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FOR IMMEDIATE RELEASE

Adobe Introduces Liquid Mode as Part of Ambitious Multi-Year Vision for PDF



Hong Kong — September 24, 2020 — Adobe (Nasdaq: ADBE) has introduced Liquid Mode in the free Adobe Acrobat Reader which delivers a breakthrough reading experience on mobile, as the first step of an ambitious multi-year vision for PDF.

“Reading documents on mobile devices has been a huge challenge for years, especially if a document is long and wordy. We’re excited to unveil the Liquid Mode, a revolutionary mobile reading experience that enables a much easier way to read documents on mobile, powered by Adobe Sensei. It will fundamentally change the way people consume PDFs and how organizations extract document intelligence to gain a competitive advantage,” said Kelvin Shiu, Manager, Digital Media, Hong Kong and Taiwan, Adobe.

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New Adobe research shows that 65% of Americans find consuming content on mobile frustrating; 45% stopped reading or didn't even try; and 72% say they would work on their mobile devices more if it were easier to read documents. Thoughtfully and methodically addressing the most common pain-points of using PDFs, Adobe is debuting Liquid Mode first in the free Adobe Acrobat Reader mobile app for iOS and Android, including Google Play Store-compatible Chromebooks, then bringing it to desktops and browsers.

With the push of a button, Liquid Mode automatically reformats text, images, and tables for quick navigation and consumption on small screens. Powered by Adobe Sensei, Liquid Mode uses AI and machine learning in the background to understand and identify parts of a PDF, like headings, paragraphs, images, lists, tables, and more. It also attempts to understand the hierarchy and ordering of those parts to reformat a static PDF into a more dynamic and customizable experience.

Liquid Mode simultaneously creates an intelligent outline, collapsible and expandable sections, and searchable text for quick navigation. Users can even tailor font size and spacing between words, characters, and lines to suit their specific reading preferences. This is especially useful for those who may see text as too small, squished together, tight, or jumbled. Pinching and zooming are no longer necessary, words are resizable and reflowable, images are tappable and expandable, and tables are responsive.

Furthermore, like all machine learning, the more documents pass through Liquid Mode, the more knowledge it will gain to expand its functionality and improve its reliability.

The Future of PDF

Adobe's long-term vision in building the future of PDF is centered around bringing more Adobe Sensei technology into all of its document products and services. Digital literacy has always been a significant priority for Adobe. Through Liquid Mode, it is exploring text personalization initiatives with partners and educational institutions to unlock the secrets of reading and retention for people of all ages and abilities. Giving people tools to view and extract content from PDFs, without changing the PDF itself, will help everyone gain more insight and power from the trillions of PDFs housed in enterprise storage systems, PCs, mobile devices, and on the web.

With its mission of delivering exceptional digital experiences, Adobe has been working in service of its customers for more than three decades. From the introduction of PDF in the early 1990s, to unleashing it as an open standard in 2008, to the debut of Liquid Mode today, Adobe continues to define how the world works with digital documents, both personally and professionally.

Availability

The new Liquid Mode is now available in the English version of Adobe Acrobat Reader Mobile app for iOS and Android.

To learn more about Liquid Mode, please visit [here](#).

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/hk_en/.

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