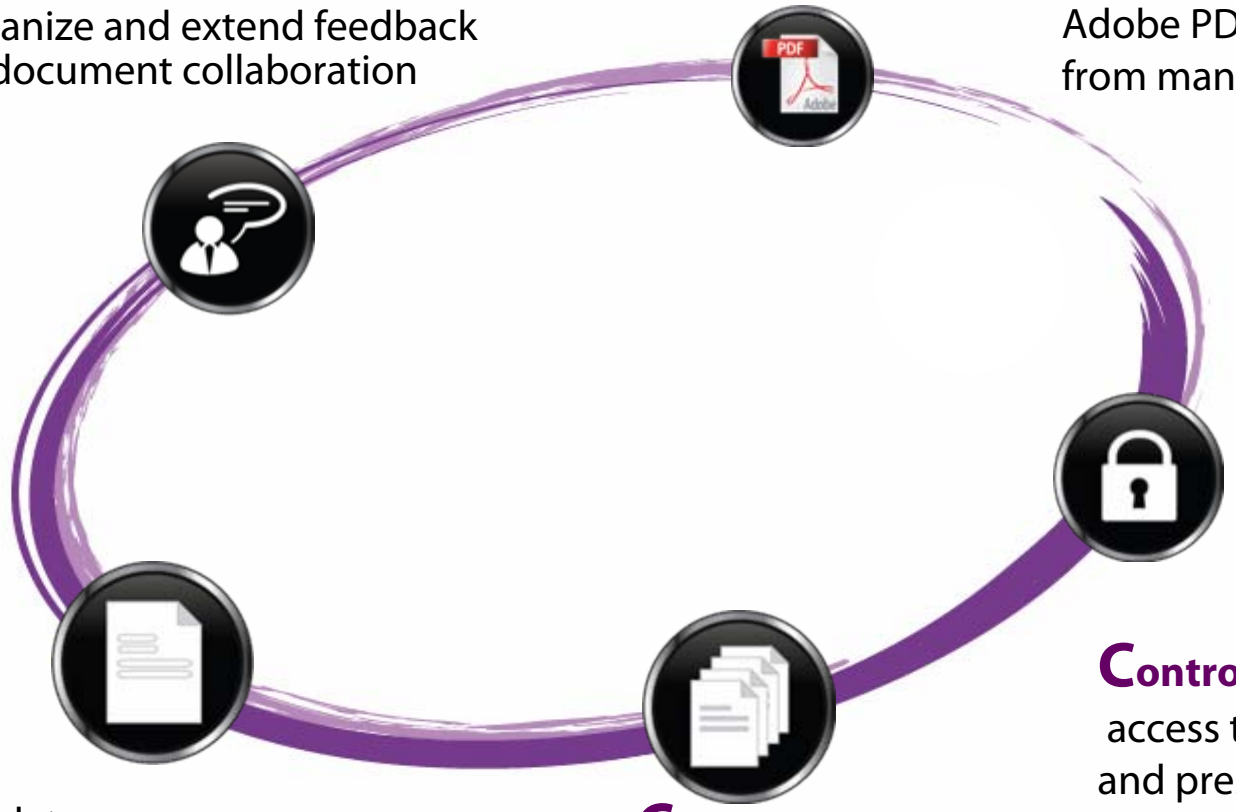
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How Knowledge Workers use Adobe Acrobat line

Collaborate :
Manage, organize and extend feedback to expedite document collaboration

Create and optimize :
Adobe PDF documents from many sources



Collect :
Streamline data collection with Adobe PDF forms

Combine :
files from multiple applications into a single, document container

Control :
access to a document and preserve content integrity

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Collaboration



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Collaborate and Communicate with Confidence





Bringing documents and people together across boundaries



Documents + People

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Document Collaboration + Real-Time Collaboration

Acrobat 8 Professional



Acrobat Connect Pro



eliminates technology barriers and bring real-time functionality to online collaboration and web conferencing

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Document and Real-Time Collaboration is widely used

Individuals

- Personal Meeting Rooms

Departments

- Rapid Training
- Marketing
- Finance
- HR

Enterprises

- Scalability
- Integration
- Management







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(Document) Control



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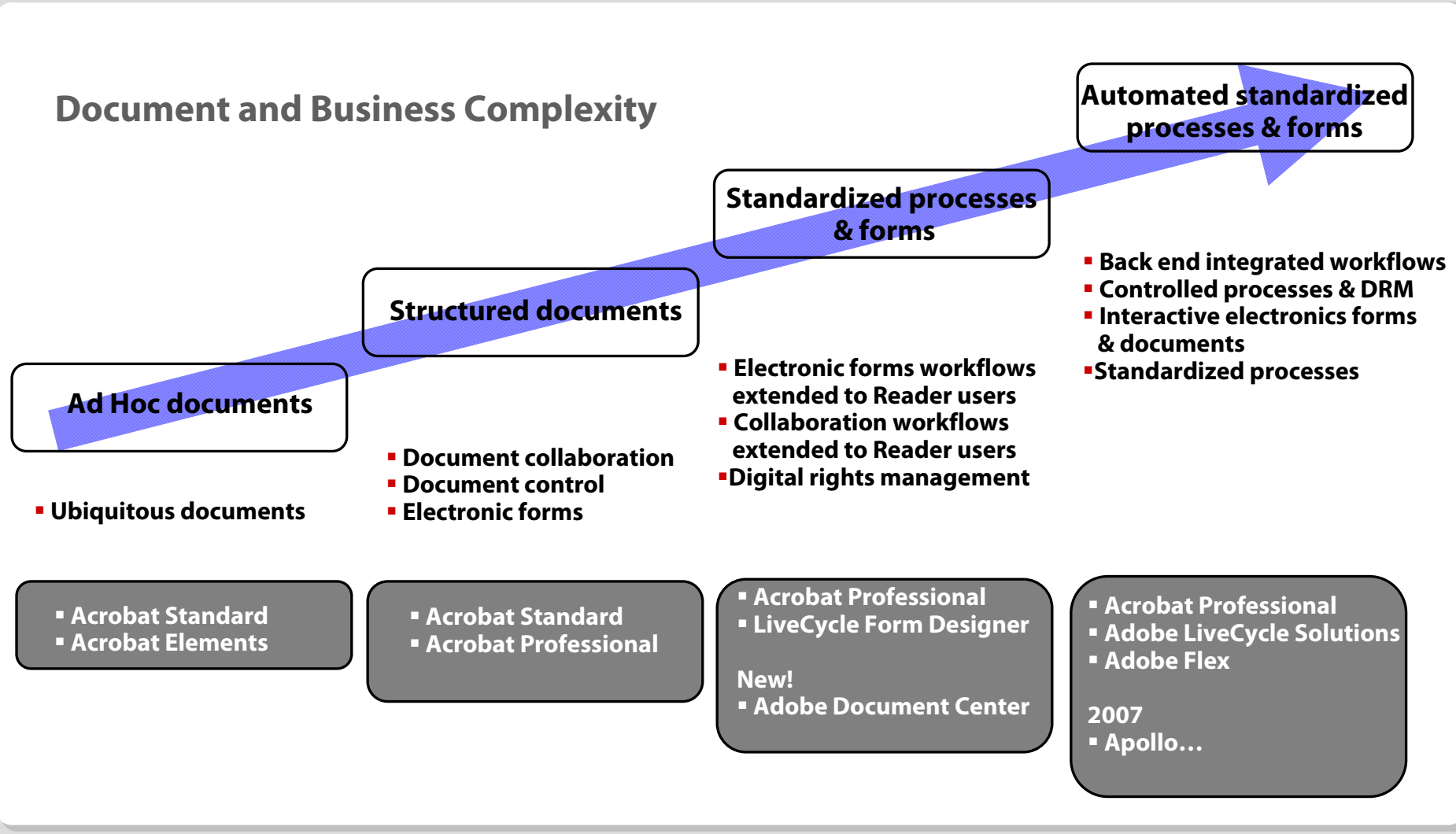
CONTROL and protect Business Documents and Information

- NEW Document Services: Adobe Document Center
  - Protect, share and track usage of sensitive documents
  - Gives full control over documents Inside and outside the firewall
    - Dynamically revoke access
    - Audit actions such as printing capability
    - Supersede old versions, 'pushing' a new version
    - Use new 'document' option such Time-bound rights,
  - Works with e.g.: .pdf, .xls and .doc
  - Can also be implemented as sever based automated policies

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PDF Solutions in different business processes



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