



THIS IS A REALLY COMPLICATED  
SELF ASSESSMENT QUESTION !

ARE YOU OR YOUR COLLEAGUES CONFUSED  
BY THE BEWILDERING CHOICE OF SOFTWARE  
APPLICATIONS YOU NEED, TO SUCCESSFULLY  
RUN, MANAGE AND PROMOTE YOUR BUSINESS ?

## HERE ARE 9 AREAS WHICH WE BELIEVE FORM PART OF MOST BUSINESS REQUIREMENTS.

**Rollover** the main headings below for a brief commentary, **then click** the button headings for those areas which are most relevant to your needs.

Starting and running your own business is an exciting prospect, and rather than taking valuable time out to investigate numerous softwares, here are 3 areas covered by one sophisticated, ubiquitous application

You may not be able to fund a scary and mysterious IT department, and you may have to do it all yourself. There are 3 areas covered below, and you'll be surprised how accessible we've made them.

You will be surprised at what you can do with all of the assets ... you didn't realise you had ! You need to make use of every resource available to promote your business ... and you will also be surprised at how cost effective it can be.



### FORMS... A4 PORTRAIT AND BORING ?... NOT NECESSARILY

Think about it, when was the last time you completed an online form using an A4 PORTRAIT COMPUTER MONITOR ?

Forms should be an additional tool to promote your business, and to help you engage with your clients and your team.

You could of course just make them very serious, complicated and extremely boring !

A radical thought ... how about designing them landscape, making them look good, including a video and a set of explanatory mp3 voice messages from the cruel individual who created the things in the first place ???

NB ... you can enter information into this example form >



# Aquo

## Customer Application Form

This form to be used by all Aquo customers applying for Type Approval Certification work.

Enter any 9 digit code below as an example  
then click next to continue

## LET THE CREATIVITY FLOW

The Portable Document Format has historically been used as a means through which designers, printers, publishers, organisations and consumers, have viewed documents.

Its global appeal is that file sizes are suitable for electronic transmission, and the integrity of branding and graphic design is maintained, without compromise

### So let your creative juices flow !

Graphic designers familiar with softwares associated with artwork for print, can offer real and valid contribution to 'Rich Media' projects without learning entirely new skills.

Work with text and image assets already prepared for the printed version to easily create an online version ... work smarter !

Click below to launch 'Active' pages.

**Please note** that this sequence has been designed to fit into the page when viewed in Fullscreen mode.

Use the standard 'Toolbars' button to toggle the page view as necessary, then turn the sequence pages by using the red arrows, **OR** by grabbing the page corners.



COLLABORATION ... ENGAGEMENT ... COMMUNICATION  
TEAMWORK ... PROJECT MANAGEMENT ...  
CLIENT LIAISON !!! ... MMM ... PERHAPS NOT !!!

*"YOU GO ONLINE, I'LL PHONE FRED AND ASK HIM TO POST IT, AND I'LL EMAIL SUSAN ... SHE HAS COME BACK WITH HER CHANGES ... HASN'T SHE ? ... I'LL FAX HER OFFICE !!! "*

It does seem that there are several ways in which we need to  
... collaborate, engage, communicate, work as a team, manage  
a project and liaise on behalf of our clients.

So wouldn't it be nice if we all did it using one, simple to use,  
globally available, increasingly ubiquitous application ???

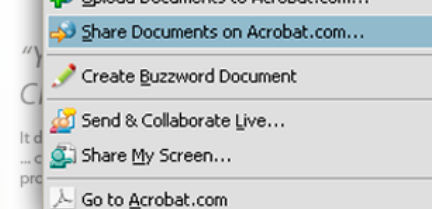
Yes ... It's in the box !

Networking for business !

Adobe [Acrobat.com](http://Acrobat.com) is a suite of free web applications from  
Adobe Systems that allows users to create, store and share  
documents and PDF files on-line.

COLLABORATION ... ENGAGEMENT ... COMMUNICATION

TEAMWORK ... PROJECT MANAGEMENT ...  
CLIENT LIAISON !!! ... MMM ... PERHAPS NOT !!!



So wouldn't it be nice if we all did it using one, simple to use,  
globally available, increasingly ubiquitous application ???

Yes ... It's in the box !

Networking for business !

[Acrobat.com](http://Acrobat.com)

Adobe Acrobat.com is a suite of free web applications from Adobe Systems that allows users to create, store and share documents and PDF files on-line.

[Click the thumbnails to view larger image.](#)

Shared Review



**“IT’S NOT EASY BEING GREEN ...  
AND MY NEW FILING CABINETS ARE GOING TO LOOK Sooooo COOL !”**

**Right ... Maybe you’ve been irritated by so much ‘hype’  
about ‘The Paperless Office’ ...**

Perhaps you’ve decided it’s easier to go to the old filing cabinets to look through all the old ‘Office Supplies’ brochures you’ve got stored away somewhere amongst the Health and Safety Forms, to get more colour coordinated filing cabinets, folders and paper clips ... Doh ! Oh dear !

Why not have a re-think ?

Remember ... computers and machines do talk to each other !  
Your scanner ( if you ask it nicely ), can make computer files, all wrapped up using your favourite settings. That makes it really easy for you to store everything on smaller, neater, ‘cooler’ electronic media !

Let’s say you’ve created a computer folder containing fully searchable .pdf files, or you have an archive of thousands of associated emails, you can turn yourself on to ‘compliance mode’ by making things PDF/A, PDF/E/ or PDF/X compatible ...

( not to worry, the ISO standards people will know what you mean ! )



# Adobe Acrobat 9

Keep your software simple & save money

## MORE WITH LESS

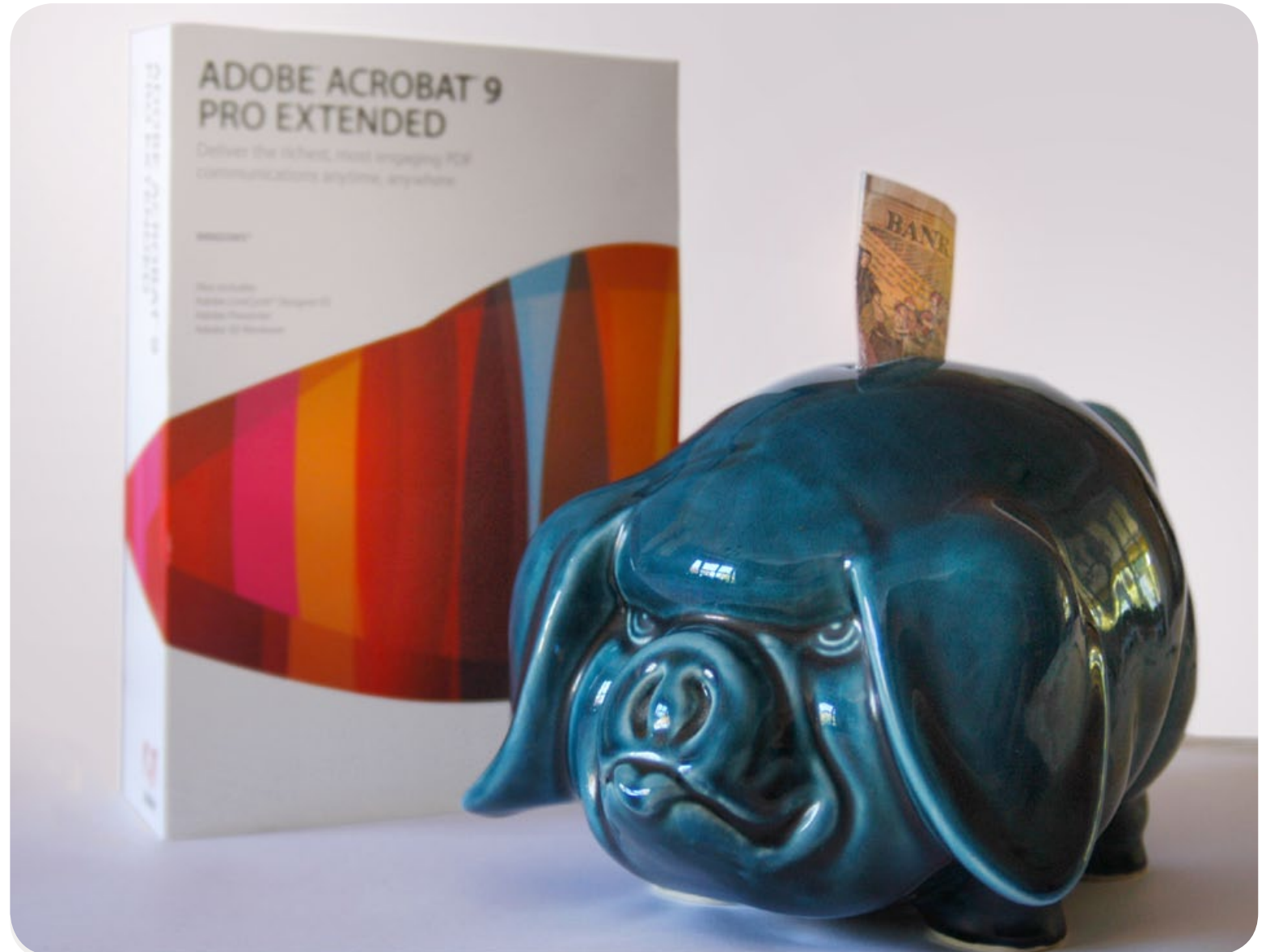
You could always do some extensive research and buy a few random software tools, so click below for a list of **tool features** which could end up costing you a fortune ....

### Is that really what you want ?

Did you also know that the very nice people at Adobe have provided a range of options including some **discreet little icons** to give 'Office' users access to even more functionality ... easily ?

It's true ... 'IT' really is a 'no go' area for some people, and they may not be happy to move outside their comfort zone. The very mention of multimedia .pdf's and Flash movies is likely to evoke visions of doom. So wouldn't it be nice if they could be 'eased' into this not so scary, brave new world whilst working with a familiar desktop application.

In addition it may be necessary to produce one **combined file format** ... why send separate file formats, expecting your clients to have separate applications if you can send one ?





# Adobe Acrobat 9

Protect your ideas and your customer data

## PROTECTING YOUR THOUGHTS ... PROTECTING YOUR EFFORTS ... PROTECTING YOUR VISION ... PROTECTING YOUR INVESTMENTS

It's not that you want to appear over protective or paranoid about '**What you do**', and you do need to show people '**What you do**,' ... but without telling them how you do '**What you do**' !!!

Whether you choose to deliver your information ON or OFF line, there are solutions in the box to suit your needs.

Stop your competitors copying the document ...

Deny them the right to print the document ...

Make sure you send them a version that requires a very special password to open it ...

one that only you know about ...

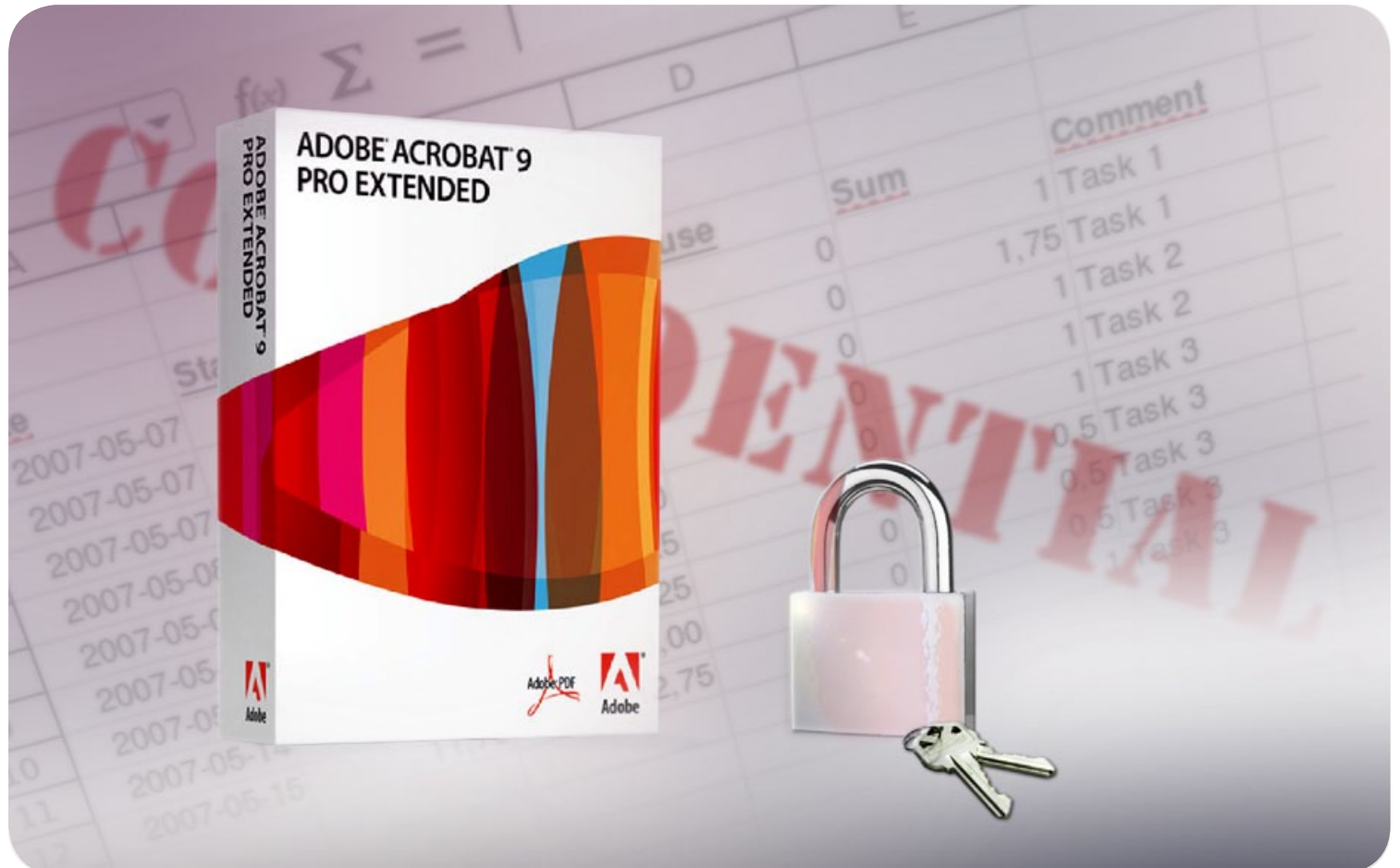
so that they have to ask you what it is ...

HOW COOL IS THAT ?

Oh, and the password is ...

**acrobat9isbrilliant**

[Click here to view security screens](#)



### POWERPOINT ... PDF ... QUIZZES ... VIDEO ... AND I CAN GET SOME FEEDBACK ???

It does seem that businesses would like to utilise as many methods as possible to present themselves to a wide variety of potential clients.

There are those clients who like looking at pictures ... those who ignore the pictures and read the detail ... those who like a good movie ... and those 'fun' clients who might respond better to a good quiz !

So what if you have a different client pitch every day, and you want to change your PowerPoint every day, and you want to collate feedback ?

Guess what ... Yes it's in the box !

### HOW DO YOU UTILISE YOUR DOCUMENT, SPREADSHEET, PICTURE, PRESENTATION, VIDEO AND PODCAST ASSETS, AND DELIVER THEM AS BRANDED COLLATERAL ?

Imagine the situation ...

You've had a request to get some brochure examples to a prospective new client **TODAY !!!**  
Guess what... **you've run out of brochures**. Now we all know that your local friendly Printer is quick ... but not that quick. Just ask him nicely for a .pdf of your artwork.

Your new prospect also wants to see a presentation about what you do... yes... **TODAY !!!** ...  
So get hold of the old PowerPoint and put the prospect's name at the top ( impress him at all costs )

Grab the spreadsheet, amend a few figures, dig out a few documents from your PC, and while you're at it, pick out a few nice pictures of the team ( the office party gallery should be avoided )

Then ... now this is the really clever bit ...

### THE PRINTED WORD **AND** MUCH MUCH MORE

Every day we see sophisticated motion graphics through numerous media outlets, providing us with an attractive option to deliver and receive information.

We now expect it, and some say that the printed word in isolation no longer provides us with sufficient stimulus in today's demanding market place ...mmm ... what's the solution ?

We can think of numerous applications for every industry sector, where a combined media option can deliver a few surprises.

Have you ever thought about sending clients your website, and not just the link ... so that they can view it offline ?

Imagine that ... you go through all the hard work of building your website, you have some amazing work to show off and your client says ... "send me some information" ...

Well for those clients who apparently haven't got the time to do the surfing thing ... just use the convert to .pdf icons on your browser, and 'hey presto' you have a file that can be sent on a CD or a USB, or a DVD ... problem solved !

**Warning ... stimulus deprivation !**

This is what happened to Harry when he was asked to read a bland company newsletter !

( it's ok he's just sleeping )





## 'Virtual Reality'

### VIEWING AN IMAGE OF SOMETHING ... BEFORE IT ACTUALLY EXISTS ! ... HOW ?

3D Computer Models ... that's how some very clever people who spend a lot of money on really specialist software, and who live in the virtual CAD world, sometimes do it !

So if they want to send you something for approval that is UNREAL ... but gives you the opportunity to comment ...

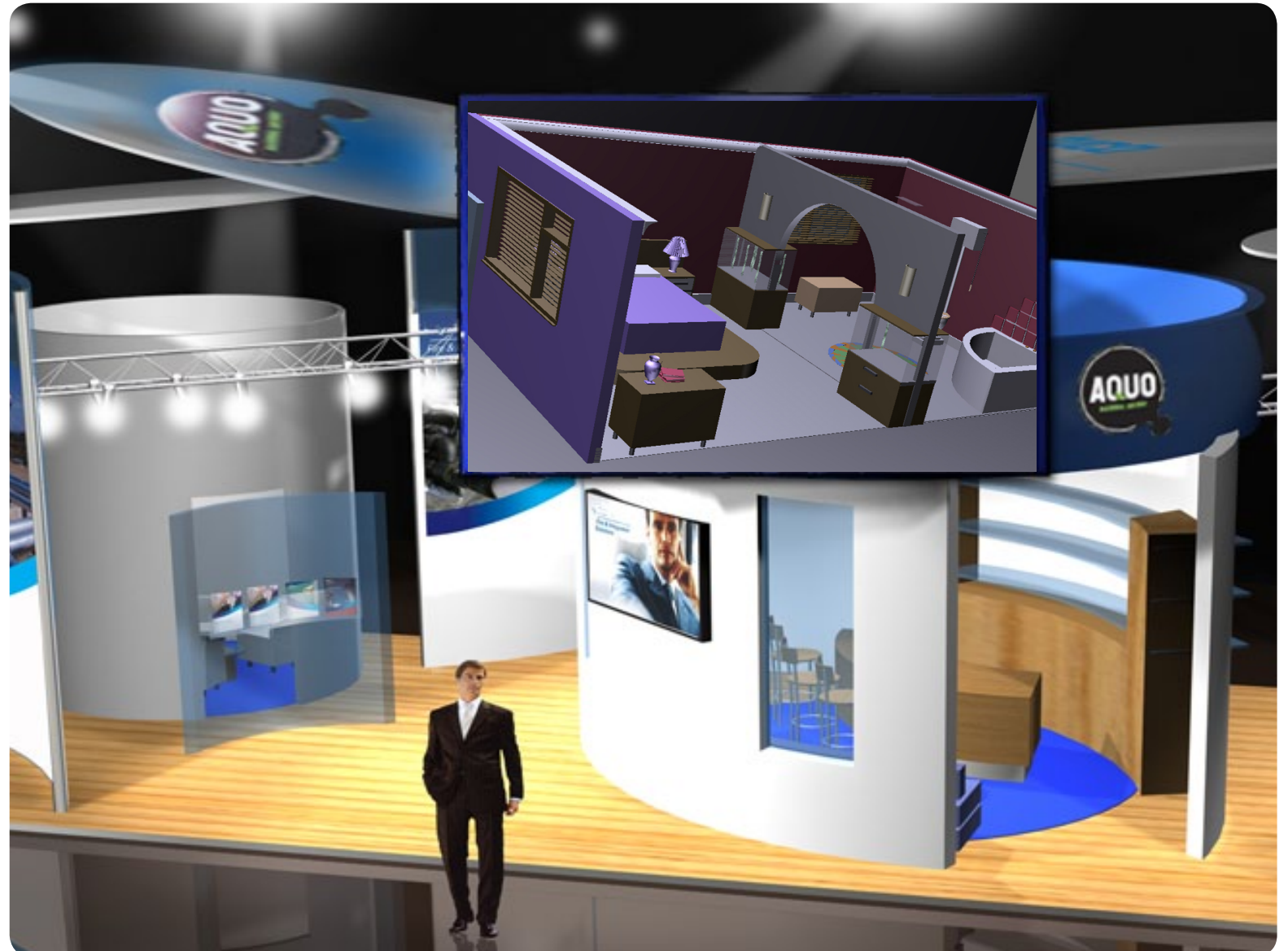
And you want to present it at an exhibition ...

And you want to include it in a document hand out ...

BEFORE you spend a fortune making it REAL ...

Once again ... It's in the Box !!

Every time you click the button above, you will refresh the 3D image ... and remember to right click / ctrl click to see a number of options and tools.



## So what IS in the Box ?

### 3 FLAVOURS ... YOU CHOOSE ... WHICH ACROBAT SUITS YOUR NEEDS ?

Click on the **box** thumbnails for some version features, then click the buttons for a full datasheet

#### STANDARD

Create and reliably share PDF documents

Unify a wide range of content in a PDF Portfolio

Create interactive, on-demand presentations

Combine content in a single PDF file

Easily create and manage electronic forms

Easily share video in PDF

Help protect your documents

Manage and track electronic document reviews

Help protect your documents

Easily create and track PDF forms

Include Adobe Reader users

Enable others to access design data

Enable others to fill in and save forms

Synchronize document views

View and interact with PDF maps

Easily review documents

Permanently remove sensitive information

Verify PDF standards and accessibility

Sign documents digitally

Compare PDF documents

Convert paper documents to PDF files

Improve print processes

Convert from PDF to Microsoft Word

Create and validate accessible PDF documents

Archive documents and e-mail

#### PRO

#### PRO EXTENDED

Oh ... and by the way ( the best kept secret in the World ! )

YOU HAVE BEEN NAVIGATING THROUGH AN INTERACTIVE, 'RICH MEDIA' ...

# .pdf

Be honest ... you didn't expect that did you ?

It really is the most incredible delivery vehicle !

**It's how you create the PDFs that counts, and with Adobe Acrobat 9® you can bring them to life by creating engaging business winning documents.**

**And with Adobe Reader available to all for free ...  
just think of the opportunities that Acrobat 9®  
can offer your organisation !**