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The first and only choice to connect, interact, and engage with next-generation Acrobat Dynamic PDF

Only Adobe Acrobat X software offers Acrobat Dynamic PDF, a proven way to connect people, ideas, and information to increase productivity and achieve better results. Millions of customers around the world rely on Acrobat to streamline how they work, integrate rich media to engage in entirely new ways, and deliver high-impact communications. Now is the time to experience Acrobat and take your communications to the next level.

Developed by Adobe and perfected over 17 years, PDF is now a formal, open standard maintained by the International Organization for Standardization (ISO). Virtually anyone around the world can leverage industry-standard PDF files to streamline how they work. They can collaborate more easily and create high-impact communications—all with the reliability, visual fidelity, and control expected from Acrobat.

Deliver high-impact, engaging communications

The bar is rising for compelling and persuasive communications. According to recent Forrester research *(www.adobe.com/products/acrobat/forrester.html)*, workers report an increasing need to create high-impact deliverables—from sales proposals and presentations to how-to guides and financial reports—but have concerns about the ability of email and file attachments to convey their information effectively.

Only Acrobat allows you to:

Create and deliver more impactful business communications—Rapidly assemble a wide range of file types—including email, forms, web pages, audio, video, and interactive media—to create and preview an engaging, organized PDF Portfolio. Customize PDF Portfolios with new, professionally designed layouts, visual themes, color palettes, and other properties to reflect your company branding or personal style. Share PDF Portfolios with others to communicate information the way you intended.

Use Acrobat Dynamic PDF to connect, interact, and engage with others—Quickly bring ideas to life through rich, interactive documents. Easily insert Adobe Flash® Player compatible video into PDF files and allow anyone to play them back, online or offline, using only the free Adobe Reader®*—no external player required.

Increase productivity and achieve better results

Companies seek to reduce costs by streamlining expensive paper-based processes. These same organizations also understand that with increased collaboration, they must do a better job of protecting their sensitive information and intellectual property.

Only Acrobat allows you to:

More easily automate and standardize multistep tasks—Easily create a simple, consistent workflow for customers, a single department, or an entire organization with the Acrobat Action wizard, which automates routine, multistep tasks, such as forms processing, into a Guided Action.

Collect information with fewer IT resources—Quickly initiate and collect form data using services at Acrobat.com, Microsoft SharePoint, or a network folder. Track and manage responses, and export data to spreadsheets for analysis.

Convert paper documents to digital with more usable results—Use Acrobat with ClearScan optical character recognition (OCR) technology to turn scanned paper documents and forms into digital PDF files that are searchable and reusable, as well as easier to read, while staying compact.

Better protect sensitive information—Leverage built-in support for digital signatures and certification to foster trust utilizing hardware tokens, support for timestamp servers, and compliance with digital signature standards, such as PAdES (PDF Advanced Electronic Signatures). Restrict access to confidential information by encrypting documents using Adobe LiveCycle® Rights Management ES. In Acrobat, identify and permanently delete hidden information, or leverage the Sanitize Document tool to remove sensitive data, such as metadata, with one click.

Preserve more of the metadata that matters—When converting files to PDF, use Acrobat to maintain critical document properties, including layers, object data, and structures from across supported Microsoft Office applications, as well as specialized applications such as Autodesk® AutoCAD, Microsoft Project, and Visio.

Work together more effectively

In today's information-centric enterprises, individuals rarely produce and deliver work in isolation. Forrester reports that 99% of knowledge workers in the United States and Europe work together with others, with more than two-thirds saying they regularly collaborate with people in different time zones and geographical regions. For dispersed teams, communicating effectively to keep projects on track, while at the same time reducing response time and cost, is a continuous challenge.

Only Acrobat allows you to:

Save more time by accelerating document reviews—Trust Acrobat shared reviews to easily manage and accelerate electronic document reviews without the cumbersome manual process of exporting, emailing, and importing comments from multiple reviewers. Confidently share documents and collect comments from others using services at Acrobat.com, a network folder, a shared web folder, or SharePoint. Track review progress, deadlines, and participation.

Collaborate more reliably with virtually anyone—Enable Adobe Reader users to participate in shared reviews, fill and save forms, and digitally sign and approve PDF documents without requiring them to purchase and install additional software.[†]

Communicate more effectively using a wide variety of file types—Easily share, review, search, archive, and protect virtually any type of document in a PDF file, including Word, Excel, email, presentations, web content, audio, Flash® Player compatible video, and more. Use Acrobat to convert information from the web into PDF files that preserve links, fields, structure, and multimedia content. Convert, share, and archive emails, email attachments, and email folders in Microsoft Outlook and Lotus Notes into a compact, searchable PDF Portfolio that preserves attachments and links.

Achieve better compliance with PDF and accessibility standards—Correctly create, view, and validate that documents meet ISO standards, including the latest PDF/A, PDF/X, and PDF/E specifications, and potentially fix those that do not. Create, check, and modify documents to ensure that they are universally accessible to people with disabilities.

Leverage next-generation solutions

According to Forrester, as collaboration grows in importance, enterprises must look to deploy tools that embrace and refine current work habits, while also enabling a transition to more effective communication and collaboration.

Only Acrobat allows you to:

More confidently collaborate on project documents—Upload documents from within Acrobat directly to use with services available at Acrobat.com to share files with individuals or teams inside and outside your organization.

Share large files online—Combine the power of Acrobat X software with the ease of services at Acrobat.com to confidently send and store large files. Reduce errors that result from version conflicts and out-of-date documents.

Easily deploy and manage Acrobat across your organization

To support people the way they really want to work requires enterprise IT to be flexible. Technical teams must support traditional means of collaboration while introducing tools that allow knowledge workers to be more efficient but remain in their comfort zones, concludes the Forrester report.

Only Acrobat allows you to:

Lower total cost of ownership with more support for standardizing on a single solution across your organization—Take greater control before deploying Acrobat and Adobe Reader with the free deployment documentation and Adobe Customization wizard. The wizard enables you to customize the Acrobat and Reader installers and application features prior to deployment. You can easily configure Acrobat for your environment with support for Windows Group Policy Objects and Microsoft System Center Configuration Manager. In addition, you can efficiently import and publish updates via Microsoft System Center Updates Publisher.

Customize, integrate, and extend Acrobat—Leverage the freely available and supported Acrobat software development kit to make Acrobat an integrated and extended part of your core systems and applications or to add custom capabilities that address your needs.

More rapidly achieve success and return on investment—Take advantage of the free, online community resources and extensive support ecosystem for Acrobat.

Only Acrobat helps you deliver more impactful communications

With Acrobat, you can work better with everyone and accomplish more every day. You can keep everyone on the same page from project start to finish and do your best work with speed, ease, and accuracy. Only Acrobat provides the unique capabilities that millions of individuals and organizations worldwide rely on every day to create and deliver breakthrough business communications that ensure success. Only Acrobat can take your communications to the next level.

For more information
www.adobe.com/acrobat

*Adobe Reader 9 or later required.

†For ad hoc forms distribution and data collection for up to 500 people. Reader version 9 or later required.