

Adobe® Acrobat® 8 Professional for Print Service Providers

Create, Collaborate, and Control
Output with Adobe PDF

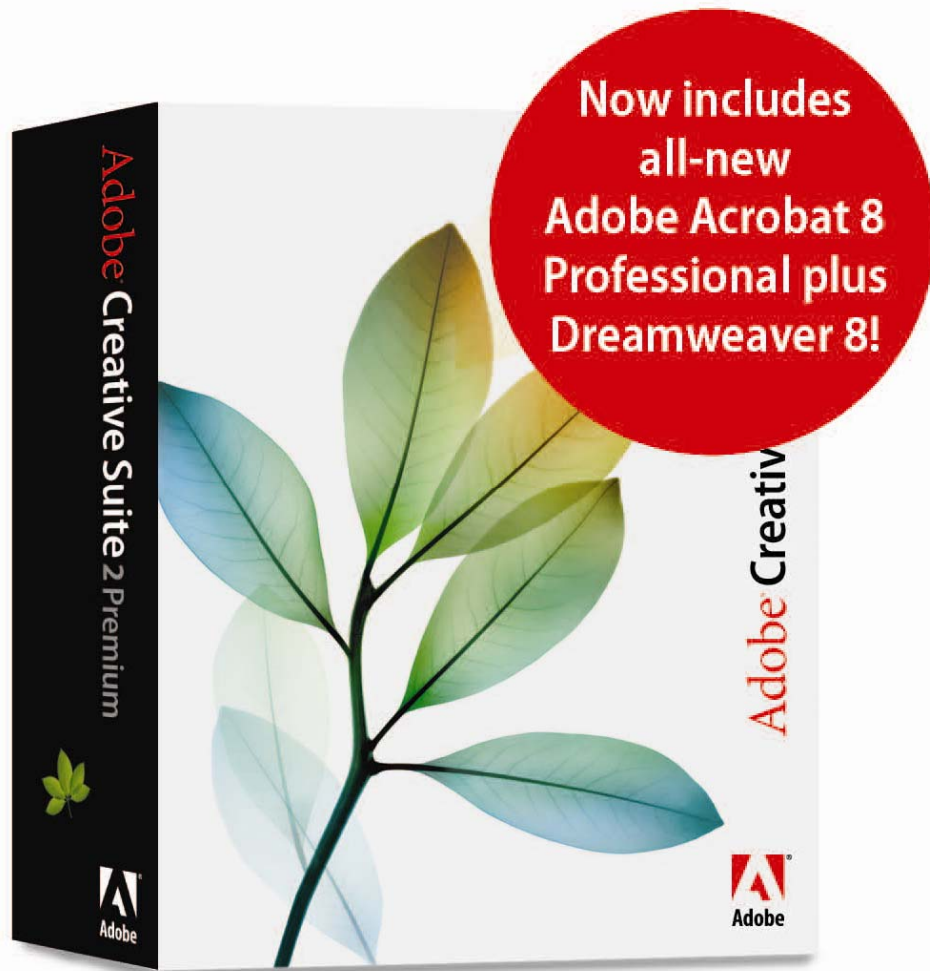
Kelly McCathran
Service Provider Evangelist



Today's Agenda

- Adobe Creative Suite 2.3
- Adobe Acrobat 8 Professional
- Live Demonstration
- Adobe Solutions Network
 - Print Service Provider Programs
 - Print Service Provider Resources
- Questions and Answers

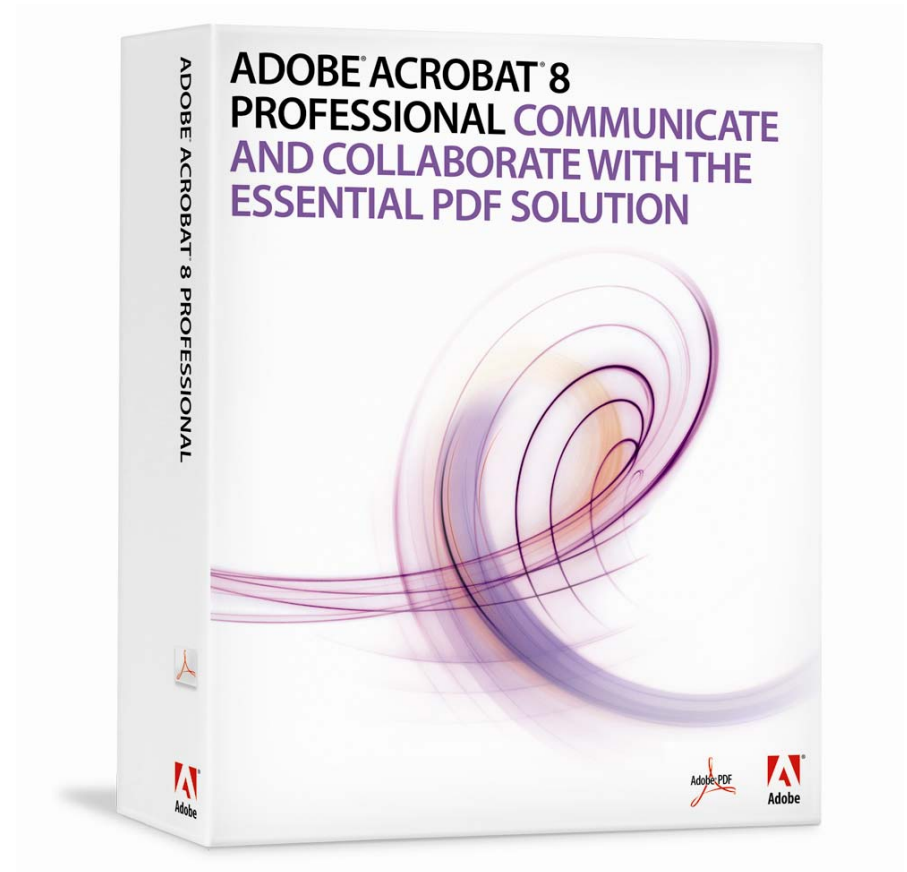
Introducing Adobe Creative Suite 2.3 Premium



Photoshop CS2
Illustrator CS2
InDesign CS2
Acrobat 8 Professional
GoLive CS2
Version Cue CS2
Adobe Bridge
Adobe Stock Photos
Plus Dreamweaver 8

Adobe Acrobat 8 Professional

- Create
- Collaborate
- Control Output with Adobe PDF



Acrobat Innovations for Design and Print Professionals

Fall 2006

Acrobat 8



Universal Binary

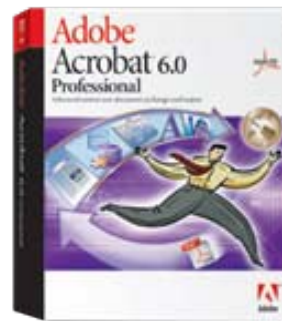
Dec 2004

Acrobat 7



April 2003

Acrobat 6



Preflight

Introduce

Enhance and Optimize

Automate corrections

PDF/X

Creation and preflight

Expanded creation and validation

JDF Automation

JDF creation

JDF workflow with validation

Collaboration

Acrobat only

Acrobat and Reader
Email and browser

Server-based reviews and Acrobat Connect

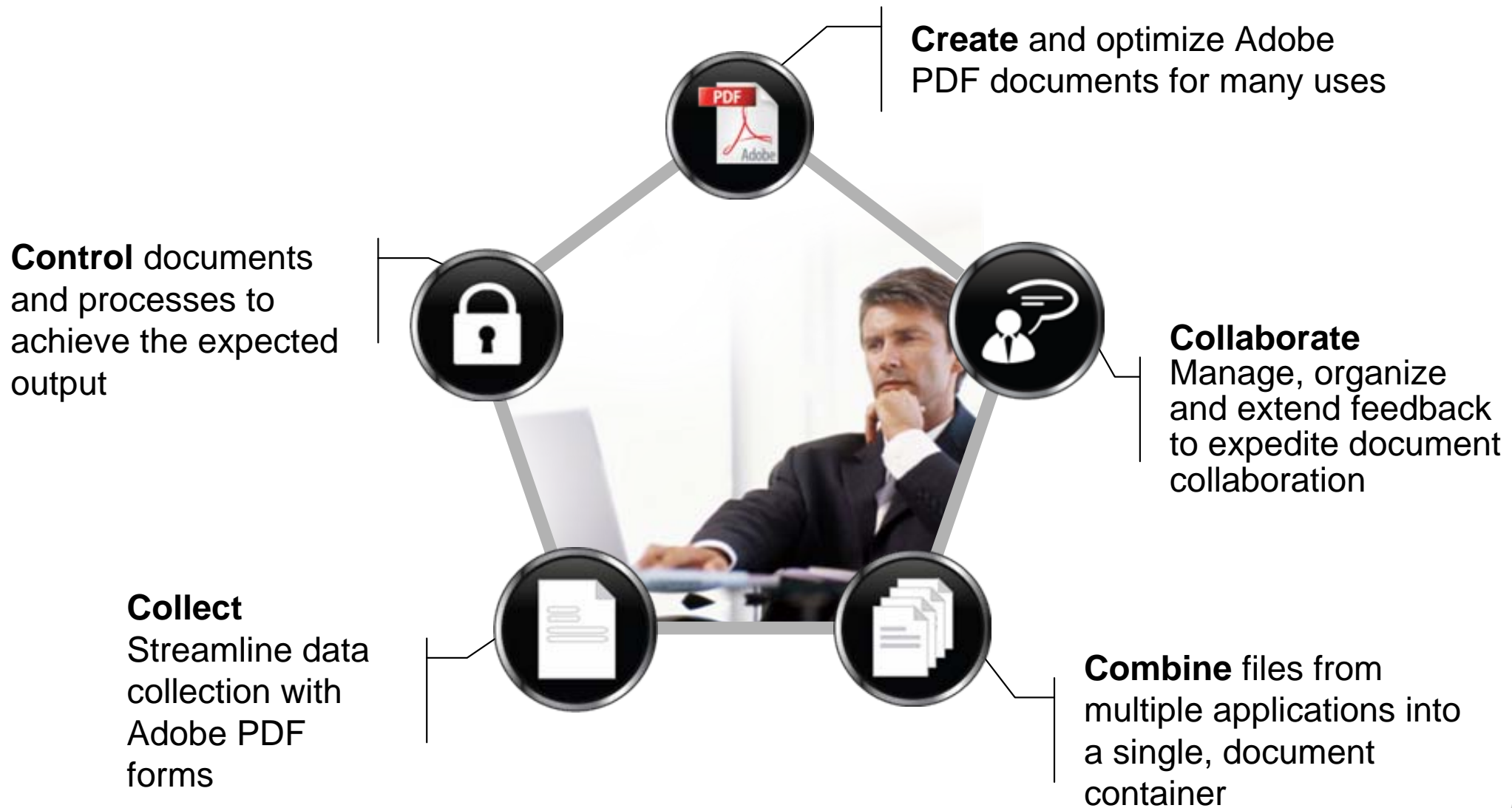
User Experience

Product segmentation

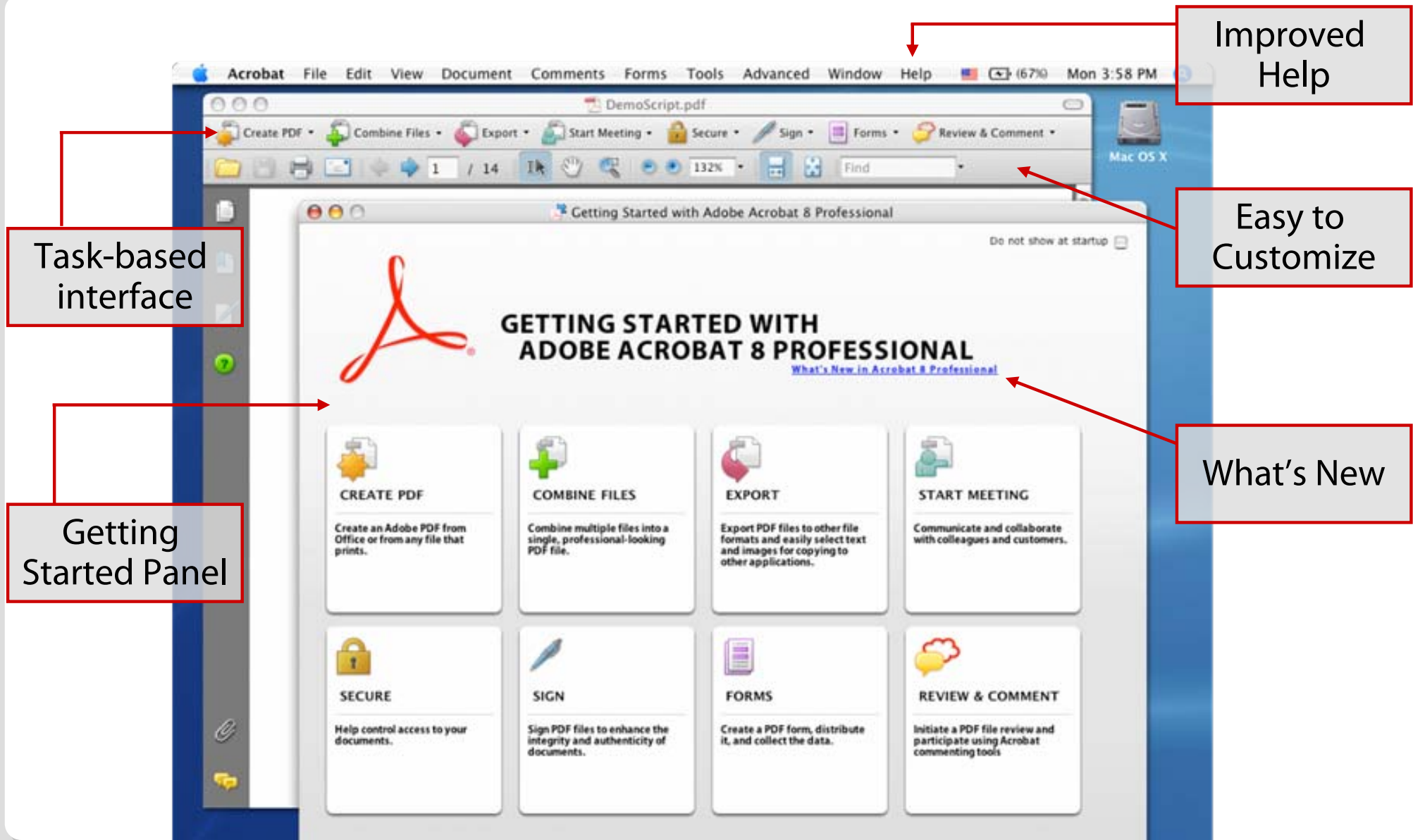
Industry specific features

Industry specific workflows

Zen of Acrobat 8 Professional



Acrobat 8 — Enhanced User Experience



Creative Workflow Challenges



Designers

- Consistently preserving the design intent of documents
- Reliably distributing files in a variety of mediums
- Managing and tracking reviews efficiently
- Handing off files optimized for print output

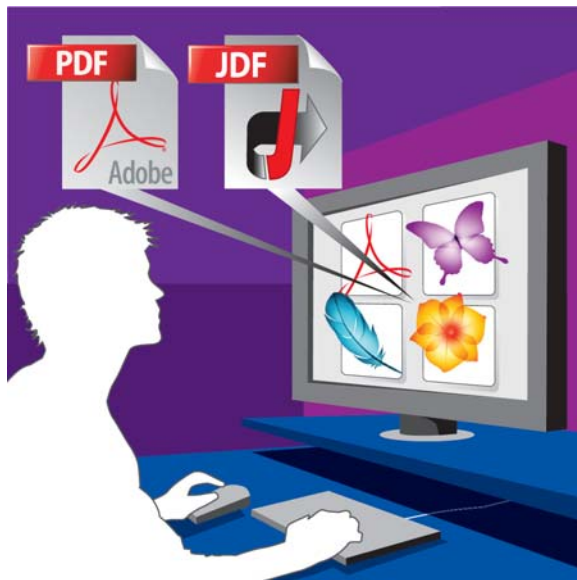


Printers

- Printing increasingly complex content
- Managing designers' expectations
- Reducing errors in file handoff
- Automating repeatable processes
- Increasing profitability

Integration and Control Over End-to-End PDF Workflow

Create



■ Native PDF file creation

- Standards / best practices built-in
- Content preserved with no conversions
- Content integrity

Collaborate



■ Comment and Review

■ PDF/JDF workflows

- Preflight & corrections
- JDF job ticket creation
- Submission

Control Output



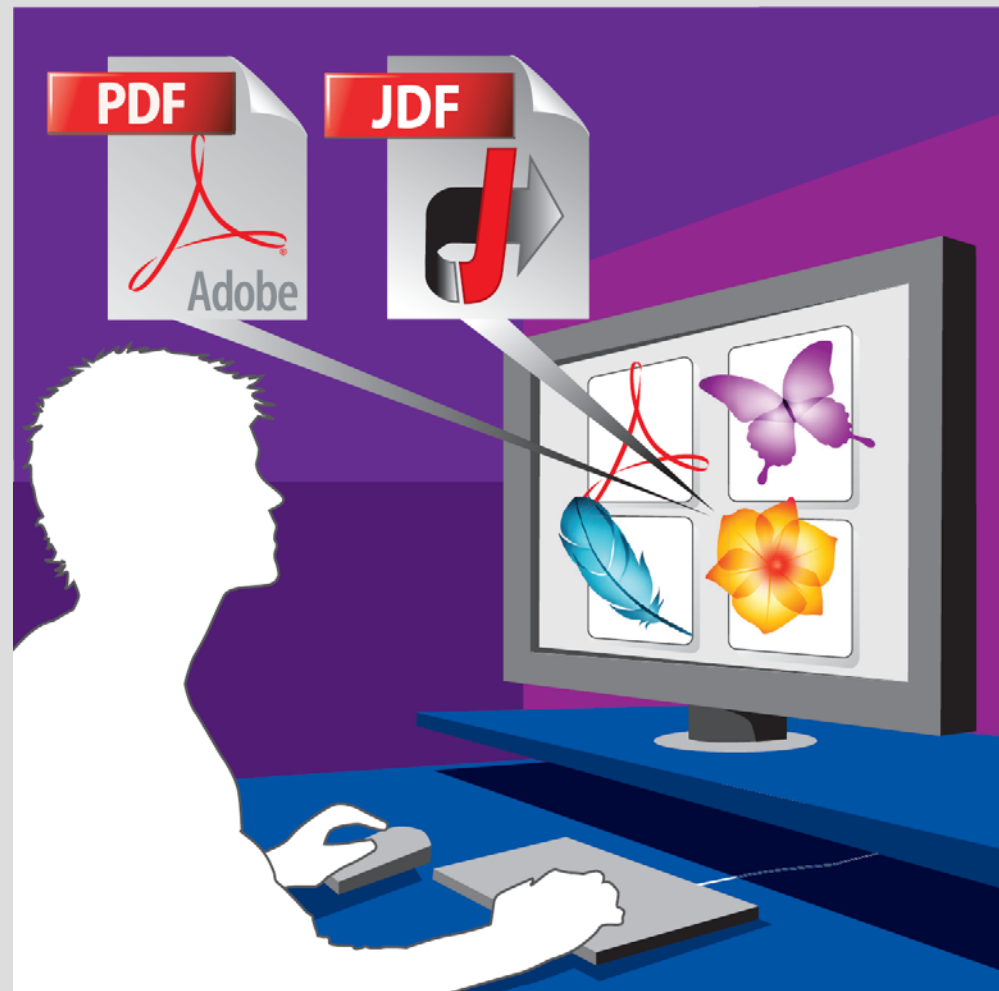
■ Control over output

- Streamline workflows
- Achieve expected results

Acrobat 8 Professional for Design and Print Professionals

Create

- Ease of use – new UI, tasked-based menus, customizable toolbar
- JDF for controlling and automating PDF creation
- Tighter Creative Suite integration, including synchronized color settings and transparency flattener presets
- Built-in presets to create and validate PDF/X and PDF/A
- Dramatic Distiller performance improvements
- Combine multiple files into a single PDF or a portable collection



Acrobat 8 Professional for Design and Print Professionals

Collaborate

- Shared reviews
 - Server-based reviews and commenting
 - Enhanced review tracker
 - Offline reviews with automated re-synching
 - Distribute PDF for review through RSS feeds
- New Adobe Reader enablements
 - Commenting in server-based reviews
 - Fill-in, submit and save forms
 - Digital Signature
- Easy set-up of live web-based meetings with Acrobat Connect
- Use JDF to communicate job and process controls for design and print consistency
 - Embed joboptions and preflight profiles



Collaborate — Introducing Acrobat Connect



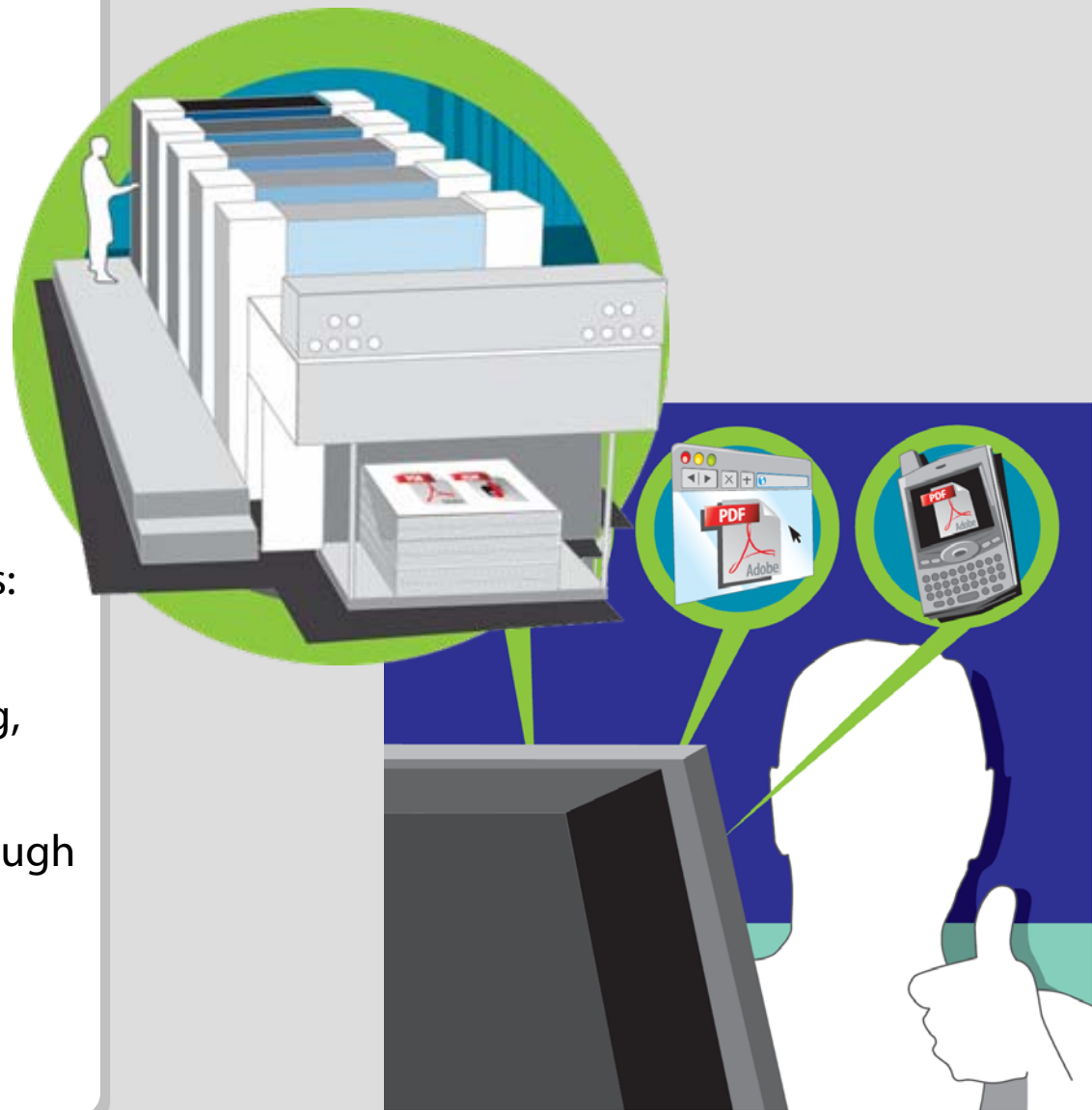
- Eliminate technology barriers
- Bring real-world functionality to online real time collaboration
- Available for Acrobat, Reader, and PDF Maker users
- Now available for individuals with Acrobat Connect



Acrobat 8 Professional for Design and Print Professionals

Control Output

- Preflight with automated corrections
- JDF workflow enhancements, including automated output and validation of InDesign files
- Editing enhancements: Object touchup, crop pages, add watermarks and backgrounds
- Expanded support for industry standards: PDF/X-1a, PDF/X-3, PDF/X-4, PDF/A
- Printing enhancements: Booklet printing, large page size capability
- Native PDF workflows from creation through output to Adobe PDF Print Engine



Control Output — PDF-JDF Workflow

Print Service Provider and Creative Professional communicate throughout the workflow

Service Provider and Creative Professional

SP creates JDF Template to Customer specification



**SP sends JDF templates
(includes PDF presets
and preflight profile)**

Creative Professional

PDF Creation



Using PDF Presets
and Standards

**Preview
and
Preflight**



Using Acrobat 8
Professional

Print Service Provider

**Preview
and
Preflight**



Using Acrobat 8
Professional

**Output Adobe
PDF including
JDF Files**



Using Acrobat 8
Professional

**Print
Output**

Control Output — Adobe PDF Print Engine



Creative Pro

Define
Job

Prepare
&
Preview

Submit

JDF
Settings
PDF
Content

Print Service Provider

Receive
&
Preview

Prepress
&
Proof

RIP

Adobe Creative Suite 2



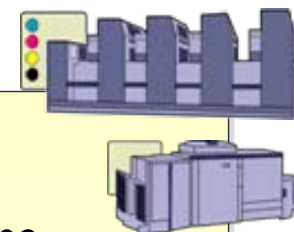
- Consistent PDF creation
 - Common across applications
 - Predefined Settings

Adobe Acrobat 8 Professional



- PDF/JDF job creation
 - PDF preflighting
 - JDF job ticket creation
 - Submission

Printing software with **Adobe** PDF Print Engine



- Native PDF consumption
 - Preview
 - Print

Integration and Control Over End-to-End Adobe PDF Workflow

Create



Adobe Creative Suite 2.3

- **Native PDF file creation**
 - Common across applications
 - Predefined Settings
 - Content preserved with no conversions

Collaborate



Adobe Acrobat 8 Professional

- **Comment and Review**
- **PDF/JDF workflows**
 - Preflight & corrections
 - JDF job ticket creation
 - Submission

Control Output



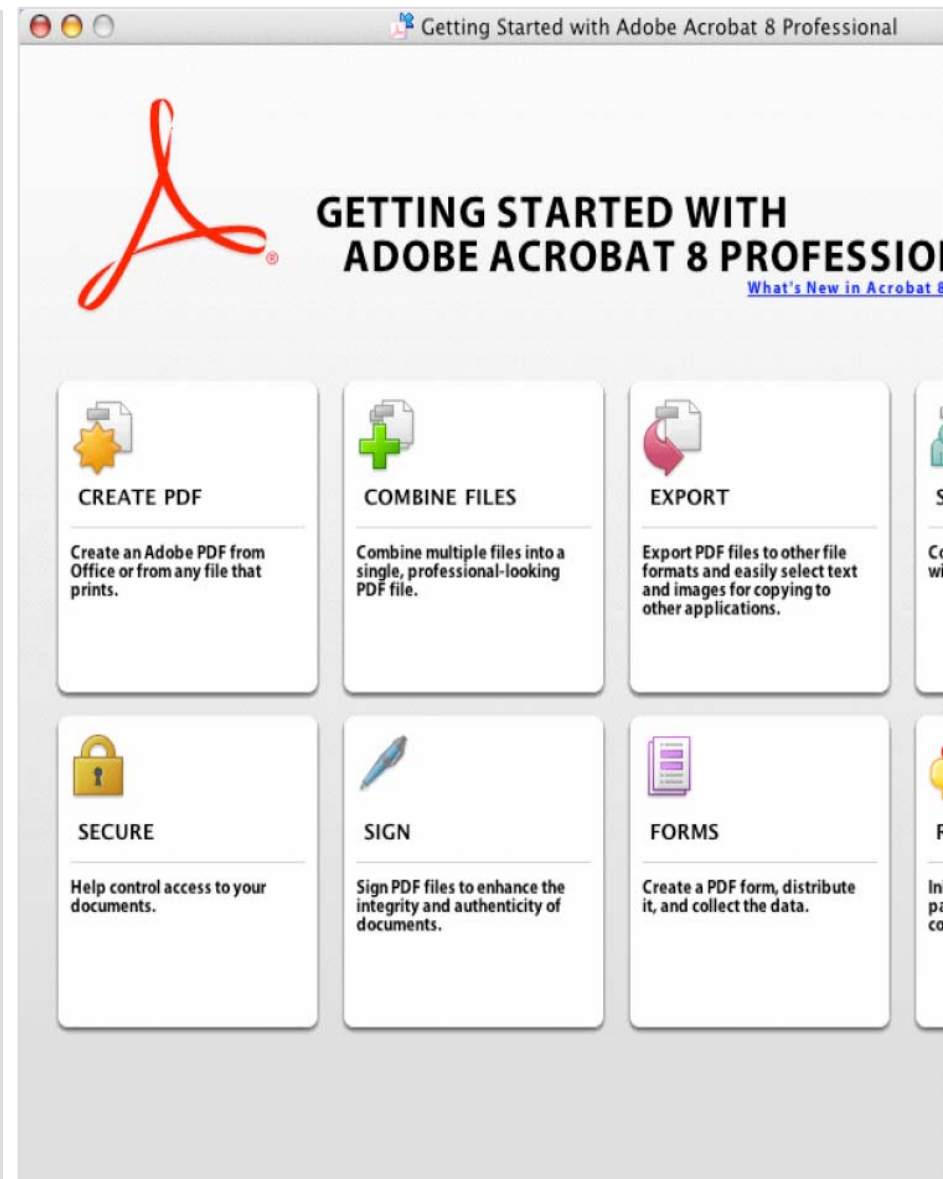
Adobe PDF Print Engine

- **Consume native PDF/JDF**

- Preview
- Print



Acrobat 8 Professional Demo



Creative Suite 2.3 Upgrade Information

- Adobe Creative Suite 2.3 software is now available-
 - From the reseller of your choice
 - Or directly from the online Adobe Store

Adobe Creative Suite 2.3 Pricing Options	
PRODUCTS	ESP
Creative Suite 2.x Premium to Creative Suite 2.3, Upgrade (Contains Acrobat 8 Professional and Dreamweaver 8 only)	\$159
Creative Suite 1.x to Creative Suite 2.3 Premium Edition, Upgrade* <small>*The cost for Creative Suite 1.x Standard customers and Creative Suite 1 Premium customers to upgrade to Creative Suite 2.3 Premium is the same!</small>	\$549
Adobe Collections to Creative Suite 2.3 Premium, Upgrade	\$749
Photoshop to Creative Suite 2.3 Premium Edition, Upgrade	\$749
Creative Suite 2.3 Premium, (plus Dreamweaver 8) New	\$1,199

Above prices in US Dollars

Adobe Print Service Provider Resources

- Training
 - Adobe can help train your prepress staff on using InDesign CS2, Illustrator CS2, Acrobat 8 Professional and more!
- Testing
 - Adobe conducts beta testing with printers to gather feedback and improve functionality
- Communication
 - Technical newsletters and toll-free technical support
- Technical Information
 - Extensive resources are available on www.adobe.com

Adobe Solutions Network – Print Service Provider Program

Technical Benefits	Basic	Authorized	Premium
Monthly technical newsletter ReadMe NOW	•	•	•
Monthly program newsletter	•	•	•
Technical resources: bulletins, white papers, and toolkits	•	•	•
Unlimited toll-free technical support calls to product specialists		•	•
Unlimited toll-free troubleshooting support for prepress related inquiries			•
Eligibility for on-site training and seminars			•
Product Benefits	Basic	Authorized	Premium
One each Adobe® Creative Suite 2 Premium Edition for Mac and Windows		•	•
Priority access to upgrades, as they occur for 12 months		•	•
Prerelease evaluation copies of the Adobe Creative Suite, when available		•	•
Eligibility to participate in product development lifecycles			•
Promotional Benefits	Basic	Authorized	Premium
Listing in the Adobe Partner Finder on the Adobe web site	•	•	•
Priority listing in the Adobe Partner Finder on the Adobe web site		•	•
Permission to use the ASN AASP logo to promote yourself as an ASN Print Service Provider and to use Adobe trademarks in advertising material		•	•
Eligibility to have your success story publicized by Adobe		•	•
Access to Adobe sales and merchandising tools, technical and marketing resources		•	•
Eligibility to obtain mailing labels from the Adobe registered user data base		•	•
Eligibility to participate in trade shows and seminar events with Adobe		•	•
Eligibility to co-host an event with Adobe at your location			•

Adobe Solutions Network – Print Service Provider Program

Technical Benefits	Basic	Authorized	Premium
Monthly technical newsletter ReadMe NOW	•	•	•
Monthly program newsletter	•	•	•
Technical resources: bulletins, white papers, and toolkits	•	•	•
Unlimited toll-free technical support calls to product specialists		•	•
Unlimited toll-free troubleshooting support for prepress related inquiries			•
Eligibility for on-site training and seminars			•
Product Benefits	Basic	Authorized	Premium
One each Adobe® Creative Suite 2 Premium Edition for Mac and Windows		•	•
Priority access to upgrades, as they occur for 12 months		•	•
Prerelease evaluation copies of the Adobe Creative Suite, when available		•	•
Eligibility to participate in product development lifecycles			•
Promotional Benefits	Basic	Authorized	Premium
Listing in the Adobe Partner Finder on the Adobe web site	•	•	•
Priority listing in the Adobe Partner Finder on the Adobe web site		•	•
Permission to use the ASN AASP logo to promote yourself as an ASN Print Service Provider and to use Adobe trademarks in advertising material		•	•
Eligibility to have your success story publicized by Adobe		•	•
Access to Adobe sales and merchandising tools, technical and marketing resources		•	•
Eligibility to obtain mailing labels from the Adobe registered user data base		•	•
Eligibility to participate in trade shows and seminar events with Adobe		•	•
Eligibility to co-host an event with Adobe at your location			•

Adobe Solutions Network – Print Service Provider Program

Technical Benefits	Basic	Authorized	Premium
Monthly technical newsletter ReadMe NOW	•	•	•
Monthly program newsletter	•	•	•
Technical resources: bulletins, white papers, and toolkits	•	•	•
Unlimited toll-free technical support calls to product specialists		•	•
Unlimited toll-free troubleshooting support for prepress related inquiries			•
Eligibility for on-site training and seminars			•
Product Benefits	Basic	Authorized	Premium
One each Adobe® Creative Suite 2 Premium Edition for Mac and Windows		•	•
Priority access to upgrades, as they occur for 12 months		•	•
Prerelease evaluation copies of the Adobe Creative Suite, when available		•	•
Eligibility to participate in product development lifecycles			•
Promotional Benefits	Basic	Authorized	Premium
Listing in the Adobe Partner Finder on the Adobe web site	•	•	•
Priority listing in the Adobe Partner Finder on the Adobe web site		•	•
Permission to use the ASN AASP logo to promote yourself as an ASN Print Service Provider and to use Adobe trademarks in advertising material		•	•
Eligibility to have your success story publicized by Adobe		•	•
Access to Adobe sales and merchandising tools, technical and marketing resources		•	•
Eligibility to obtain mailing labels from the Adobe registered user data base		•	•
Eligibility to participate in trade shows and seminar events with Adobe		•	•
Eligibility to co-host an event with Adobe at your location			•

Printers Are Accepting Adobe PDF Files

- Customers find SPs using the Adobe Partner Finder
<http://www.adobe.com/sp-partnerfinder>
- Acrobat 8 Professional brings major improvements and new features, specifically for Service Providers
- Adobe is dedicated to continuously improving Adobe PDF for print production and output
- Adobe listens to input from Service Providers, print professionals, and OEM vendors
- ASN provides support and technical resources
- ASN Print Service Provider Programs provide testing, training, and support to printers and OEMs
- If you need assistance with accepting Adobe PDF files, email us at sp-feedback@adobe.com
Adobe can help!

Adobe.com Links

www.adobe.com

Adobe's main website – Chock full of information, downloads, training, and other resources

www.adobe.com/print

Adobe's Print Publishing Center – A specialized site for Adobe products related to print production using Adobe products for both creative types and print service providers

www.adobe.com/support

Adobe's main support page – Find answers from Adobe customer support experts! Search for troubleshooting information and tutorials by product. Sign up to receive email support announcements. Participate in User-to-User forums. Submit feature requests, etc.

<http://partners.adobe.com>

Join the Adobe Solutions Network (ASN) as a print service provider supporting Adobe products and services

www.adobe.com/sp-partnerfinder

Adobe Partner Finder – Designers are looking for printers that support Adobe software. Printers can register to be listed in the online searchable database. Forget phone books and use the Adobe Partner Finder for a complete directory of ASN members. Simply answer a few questions that pinpoint your capabilities and in seconds they'll know which companies or consultants can help.

www.adobe.com/asnprint

The Adobe Print Resource Center – A variety of downloads and technical resources for creatives and printers, including the Printing Guides for InDesign CS, Acrobat 7 Professional and Illustrator CS

If you can't find what you need, email us at:

sp-feedback@adobe.com