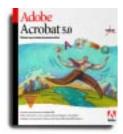# Just Ask for PDF

Just received a file? Here's what you do: You ask whether it's a text, a spreadsheet, a presentation, a graphic, or some other file. You ask for the file format and which version of which software created it. You ask yourself if you have the same software installed on your machine. You ask which alternative software can open it.

Need Excitement

You ask what fonts and other elements are used and whether those are installed on your machine. You ask for a converted file for your colleague who uses a different version of the Operating System, perhaps on an older machine. You ask for yet another version for your client using an Apple Macintosh or a Linux machine. You ask whether it is possible for your boss to view it on his handheld computer. You ask people on your mailing list if you can send them such a huge file as an e-mail attachment. You e-mail all your colleagues for notes and comments on the file and waste half a day organizing their feedback. You ask to compare it with a similar file you received two years ago, only to discover you no longer have the earlier software nor the fonts used at that time. You ask if it is okay to print hundreds of copies and have them hand-delivered to all instead. You ask why everything has gone haywire in the printout. Finally, you ask for two aspirins and one strong cup of ultra-black coffee to push you through yet another day.

Alternatively, here's what you can do: Just ask for PDF.

Just Click Once in Word on the graceful Acrobat logo in the taskbar, and within a few seconds your PDF file pops up. Scribble, annotate, stamp, sign, and add stickie notes, just as you would with real paper documents.

PDF: The Mother of All File Formats

Portable Document Format. That's what PDF stands for, and that is all it is: a file format. Anybody, on any computer, in any point in time, can view the file contents using the free and widely popular software, Acrobat Reader. Perhaps Acrobat Reader is already installed on your PC. In fact, more than 200 million computer users worldwide have Acrobat Reader on their personal computer or handheld device. So, you want to convert that heavily formatted Word, Excel, PowerPoint, or image file into a PDF file? Easy. Visit www.createpdf.adobe.com, and merely upload your file. After a few minutes, you will receive an automatically generated PDF file of your Office or image document free. Fresher, rejuvenated, much lighter in size, and definitely more portable.

Dive into Five

The entire soup of technologies that converts into, sustains and nurtures the PDF file format is called Acrobat. To bring sanity to that chaos of documents dotting your PC and network, you need to purchase and install Adobe Acrobat 5, the latest incarnation. Re-launch Word or Excel, and you will notice the elegant Acrobat logo grace the toolbar. Create a PDF file in one step: Click the logo. A dialog box asks you to name your file. Within a few seconds, you have your PDF file. Nothing could be easier. Double-click your PDF file to launch the Acrobat 5 application, and welcome to document heaven. Here you can gleefully slap colourful stickie notes, use highlighter pens, add voice annotations, password protect the document using a 128-bit encryption, limit users from making modifications or printing it, and you can even digitally sign documents. Plus, you can simultaneously add comments to a document online with multiple co-workers. Acrobat 5 can do so much with your documents, we wrote a complete booklet on it. Just ask for it.

everywhere
you look™ **Adobe**®