



PDF 2000 Conference
Scottsdale, Arizona
June 5-7 2000

▶ **PDF - A Web Developer's
Best Friend**

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PDF - A Web Developer's Best Friend

Web developers have the opportunity to make extensive use of Adobe Acrobat and PDF, not just for “end-products” and deliverables, but in their everyday projects and processes. The real power is the ability to use a common set of tools and knowledge in myriad ways to create more value for themselves and for clients.



What Are We Going To Do?



Practical Applications

- ▶ Information / Web Site Collections
- ▶ Web Publishing
- ▶ Development / Review Process
- ▶ Doing the Paperwork
- ▶ Working with Other Programs



Tools / Techniques

- ▶ Acrobat Web Capture
- ▶ PDF Creation / Settings
- ▶ Annotation and Markup Tools
- ▶ Acrobat Editing



Lets Get Started



Gather Information

- ▶ Web “Agents”
 - News and Subscriptions
 - Retrieve Updates in NO time
- ▶ Web “Nuggets”
 - Capture ALL Information
- ▶ Web “Collections”
 - Competitor / Market Analysis
 - Observational Creativity
 - Research and Reference



Engage Client

- ▶ Portfolio
 - Single file, compact and portable
 - Interactive / Multimedia
- ▶ Literature
 - Profiles, pricing sheets, process guides
- ▶ Formalities
 - Non-Disclosure Agreement
 - Engagement Agreement
 - Contract



Manage the Project

- ▶ Project Schedule
 - Timelines and Calendars
- ▶ Specifications
 - Long Documents
 - Information Graphics



Create Web Content

- ▶ Complex or Critical Formatting
- ▶ Graphical Documents
- ▶ Long Documents
- ▶ Security Frameworks
- ▶ Form Applications
- ▶ Repurposed Content



Share and Present

- ▶ A Better Fax Machine
 - Universal and Simultaneous Distribution
 - Full Color, Good Quality
- ▶ Slide Presentations
 - Easy as Printing From PowerPoint
 - Interactive



Review and Mark-up

- ▶ Efficient Tools
 - Familiar Tools – highlight, underline...
 - Text and Graphic Editing
- ▶ Annotations
 - Notes, Attachments and Stamps
 - Audio annotations
- ▶ Review Control
 - Document Compare
 - Digital Signatures



Document and Archive

- ▶ Super Documentation
 - Universal Format for Aggregate Sources
 - Keep Actual Code/Elements “Clean”
- ▶ Easy and Secure Archiving
 - Preserve Accurately
 - Even Dynamic Data



Get Paid!

- ▶ Print Invoice to PDF
- ▶ Email for instant delivery
 - Faster Payment!
- ▶ Save for Records



Questions And Answers