

Adobe® Acrobat®

Streamlines Design Workflows

Adobe Acrobat software's powerful features, including electronic review and mark-up tools, advanced print support, and digital signatures, speed design workflows and lower production costs for graphic design professionals. Images, fonts, and page layouts can be combined into a single, cross-platform Adobe Portable Document Format (PDF) file for fast delivery to co-workers, print houses, and clients worldwide. Distribution takes seconds, the files appear exactly as intended, and reviewers can comment on and approve them electronically from within their Web browsers. Text and images in Adobe PDF can also be repurposed easily for print, CD-ROM, and Web distribution. And Acrobat helps eliminate traditional obstacles in prepress and printing processes. The following companies are using Adobe Acrobat to streamline their design workflows.

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DESIGN

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1185 Design

Palo Alto, California

www.1185design.com

1185 Design is a graphic design firm that has been making its customers look great since 1985. The company creates logos, illustrations, and collateral to support the marketing goals of clients such as Cisco, Stanford University, Inktomi, Sun Microsystems, IBM®, SGI, and Applied Materials.

“Adobe Acrobat and Adobe PDF are integral to our design workflow. With Adobe PDF, we have an efficient, visual format for communicating the exact elements of designs—colors, images, text, and overall layout. It gives our clients and us an immediacy that is impossible to achieve on paper and quality that faxed materials cannot come close to. Clients can zoom into elements of designs in Adobe PDF and clearly see the smallest details. We can also collaborate with clients on the review process using the text highlighting, strikethrough, and notes commenting tools in Adobe Acrobat.”

Millie Hsi, Design Director, 1185 Design

Macy's West

San Francisco, California

www.macys.com

Macy's West manages one of the nation's leading department store chains, offering high-end fashions, accessories, and furniture to customers across the United States. Macy's is committed to informing consumers about new products and services, so their advertisements and other related materials require rapid review and approval and efficient communication among the company's dispersed creative staff.

“We use Adobe Acrobat to create Adobe PDF files for everything the company does, from advertisements to catalogs to corporate documents. This offers us a number of advantages including greater control over printed materials and ads that are delivered to newspapers and magazines, a more manageable workflow because we now have a single file format that contains all elements of the design, and an easily accessible file for routing and commenting on documents for review.”

Michael Margolies, Advertising Technology Director, Macy's West

macys® MORE YOU.™





Hello Design
Los Angeles, California
www.hellodesign.com

Hello Design is an interactive design studio specializing in dynamic designs for CD-ROM, computer kiosks, the Web, and wireless devices. Hello Design clients include *National Geographic*, The Smithsonian Institution, Sony Pictures, and Neutrogena.

“With Adobe PDF, we can deliver electronic documents with graphics, text, and colors that look exactly like we want them to look and not worry about clients changing parts of designs. Our clients can now receive and review materials electronically in minutes. The benefits of Adobe PDF are faster, more efficient communications with clients and fewer design delays.”

David Lai, Chief Executive Officer, Hello Design



MAGI Group
Kirkland, Washington
www.magigroup.com

MAGI Group was founded in 1993 with a vision of how interactive media could change the face of business. Today, the firm's award-winning team develops groundbreaking strategies that deliver results for Global 2000 companies in the digital marketplace. MAGI Group clients include Getty Images, Microsoft, GMAC, and Nintendo.

“Adobe Acrobat and Adobe PDF support us in all stages of our design process. We can visually present design schematics for concepting and review in a format that is readily accessible to employees and clients who may not have the graphics applications needed to open files in native formats. With Acrobat and Adobe PDF, we have a flexible toolset that lets us collaborate with clients, whether we're working on projects for print, the Web, or other interactive media.”

Peter Morada, Director of Creative Services, MAGI Group



Roher/Sprague Partners
Irvington, New York
www.rohersprague.com

Adam Lien, on his own and as part of his job at New York design firm Roher/Sprague Partners, is exploring Acrobat 5.0 features to streamline online workflows. Roher/Sprague currently distributes draft and final versions of designs to clients as Adobe PDF files.

“The Microsoft Office 2000 style interface in Acrobat 5.0 makes the software even easier to use for us and for our clients, many of whom are not always comfortable with new technologies. In addition, the Office style toolbars are easy to reposition and customize, so users can work with a cleaner, less cluttered screen.

“The Acrobat touch-up object tool makes minor changes to Adobe PDF elements much easier by reducing the need to return to the source files and re-create Adobe PDF files. Also, transparency support allows for more efficient integration and compatibility with Adobe Illustrator® and Photoshop®.”

Adam Lien, New Media Management and Design, Roher/Sprague Partners



American Graphics Institute

Lancaster, Pennsylvania

www.graphicsinstitute.com

American Graphics Institute (AGI), an Adobe Certified Training Provider, works with publishers that use Adobe Acrobat and Adobe PDF to streamline print production. AGI serves many leading financial companies and government agencies, such as Fidelity Investments, Prudential Securities, and the New York State Department of Revenue, helping them move large volumes of information online in Adobe PDF.

“Digital signatures in Adobe Acrobat 5.0 continue to unlock a number of opportunities for document sharing. They open up a new world for dealing with contracts or signing off on draft documents because users can track with confidence whether or not changes were made to Adobe PDF files since signatures were applied. We’re also seeing more people using Adobe PDF forms, which complement some of the possibilities presented with digital signatures.

“Other key features in Acrobat 5.0 include better support for transparency and overprint settings—two things that the graphic arts community and commercial printers rely on. Adobe Acrobat 5.0 delivers capabilities that further expand the role of Adobe PDF for publishers and printers.”

Chris Smith, President, American Graphics Institute

The Image Source

Ventura and Thousand Oaks, California

www.imgsrc.com

The Image Source offers digital imaging and photo finishing services to individuals and businesses, including Amgen Corporation, Miramar Systems, and Bassworks.

“Adobe Acrobat 5.0 software is a quantum leap in software development—not only with its new features, but also as an integrated solution with Adobe software and many other vendor applications. With its enhanced capabilities and completely redesigned user interface, Acrobat 5.0 offers countless benefits. It provides a variety of collaboration options to work with colleagues across town or around the world. It enables users to share comments on Adobe PDF files hosted on networks and remote servers, allowing co-workers to exchange feedback in real time. Comments can be downloaded, updated, and added as needed. Acrobat 5.0 software is a terrific new design that’s easy to use for office workers and designers.”

Ted Padova, Owner, The Image Source, and author of the Acrobat 5.0 PDF Bible



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