Envision tomorrow:

PDF, the next generation of publishing workflows

WHAT DO YOU SEE?

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The complete picture.
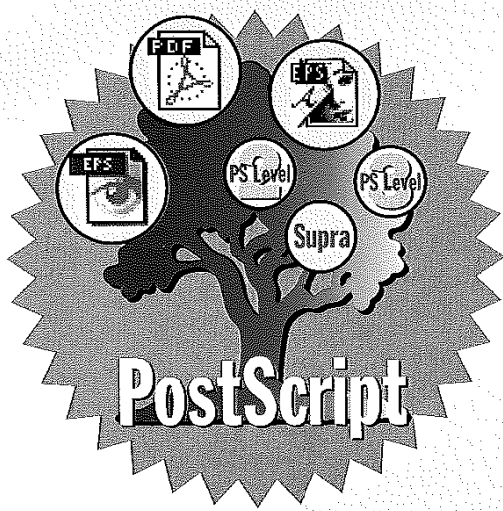
PostScript

What is the Acrobat Portable Document Format (PDF)?

An Adobe Acrobat 3.0 PDF takes a file of unwieldy PostScript code and distills it into a database of objects on a page. It is highly compact with all embedded fonts, pictures, and compressed vector objects. It is device and media independent with CMYK and named (spot) color support and color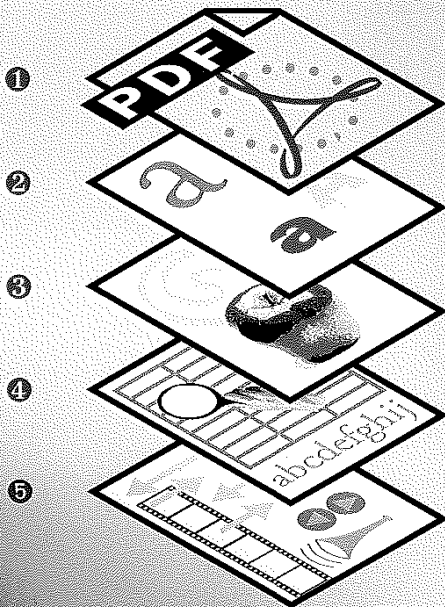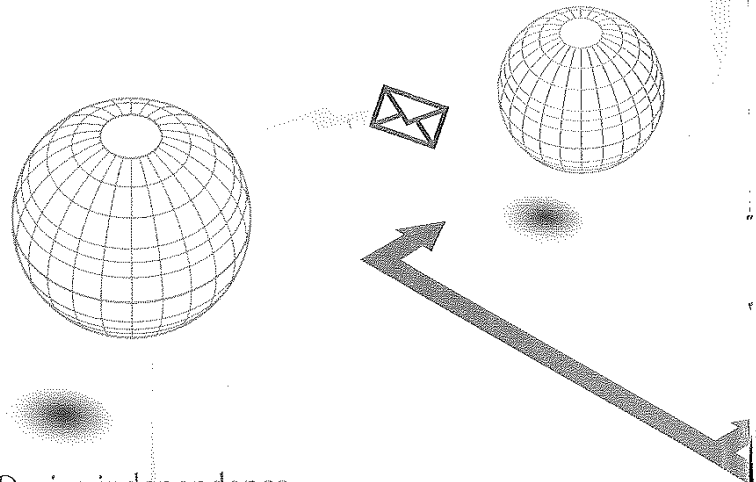 space definitions incorporated. It is a trap-able, impose-able, convertible page-oriented file that is viewable by Macintosh, DOS, Windows, Unix and WWW browsers using the free Acrobat Reader. It is as it says—a Portable Document Format— optimized for uniform and predictable high-end printing and re-purposable into other digital forms.

Adobe Acrobat

PDF file components.

❶ A view file that displays the page as you created it.
❷ Embedded type: Adobe Type 1 and TrueType.
❸ Graphic objects: bitmaps and compressed vector images.
❹ Links for variable forms data.
❺ Sound, QuickTime, hypertext-like linking.
The PDF embeds all elements while maintaining their individuality. Bitmap page and file formats are buckets of dumb bits; PDFs are "intelligent" files that can save objects separately, redefine color, and permit other prepress operations and conversions. The PDF lets you work smarter because it is smarter.

Device independence.

The need for printing drivers or printer description files has made printing more device dependent than users would have liked. But now the Acrobat 3.0 PDF provides the best method yet for storing and defining a document for print. The same file can be used for digital proofing, large format (imposed) film imagesetting, computer-to-plate, black and white document printing, digital color printing, color press, internet viewing and printing, and archiving formats that can be reconstituted into the original objects, so pictures can be reconverted for other applications.
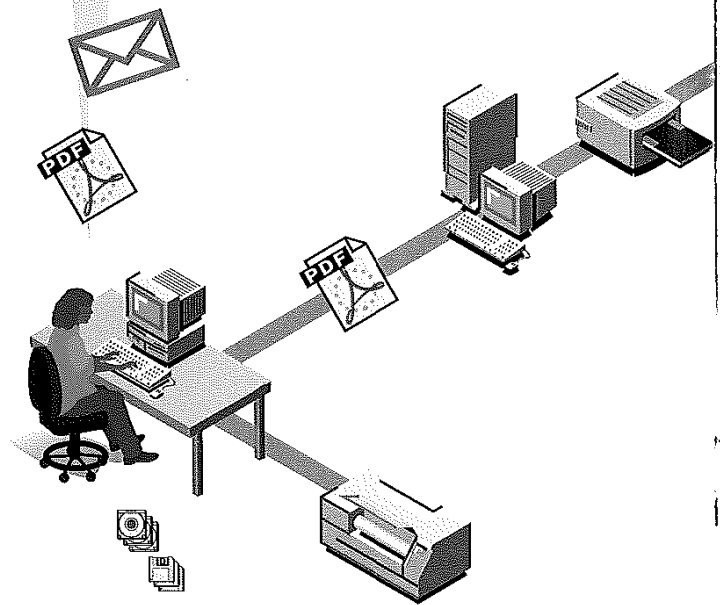
Media independence.

PDF allows you to use the medium that best suits your need: page or imposed film, imposed plate — polyester or aluminum, digital color proof, on-demand printing from digital presses, WWW files, CD-ROM files, or digital image archives. Publishing has never had more opportunity for extending its franchise and reinventing itself.

PDF publishing.

Publish in print or non-print form. For instance, convert a year's worth of your publication to PDFs and record them on a CD-ROM. Sell this reference archive at a value-added price. Why? It's not just the publication, you can also search through all issues to find the keywords and information you want. Users will pay a premium for search and retrieval. You can also put the PDFs on the WWW with a password and give it only to paid subscribers. Create an archive of issues from past years. PDFs retain the look and feel of your publication. Users can read them on-screen or print them out on almost any PostScript printer.
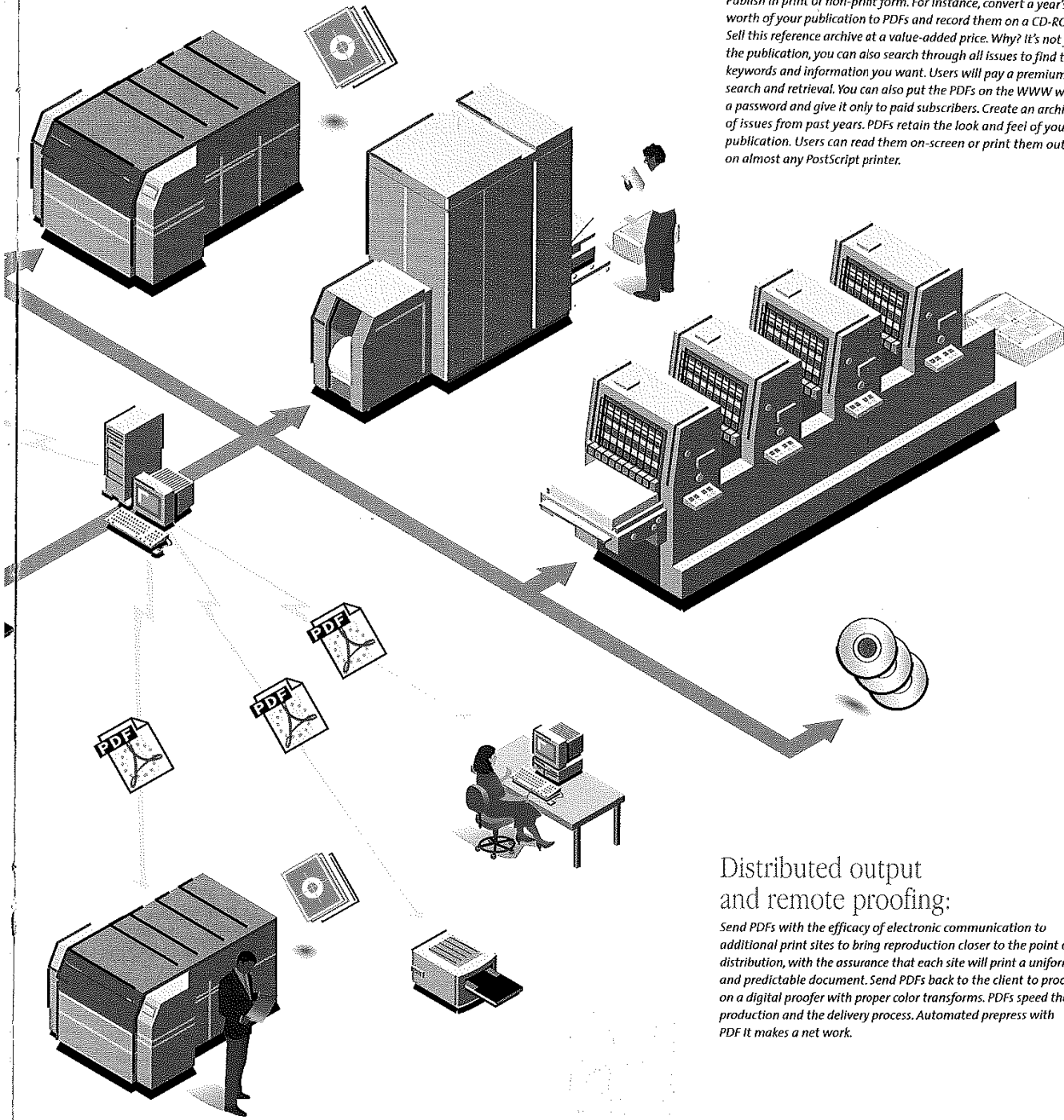
Distributed output and remote proofing:

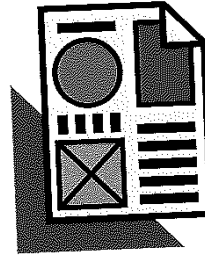*Send PDFs with the efficacy of electronic communication to additional print sites to bring reproduction closer to the point of distribution, with the assurance that each site will print a uniform and predictable document. Send PDFs back to the client to proof on a digital proofer with proper color transforms. PDFs speed the production and the delivery process. Automated prepress with PDF It makes a net work.*

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PDF	Display list coding
	Flattened PostScript, much smaller file size
	Predictable performance, eliminates PostScript errors
	Hardware independent, device independent, multiple operating systems support
	Editable
PostScript Level 3	16 bit color grayscale, eliminates banding
	Improved font handling
	HiFi color
	in-RIP separations
	in-RIP trapping
	Job tickets
Supra	Adobe's high-end RIP technology
	Creates and uses PDF as internal format
	Two-phased RIPping approach
	Late binding workflow
	Multiple parallel rasterizing
	Multiple output devices

Creator application   Generate PDF files
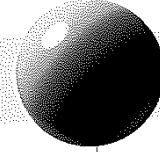
Generate job ticket information

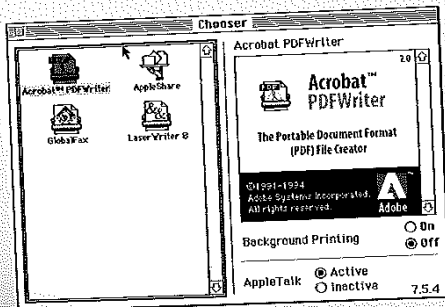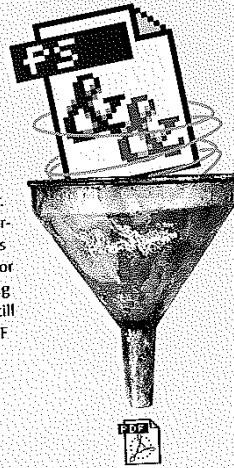Interpretation of PostScript and error check

Embed font information

Choose image resolution

Compress fonts, images, and graphics

What is the process to make PDF files?

It is called distilling. Your document is saved as a PostScript file and then distilled with Adobe Acrobat Distiller. You can also use PDFWriter, a Chooser-level utility that automatically saves PostScript and distills without operator intervention, or you can use scripting or other automated functions to distill individual files or groups of files. PDF publishing workflows will include the ability to drag and drop your application file over an icon for automatic distilling.

Chooser

Acrobat PDFWriter

Acrobat™ PDFWriter

Acrobat PDFWriter   AppleShare

GlobalFax   LaserWriter 8

The Portable Document Format (PDF) File Creator

©1991-1994
Adobe Systems Incorporated.
All rights reserved.   Adobe

Background Printing   ○ On   ● Off

AppleTalk   ● Active   ○ Inactive   7.5.4

Generate PDF files

Manage PDF files

Digital imaging

Full service imaging

with PDF

Manage and process PDF files	Rasterize PDF files	Output

Manage and process PDF files:
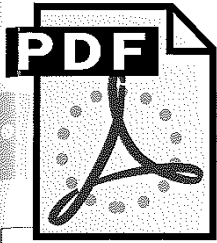
- Apply job ticket information
- Make final changes
- Preflight check
- Create trap settings
- Imposition and soft proofing

4	1
ε	**Z**
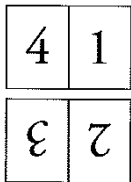
Rasterize PDF files and output

Printing

Rasterize PDF files:
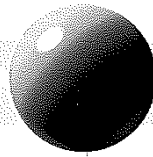
- Apply job ticket information
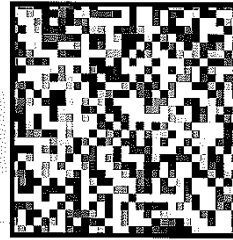- Check color profile

COLORTUNE

- OPI image replacement
- Perform trapping
- Make color separations
- Screening

Output:

- Imagesetter or platesetter
- Digital printer
- Proofer or remote proofer

Rasterizing not necessary for:

- Archive server
- World wide web
- CD-ROM

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DOCKET ALARM

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Sync your system to PACER to automate legal marketing.