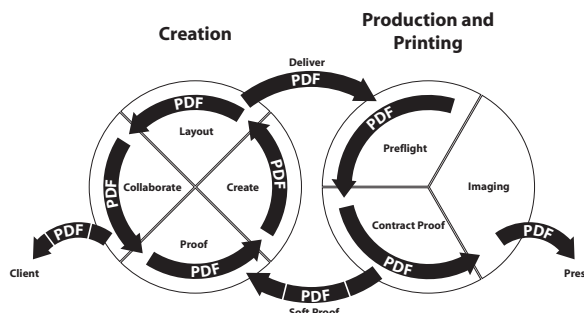


# Adobe® Acrobat® 4.0

## Acrobat 4.0 for Graphics Professionals

Since the introduction of Adobe PostScript® in 1984, Adobe Systems has provided the creative tools that graphics professionals worldwide use on an everyday basis—the Adobe PostScript language is the industry standard for exceptional output of text and images, and Adobe Photoshop® and Adobe Illustrator® software can be found on the desktop of nearly every designer. With Acrobat software, Adobe has set yet another standard and revolutionized the way graphics professionals prepare files for production. By allowing the creation of Adobe Portable Document Format (PDF) digital masters—that combine the layout, fonts, and color information from native applications into a single, compact file that can be delivered electronically to service bureaus and print houses—Acrobat software improves the prepress workflow and streamlines the overall print process for unprecedented levels of productivity.

Adobe Acrobat 4.0 software offers a comprehensive update to the tool that changed the way graphics professionals create and deliver documents for production. Now, with simplified creation of optimized PDF files, and extensive annotation features that streamline the client review process, Acrobat delivers tools that help you as much with the creation side of the publishing process as with the production side. Which isn't to say that we've forgotten about production. With enhanced functionality, including DeviceN support and smooth shading delivered by Adobe PostScript 3™, additional color management features, improved color and font handling, and late-stage touch up of PDF files, Acrobat 4.0 software links the creation and production spheres of the graphics professionals' realm and continues to improve the way you produce and share your most creative ideas.



With powerful new features, Acrobat 4.0 links the creation and production spheres of the graphics professionals' realm.

### Simplified PDF creation

Before Acrobat 4.0, you had to customize several settings—including compression settings, resolution, and spot color information—within Acrobat Distiller® to optimize your PDF files for different printing methods. Now, Adobe Acrobat 4.0 simplifies the process by offering one-click creation of PDF files that are carefully calibrated for specific print applications. Automatic optimization for on-screen viewing, print, and press means you spend less time preparing your files for delivery to your service bureau or print provider, and more time creating them in the first place.

**Screen Optimized**—This setting downsamples all your color and grayscale images to 72 dpi and converts all colors to RGB, optimizing your PDF file for publishing on the Web or attaching to e-mail for quick downloading and on-screen viewing.

**Print Optimized**—This setting preserves all your color and grayscale images at 300 dpi and retains color settings but does not include advanced press settings. Print-optimized files are ideal for content proofing and printing from a desktop color laser printer, inkjet printer, or digital copier.

**Press Optimized**—This setting preserves all the advanced information needed for high-end printing of your PDF files, including CMYK and custom color support, overprint settings, halftones, and embedded fonts. Press-optimized PDF files are larger than other PDF files, but are still smaller than the native files that make up the original document.

**Custom settings**—You can also save custom PDF creation settings that exactly fit your needs and share these setting files with your colleagues and clients. To ensure the correct settings for print job submission to high-end commercial printers, consult with your print provider for setting recommendations or to obtain a custom settings file.

## Electronic annotation tools for the client review process

Before Acrobat software, the client review process could be long and problematic. Comps and prepress proofs were sent by costly express mail or courier services; if you really wanted to ensure safe delivery, you probably delivered them to your client personally. If you were confident enough to send a comp on disk, you had to make sure your client had all the fonts used in the document, as well as the correct version of the authoring application. And there was still no guarantee the client would see the document as you intended. Acrobat changed all of that with the single-file convenience of PDF—now, e-mailing a PDF digital master to clients is a widely accepted improvement to the client review process. You save the time and money associated with traditional forms of delivery, and you can be sure your client sees your document exactly the way you designed it, with the layout, fonts, and graphical elements intact.

The annotation features included in Acrobat 4.0 software streamline the client review process even further, allowing clients to make extensive remarks directly on your PDF comps. Sticky notes, highlighting, and strike-through commands, mark-up tools, and digital stamps combine to create a powerful set of communication tools that allow on-screen brainstorming while preserving the structural integrity of your original document. And the same tools help you collaborate with other creative professionals—you can trade ideas with writers, art directors, editors, and other graphic designers without ever having to print out a paper copy or send feedback in file folders or job packets.

**Annotations**—Your clients and other collaborators can place electronic “sticky notes” anywhere on a PDF file and enter comments of any length. The ideal medium for more extensive, content-oriented annotations, sticky notes can be identified by author; imported and exported; quickly removed using the annotation manager; and sorted by author, page number, date, and type. Sticky notes can also be moved around on the page, closed, hidden, and consolidated into a summarized PDF report for at-a-glance review. Additionally, using the new Text Annotation tool, your clients can now type short comments directly on the page.

**Highlighting/Strike-through**—With these new features, your clients can highlight important sentences, paragraphs, or illustrations, or strike through incorrect text. Highlights can be color-coded and combined with sticky notes to indicate the contributions of different reviewers; strikethroughs can be similarly annotated.



**Mark-up tools**—These easy-to-use tools (including the Pencil, Ellipse, Rectangle, and Line tools) allow you to “draw” directly onto any PDF file. Make proofreader’s marks, circle misspellings, and emphasize other annotations.

**Stamps**—The digital equivalent of a traditional rubber stamp, this feature lets you stamp comps with customizable remarks, such as “Approved,” “Confidential,” or “Draft,” or choose from various fun stamps (such as a smiley face) or create your own custom stamps.

### **From preflighting to final output—enhancements for streamlined production**

Just as the Acrobat 4.0 software assists with the creative side of the professional publishing process, several other enhancements streamline the production workflow and set new standards for high-quality output. By combining the separate layout, fonts, and graphics files to make your document into a single, compact PDF file, Acrobat software delivers an excellent preflighting tool for production professionals. Utilizing PDF as the digital master not only allows for accurate confirmation of exact color and layout, but also reduces print failures due to application incompatibilities and missing fonts.

PDF files created with Acrobat 4.0 also incorporate the robust print quality enhancements found in Adobe PostScript 3, the latest generation of the industry-standard printing language used in printing more than 85 percent of the world’s publications. Adobe PostScript 3 contains several new operators that allow you to print faster and more accurately than ever before. Idiom Recognition converts the complex code behind older graphics into streamlined code that prints much more quickly, allowing you to use your old PostScript and Encapsulated PostScript (EPS) files in today’s powerful graphics applications. Smooth Shading produces perfect blends of every color by describing what the blend is and creating the best gradient based on the resolution of the output device. And support for Masked Images greatly improves the accuracy and smoothness of a clipping path by using an image to mask rather than a vector path. Finally, DeviceN support allows users to save multitone images such as duotones and hexachrome images from Adobe Photoshop in a composite PostScript file for distilling into PDF.

Several other enhancements were engineered expressly with the graphics professional in mind. Printing capabilities include reverse printing, selectable print areas, and N-up printing. The size limit of pages has been increased to 200 inches x 200 inches. You can use the same ICC color profiles found in all of Adobe’s industry-standard applications—including Adobe Photoshop and Adobe Illustrator—to embed and manage color directly in PDF files.

### **Late-stage touch-up**

Occasionally, a flaw will be found in even the best prepared PDF file, usually at a very late stage in the production cycle. Last-minute revision can be difficult—you may not have all the native files at your immediate disposal, and deadlines might prevent you from re-creating the PDF file from scratch. However, using Adobe applications and third-party solutions, you can touch up PDF files quickly and easily. The TouchUp Text tool found in Acrobat 4.0 allows you to make minor text edits. With Adobe Photoshop software, you can edit images. With Adobe Illustrator software, you can edit graphics or the entire page. Third-party plug-ins, such as PitStop from EnFocus Software, provide text- and path-editing tools that allow you to make content modifications without adversely affecting file size. And a range of highly specialized PDF editors are available for high-end, high-volume printing applications.

### **Setting the standards for graphics professionals**

From corporate environments to creative agencies worldwide, Adobe Acrobat software has changed the way people create, review, and share information. More than 50 million copies of Acrobat Reader have been downloaded from the Adobe Web site. Printer manufacturers are designing large-scale print systems for highly efficient printing of PDF files using the Adobe PostScript Extreme™ architecture. Plug-in developers are creating high-productivity tools that further ease the transition from a paper-based workflow to a Web-based one. And Web sites like Pure PDF ([www.purepdf.com](http://www.purepdf.com)) show both corporate and graphics professionals how using Acrobat software can help them achieve business goals.

With Acrobat 4.0 software, Adobe continues its tradition of setting standards. Easier creation of optimized PDF files, improved imaging quality with Adobe PostScript 3, and annotation tools that streamline the client review process all combine to deliver a powerful productivity solution for every graphic professional. If you've already integrated PDF into your workflow, Acrobat 4.0 takes you to a new level of efficiency and creative freedom; if you've not yet explored the power of PDF, Acrobat 4.0 makes the transition an easy one.

For more information about Acrobat, PDF, and other Adobe solutions, visit the Adobe Web site at [www.adobe.com/acrobat](http://www.adobe.com/acrobat).

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**Adobe Systems Incorporated**  
345 Park Avenue  
San Jose, CA 95110-2704 USA

**Adobe Systems Pty. Ltd.**  
Level 4, 67 Albert Avenue  
Chatswood, NSW 2067  
Australia

**Adobe Systems Europe Limited**  
Adobe House, Mid New Cultins  
Edinburgh EH11 4DU  
Scotland, United Kingdom

**Adobe Systems Co., Ltd.**  
Yebisu Garden Place Tower  
4-20-3 Ebisu, Shibuya-ku  
Tokyo 150-6017 Japan

**World Wide Web**  
[www.adobe.com](http://www.adobe.com)

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