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The definitive conference for managers & users of PDF technology.

The Acrobat & PDF conference has the experts and answers that you need to effectively create PDF workflows, and easily convert and share PDF files. Don't miss the definitive conference for managers and users of PDF technology.

2 Days
30 Educational Sessions
3 Conference Tracks
Management | Technical | User

Presented by:



Adobe
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April 20-21, 2005, Orlando, Florida
Pre-conference sessions April 19th
Disney's Coronado Springs Resort

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Acrobat & PDF Conference 2005

Attend the premier gathering of professionals involved in implementing Portable Document Format (PDF) solutions, creating and working with PDF forms and PDF files. Attend the Acrobat & PDF 2005 Conference at Disney's Coronado Springs Resort, in the heart of Walt Disney World, April 20-21, 2005.



Network with other professionals to learn best practices, and discover new solutions and technologies.

For PDF Professionals at All Levels

If you manage PDF document solutions or create and distribute PDF files, you should attend this conference.

Three Separate Educational Tracks

Twenty-five separate educational sessions spread over two days provide a wealth of PDF information organized into three separate tracks. These three distinct tracks meet the needs of CIOs and technology managers, PDF users and IT professionals.

"Excellent! One of the best speakers I've ever seen – he knows his material cold and is extremely effective at sharing his knowledge."
– J.R.

In the **Technology** track, managers learn about PDF-based document and forms solutions. Sessions covering new and emerging PDF technologies along with software from Adobe and other PDF vendors are included. Sessions also include case studies showcasing best practices for PDF documents and forms, including PDF offerings from multiple vendors.

The **Technical** track provides the details necessary for implementing PDF solutions. Sessions in this conference track include routing PDF forms data, JavaScript & PDF, and more.

"This is the best conference we have gone to in years."
– S.S.

The **User** track is for those responsible for creating, sharing and using PDF files. Sessions are focused on making users more efficient with Adobe Acrobat and other PDF software. Sessions include creating optimized PDFs for print and web publishing, editing PDF files, securing PDF files, and converting documents to PDF.



Hear about the latest in PDF technology.

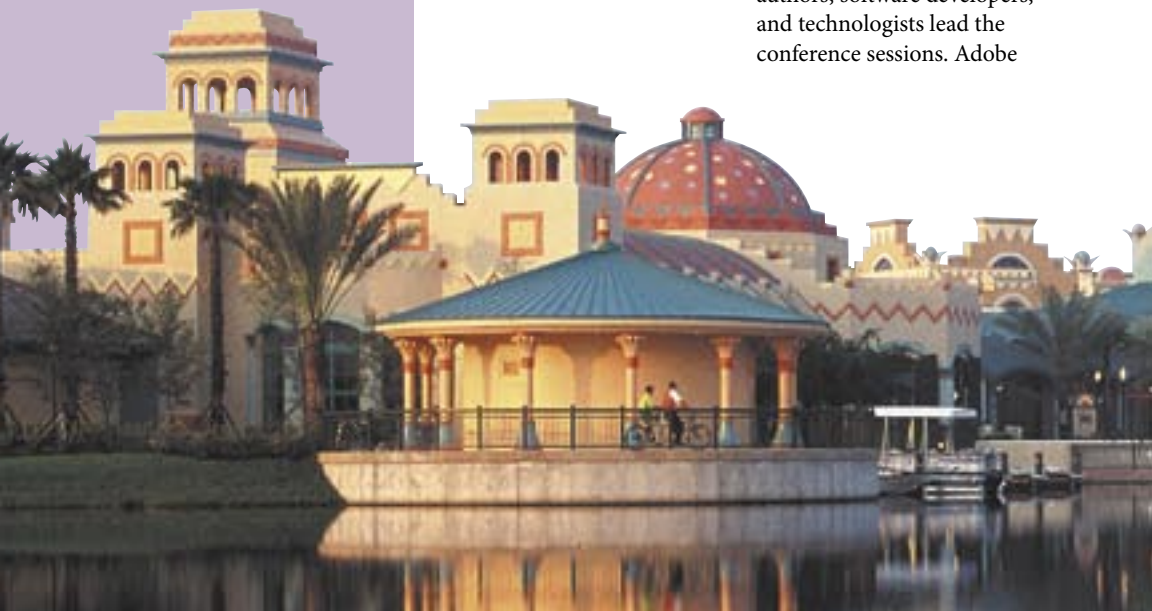
Meet Industry Experts

This is your first chance to get an in-depth look at Acrobat 7 and new LifeCycle PDF products.

Well-known industry experts, authors, software developers, and technologists lead the conference sessions. Adobe

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Systems will present a keynote session showcasing their expanding Acrobat and PDF LifeCycle Solutions. Also meet *PDF Bible* author Ted Padova and *Real World Acrobat* author Christopher Smith. The founder of activePDF, Tim Sullivan, and PDF Sages' Chief Technology Officer Leonard Rosenthal are also scheduled to present.

The conference provides numerous networking opportunities to meet other professionals involved with PDF.



Speak directly to vendors.

At the exhibit area, you can see the latest PDF technologies and meet with vendors and discover their PDF solutions. AGI Training, an Adobe Solutions Network member, produces the conference.

"I thoroughly enjoyed this learning opportunity! There is so much you can do with this software. We have already starting thinking what we can do. Thank you for such an enjoyable day." – K.C.

Conference attendees meet PDF professionals, and interact with industry experts. Discover PDF solutions, and become more productive in creating, sharing, and securing PDF files and PDF forms at PDF2005.

WITH YOUR REGISTRATION YOU RECEIVE:

- Admission to all 25 educational sessions
- Admission to exhibitor hall
- Detailed materials from every session
- CD with software, updates and demos
- Conference tote bag
- Access to expert session leaders
- Breakfast both days
- Lunch both days
- Networking social with speakers, attendees & exhibitors – This event is open to attendees and their families. Come and enjoy live entertainment, meet Disney Characters, and network with professionals attending the conference.
- Free Admission to Pleasure Island! (Details page 13)
- Planned Golf outing (Details page 13)

Optional activities allow you to take advantage of the magical opportunities of Walt Disney World.®

Conference attendees also receive access to preferred tee times at Disney's 5 golf courses and can obtain advanced, discounted theme park tickets to Disney's Magic Kingdom, MGM Studios, Disney's Animal Kingdom, and more. On-site conference staff will help to make your trip both educational and enjoyable.



Breakfast and lunch included.



Attendees and their families are encouraged to attend the networking party.



Acrobat & PDF Educational Tracks

Improved Productivity with PDF

Learn to create electronic document workflows that increase efficiency and reduce costs. Discover a variety of methods to easily create and share PDF documents across Windows, Macintosh, Linux, Palm, and many other platforms. Learn how you can create and distribute PDF forms to ease data collection.



Track 1 Management Track

Who Should Attend:

CIOs
CTOs
Senior IT Managers
Technology Managers

Learn how to increase operational efficiency by automating manual, document-intensive processes. Speed time-to-market through the use of electronic collaboration and distribution of documents.

See how to reduce administrative costs by streamlining your organization. Discover how other companies have executed successful PDF document strategies. Learn from experts about cost-effective methods for generating professional, customized, compliant documents with PDF.

Understand how emerging technologies impact PDF deployment strategies. The conference has all the answers you need to develop a successful electronic document strategy with PDF or improve your existing PDF deployment plans.

Track 2 Technical Track

Who Should Attend:

IT Support Staff
Programmers
Web Developers
Project Managers
Technology Managers
Technical Professionals

Learn how to execute key PDF technologies efficiently. See how to successfully distribute and collect data with PDF forms. Discover how to utilize JavaScript to make PDFs more powerful and apply enhanced security options. Understand emerging standards for graphics and engineering with PDF/E, PDF/X and PDF/A. The conference gives you the information you need to make PDF work for your organization.

Discover methods for capturing and routing PDF form data, including methods for database connectivity. Understand how to successfully apply digital signatures, protect files with security, and utilize editing features to modify PDF files when necessary.

Track 3 User Track

Who Should Attend:

Administrators
Accountants
Print & Web Designers
Art Directors
Writers & Editors
Engineers
Small Business Owners
Project Managers
Scientists
Technical Writers

You can become more efficient with creating and sharing PDF files. Learn to harness all the powers of PDF and Adobe Acrobat 7. Take advantage of all that PDF offers, and streamline your work by electronically sharing documents that look exactly as you intend, with formatting, drawings, images, and fonts. Learn easy ways to convert your paper and electronic documents to the Portable Document Format (PDF). Learn tools to edit, modify, comment and mark-up PDF files, or secure them to restrict changes. Attend the conference to increase your productivity with creating and securely distributing PDF files.

*You can attend sessions from all three tracks
with your conference registration!*

Session Schedule

An Incredible Schedule of Sessions and Events!

We realize that there are so many great sessions and that you may want to attend several. As a conference attendee you will receive all session materials and can attend any session in any of the tracks.

Tuesday, April 19th, 2005 Pre-conference sessions – Separate registration required			
Pre-register for these extra sessions online, or use the registration form on page 15 of this brochure. Space is limited.			
9:00 - 4:00	Acrobat 7 Clinic – Learning all of what Acrobat 7 can do for you		
9:00 - 4:00	Creating and Using PDF Forms – Hands-on		
9:00 - 4:00	Acrobat 7 Developer Tools		
7:00 to 9:00 pm	Networking party – come join other attendees, families welcome!		
Management Track		Technical Track	User Track
Wednesday, April 20th, 2005			
7:30 - 8:00	Breakfast – exhibit area open		
8:00 - 9:00	Welcome & Keynote: Pam Deziel, Director, Acrobat Product Marketing		
9:00 - 10:30	Real World solutions: PDF implementation for Homeland Security; Using PDF to create a secure engineering workflow; Developing Educational Curriculum Adobe Acrobat	PDF Standards: PDF/A, PDF/E, PDF/X	Adobe Reader Essentials for Acrobat Users
10:30 - 11:00	Break – exhibit area open		
11:00 - 12:30	Bridging the Divide between Digital and Paper with PDF	Server-based Dynamic PDF Production	Review, markup and commenting
12:30 - 1:30	Lunch – exhibit area open		
1:30 - 3:00	PDF for Engineering and architecture	Reliable Print Production with Acrobat 7	Introduction to Acrobat Javascript
3:00 - 3:30	Break – exhibit area open		
3:30 - 5:00	LiveCycle Server products	What's inside a PDF?	Editing, enhancing and manipulating PDF content
7:00 pm-?	Pleasure Island – Free Entry from the PDF Conference		
Thursday, April 21st, 2005			
8:00 - 8:30	Breakfast – exhibit area open		
8:30 - 10:00	Managing PDF forms data	Acrobat 7 for Advanced Users	Preflight, checking and correcting PDFs
10:00 - 10:30	Break – exhibit area open		
10:30 - 12:00	Enhancing PDF with multimedia	Adobe LiveCycle and XML Forms	MS Office and PDF Maker
12:00 - 1:00	Lunch – exhibit area open		
1:00 - 2:30	PDF Accessibility and Section 508	What's new in Acrobat 7 JavaScript	Introduction to Form Designer
2:30-3:00	Break – exhibit area open		
3:00 - 4:30	Security, policy server, digital rights management	Color Management and PDF	PDF Power Panel

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Session Descriptions

Pre-conference Sessions

Acrobat 7 Clinic – Learning all of what Acrobat 7 can do for you

Ted Padova

This session leads you through the many tools, techniques and possibilities available within Acrobat 7. Padova is the author of the *PDF Bible* and shares a wealth of information with you in this seminar.



Discover ways to efficiently use PDF.

Acrobat 7 Developer Tools Training

Leonard Rosenthal

This session introduces developers to the new features and technologies of Acrobat 7.0 and PDF 1.6, and how to use the improved Acrobat SDK to deliver powerful solutions quickly to customers. You will be exposed to Optional Content Groups, XML-based forms, Multimedia, PrePress enhancements and more. In addition to changes for plug-in developers, developers using IAC, COM, and JavaScript will also learn about the improvements in those



Learn hands-on in the pre-conference forms session.

areas. Previous programming experience is helpful. This section is instructor led in a lecture-style setting.

Creating PDF Forms Hands-on! (Limited seating)

Larry Happy

In this full-day hands-on session, you'll discover how to expand your use of PDF to include interactive PDF forms for collecting and capturing data while maintaining the look and feel of original paper documents. This session explores the tools available within Acrobat and Adobe LiveCycle Designer for establishing form fields, radio buttons and menus. Additionally, you'll discover methods for creating effective form design and tips for more easily handling large form design projects involving repetitive fields, and how to establish validation and submission options for PDF forms.

User Track

Adobe Reader Essentials for Acrobat Users

Ted Padova

With an audience of more than 500 million users, it's important to understand how to best create PDF documents to share with users of the free Adobe Reader.

Review, markup & commenting

Christopher Smith

In this session you'll discover the expanded review, markup and commenting capabilities of Adobe Acrobat 7. These enhancements go far beyond new tools, and provide valuable methods for establishing and managing PDF based reviews, including enabling users with the free Adobe Reader to participate in electronic reviews.

Introduction to Acrobat Javascript

Thom Parker

Expand the power of PDF files through the addition of

JavaScript in your documents and forms. You'll discover how to use Acrobat to perform special validation on forms data, and create visual effects that help identify or hide specific page content. Learn to use JavaScript to do simple calculations not normally supported in Acrobat, create new pages or submit form data.

Editing, extracting, enhancing and manipulating PDF content

Larry Happy

Whether you receive PDF documents and need to modify their content, or build PDF documents and want to make them more user-friendly, this session has tips and advice to expand the functionality of PDF files.

Preflight, checking and correcting PDFs

Luis Mendes

With hundreds of ways to generate PDF files, how can you be certain you've received a file that meets your needs – whether for high quality printing or electronic distribution? This session explores the expanded checking and correcting tools available within Adobe Acrobat 7 along with third-party software tools that allow for PDF validation and correction of common file issues.



Find strategies and solutions for PDF implementation from PDF technology vendors.

MS Office and PDF Maker*Eric Rowse*

Learn how to quickly and easily convert your .doc, .xls and .ppt files to PDF. Discover time-saving tips that allow you to incorporate interactive links, metadata, accessibility information and even security at the time you create your PDF files. Discover ways to optimize your files to reduce file size for efficient electronic distribution. Learn how to archive emails from Outlook using Adobe Acrobat, and easily create interactive PDF documents from web sites from Internet Explorer.

Introduction to Form Designer*Larry Happy*

Adobe Acrobat 7 includes the powerful PDF form creation tool, Adobe LiveCycle Designer. In this session, you'll explore how to use Designer to create comprehensive PDF forms that capture and submit data in a familiar-looking Adobe PDF format. In this session, you will gain a better understanding of this complete form layout environment, including understanding of the tools, user interface, PDF and XML preview capabilities, and form submission options.

PDF Power Panel*Karl De Abrew and others*

Join PDF a panel of experts and host Karl DeAbrew from Planet PDF as they provide you with PDF tips, tricks, address your questions, and provide insight into the future direction of PDF.

Technical Track**PDF Standards: PDF/A PDF/E PDF/X***Leonard Rosenthal*

Whether for archiving, engineering or graphics exchange – there has been a proliferation of standards groups working to establish a framework for what should (and shouldn't)

be included in PDF files. This session looks at the archiving standard, PDF/A and also discusses the emergence of PDF/E for distributing engineering documents and PDF/X used primarily for graphical document exchange.

Server-based Dynamic PDF Production*Tim Sullivan*

This sessions explores tools available to automate PDF generation. Whether you are looking to automatically convert information pulled from a database into a formatted PDF file, generate PDF documents for Internet users on-demand, or centralize PDF creation across your enterprise, this session examines the tools to make this happen.

Reliable Print Production with Acrobat 7*Dov Isaacs*

Recent versions of popular publishing and graphics arts software from Adobe and other software vendors have clearly emphasized PDF over PostScript as the publishing workflow of choice. However, content, format, processing, and PDF generation option decisions made by both the creative and prepress professionals can make a tremendous difference between success and failure of PDF workflows for print publishing. This session will introduce general principles of, and examine specific issues associated with, the successful creation, use, as well as repurposing of “display and especially print everywhere and anywhere” PDF. We will also attempt to debunk popular myths and urban legends with regards to PDF workflows and reconcile these principles and facts-of-graphics-life with emerging, popular PDF standards and restrictive subsets of such standards.

What's inside a PDF?*Leonard Rosenthal*

If you wear a propeller-hat (even secretly), this technical session gets under-the-hood of a PDF file with developer extraordinaire Leonard Rosenthal. You'll explore the structure and functionality of the PDF file format, gaining a better understanding of all that is and can be included within a PDF.



PDF experts provide useful, in-depth information.

Acrobat 7 for Advanced Users*Ted Padova*

If you want to go beyond the basics with Acrobat and understand its advanced features, this session is for you. Led by Acrobat author and expert Ted Padova, you'll find many ways to become more efficient with Acrobat 7.

Adobe LiveCycle & XML Forms*Lori Defurio*

PDF files created with Acrobat and Adobe LiveCycle tools allow data to be extracted as XML into custom schemas. Applications written in Java and other languages easily integrate Acrobat with Web services using Simple Object Access Protocol (SOAP).

What's new in Acrobat 7**JavaScript***Thom Parker*

Discover the extensive improvements to JavaScript functionality that are included with Acrobat 7. You'll learn about the new support for multimedia, improved printing control, controlling layers, 3D

Adobe Acrobat & PDF 2005

Session Descriptions

support, and more. You'll see how JavaScript is particularly useful for XML forms, enables automated forms handling, Web and database communication, commenting, and user-interface capabilities.

Color Management and PDF *Leonard Rosenthol*

This session examines how to integrate color management and a PDF based workflow. Discover which PDF options and standards allow you to generate consistent color both on-screen and when printing.

Management Track

Real-world PDF solutions

Moderator: Karl DeAbrew

This session is composed of three 30 minute sessions examining a variety of practical and extraordinary uses of PDF across a variety of businesses and organizations. From electronic brochures with multimedia, through multilingual documents, and dynamic content with Javascript, you'll see the many faces of PDF.



Interact with professionals and colleagues.

Part 1: PDF implementation for Homeland Security *Andy Skillen*

First Responders, Emergency Management Personnel, Firefighters, Police, and the military and intelligence communities all need field access to high value maps and infrastructure data to accomplish their mission. Local, state and federal organizations tasked with developing evacuation plans are

looking for solutions that allow key personnel rapid access to mapping and infrastructure data in the event of a disaster. What is the answer to allowing virtually anybody with a computer to easily work with complex mapping/GIS data? Intelligent PDF!

This presentation will focus on how and why PDF is becoming a standard for publishing mapping and infrastructure data to non-technical users. Attendees will see the latest technology for creating scaled, layered, geo-registered PDF maps with embedded database and attribute data. A case study on how the National GeoSpatial Intelligence Agency (NGA) aims to distribute GeoPDF maps to its customers in the military and intelligence communities will also be covered.

Part 2: Using PDF to create a secure engineering workflow *Dennis Newman*

A "real world" study taking construction design files from concept through construction. This presentation will follow the modular construction industry as plans for a factory-built home travel through the review process needed to secure approval.

This process uses PDF files to efficiently move the construction documents from the factory to the third-party review agency and on to the regulatory and permitting agency before construction can begin. Session will focus on the timesaving aspects of using Acrobat 7, and the recently proposed PDF/E standard over the traditional 'paper version' of the same process, as well as the added security capabilities that can be used.



Senior industry professionals share their insights.

Part 3: Developing Educational Curriculum **Adobe Acrobat** *Bill Healy*

Teachers and students require e-learning software applications that complement the learning process. Kilbaha Multimedia Publishing uses Adobe Acrobat to address these needs and produce intuitive applications for facilitating optimal learning. Because software development is a time-intensive process, Kilbaha uses Acrobat to re-using its software so a familiar 'template' can be applied to any application, be it mathematics, physics or chemistry. This allows the company to quickly develop new modules and programs. Applications also need to be compatible with a cross-section of operating systems and platforms.

Bridging the Divide between Digital and Paper with PDF *Pam Doyle*

Preserving both paper-based and electronic records in a consistent format makes the Portable Document Format (PDF) an ideal format for the long-term archiving of documents, data and images.

In this session, you will discover how PDF gives the scanned image a new level of intelligence. The session will define the business problems that span virtually every vertical market and that are driving organization to capture their valuable paper-based information and store

them in a PDF format. Using real world examples, you will discover the benefits realized by organizations converting paper into an electronic PDF format.

PDF for Engineering and architecture

Andy Skillen

PDF is displacing TIFF, CALS and a variety of proprietary engineering file formats as the preferred way of publishing engineering documents. The latest version of Adobe Acrobat includes many new features specifically added for the engineering community. This presentation will provide actual case studies of how large organizations with thousands or millions of engineering documents can easily convert all their CAD, mapping and GIS data to intelligent, geo-referenced PDFs that can be viewed with Adobe Reader, and redlined, approved, digitally signed and secured with Adobe Acrobat 7.

LiveCycle Server Products

Lori Defurio

Adobe's PDF solutions go well beyond creating PDF files on the desktop or collecting forms data using PDF. Adobe LiveCycle server products create and integrate PDF Documents with enterprise applications and business processes. In this session, you'll discover tools that allow you to manage business processes and enable more secure communications



Listen to informative keynote speakers.

across your enterprise or organization. Discover how to address business-critical issues such as improving customer communications, increasing internal operational efficiencies, and meeting compliance mandates.

Managing PDF forms data

James Healy

Many organizations are looking to take advantage of online PDF forms. This involves going beyond adding fields to a form in Acrobat. Discover how form data is posted over the Internet. Learn what options are available to host, capture, and manage eform data. As a bonus, get a crash course in Digital Signatures, Online Security and Adobe Reader Extensions. Also learn about data capture options:
CGI scripts
Custom Programming
Server Solutions
ASP solutions.

Enhancing PDF with Multimedia

Bob Connolly

Books, brochures, magazines, training manuals, flyers, catalogues, corporate reports, newsletters, bios, and many other printed documents can be formatted for download via the Internet. Instead of endlessly surfing a web site to find the information you require, you can "Build your Brochure" and just download the whole site as an interactive eZine to read offline. Utilizing the Adobe PDF (Portable Document Format) worldwide standard, currently installed on over half a billion computers, learn how BC Pictures creates interactive "Rich Media" PDF documents that open full screen, and contain video, virtual reality tours, music, interactive forms, and advertising linked to shopping carts for online merchandise ordering.

PDF Accessibility – Section 508

Duff Johnson

Since 2001, Section 508 of the Rehabilitation Act requires the Federal government, and in many

cases Federal contractors, to provide electronic content in a manner that's accessible to all users. State and local governments are now following with their own regulations to facilitate equal access by disabled users to published and internal documents.

With 10 million visually impaired individuals and up to 70 million with disabilities in the U.S. alone, making on-line content accessible is more than just a mandate for government agencies, it's good business as well.

Ensuring accessibility in PDF content requires a new focus on matters of design and execution. In this session, you'll start with the unique challenges and opportunities in making PDF content accessible and compliant with Section 508. Discussed next is the importance of building accessibility into the content authoring and layout process. Lastly, we'll review the new features in Acrobat 7.0 that can expedite PDF tagging and how and when to put them to work in the organization.

Security, policy server, digital rights management

Christopher Smith

PDF security is more than simply adding a password to your file. With Acrobat 7 you can specify individual security settings for each recipient of a file. Discover how to establish unique settings for each recipient of a file, and examine options that allow for real-time file revocation and time-limited viewing of Adobe PDF files.

See more detailed descriptions and updates at www.pdf2005.com.

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Speaker Biographies

Keynote: Pam Deziel
*Director of Product Marketing,
Adobe Acrobat, Adobe Systems
Incorporated*

Pam Deziel is responsible for definition and execution of the Acrobat business strategy in the Intelligent Documents Business Unit at Adobe Systems Incorporated. Her team drives growth in the desktop document services market and develops business plans addressing customer, competitive, and strategic requirements.

Prior to joining Adobe, Deziel was vice president of product management at Pumattech, determining product strategy and roadmaps for enterprise mobile synchronization software. As senior director of platform product marketing at Palm, Inc., she developed product and business strategy for PalmOS, HotSync, applications, and developer tools. During her tenure at Palm, she planned the transition to ARM processors, created and managed the PalmOS Ready program, and increased the PalmOS platform market share to over 90 percent. Previously, she held product marketing, partner marketing and corporate marketing management positions with Adobe, Apple Computer, and Sun Microsystems.



Ted Padova, Author

With ten titles in circulation, Ted Padova is the world's leading author on Adobe Acrobat and the PDF format. His most recent titles are the *Adobe Acrobat 7 PDF Bible* (Wiley Publishing), now in its fourth edition; the first book published on Adobe Reader titled *Adobe Reader Revealed* (Adobe Press); and the *Adobe Creative Suite Bible* (Wiley Publishing). A one-time service bureau owner of 15 years and an internationally known speaker on Adobe Acrobat and digital imaging, Ted spends his time writing, lecturing, consulting, and teaching.

Leonard Rosenthol
*Chief Technology Officer
PDF Sages*

A well-known and well-respected software developer, Mr. Rosenthol previously served as Director of Advanced Technology for Aladdin Systems developing their StuffIt line of products. Previously, he worked in software development for Adobe Systems as the "Designated Free Electron." Upon leaving Adobe, he joined Appligent – a leader in the server-based PDF market. As their Director of Software Development, he helped to enhance and improve their technology. When he's not working on PDF, Leonard continues to pursue some of his other areas of specialty by helping to maintain a number of open source projects.

Patrick M. Aragon
*Product Marketing Manager
Intelligent Documents Business
Adobe Systems*

Patrick M. Aragon is a product marketing manager in the Intelligent Documents Business Unit of Adobe Systems Incorporated. He is responsible for driving all aspects of product marketing for the Adobe Acrobat product line and the Portable Document Format (PDF) in the AEC industry. Prior to joining Adobe, Aragon was a software product manager for Citadon, Inc., a leading provider of Web-based collaboration and Business Process Management solutions for project-oriented organizations in AEC. Earlier, at Bechtel Corporation, Aragon worked as a project controls and field engineer for the SLC-3E space launch project at Vandenberg Air Force Base and served as the project field engineer on the Motorola MOS-17 wafer fabrication facility project in Tianjin, China. Aragon earned a B.S. in Civil Engineering (Magna Cum Laude) from the University of the Pacific, and an M.B.A. from the University of California at Berkeley, Walter Haas School of Business.



Lori Defurio
*Developer Evangelist
Adobe Systems, Inc.*

Lori has more than 16 years experience in the technical document publishing industry. She was employed as an SGML/XML consultant for four years prior to joining Adobe. At Adobe she concentrates on Acrobat, SGML/XML, database and structured publishing solutions

Dov Isaacs
*Principal Scientist in the Print
Workflow Products Group
Adobe Systems Incorporated*

Dov Isaacs has responsibility for workflow and product interoperability issues associated with print publishing workflow products. Additionally, he monitors numerous InDesign, FrameMaker, PDF, prepress, and printing mailing lists and user forums, not only contributing advice and solutions, especially in the area of printing and PDF creation, but also using the issues raised and problems identified as feedback for Adobe product development. Previously, Dov founded Adobe's corporate Product Interoperability Group and also served in other engineering and marketing management positions within Adobe, including serving seven years as Director of Quality Assurance for Adobe's PostScript printing products and drivers.



Bob Connolly
President, BC Pictures

Bob Connolly is an accomplished musician, writer, record, television, and movie producer with a vast rich experience in the print publishing industry. His knowledge of advanced PDF workflows originated while under

Keynote Presenters and Speakers

contract to produce training videos for the Linotype Company. He has received several research grants from the Government of Canada to develop Interactive TV via PDF.

Located in Toronto, Canada, BC Pictures is a full-service production company that specializes in convergence technologies. For the past 16 years, BC Pictures has been producing award-winning DVDs, TV series, music videos, records, commercial and educational CD-ROMs, Internet web sites and most recently, Interactive "Rich Media" PDF documents.



Duff Johnson
CEO, Document Solutions

Founder, CEO and Lead Consultant for Document Solutions, a professional services company specializing in PDF technology, Duff Johnson has pioneered PDF technology solutions for electronic document applications since 1996.

An evangelist for the higher-order capabilities of PDF since producing his first all-PDF interactive CD-ROM title in 1996, Duff decided in 2001 to promote accessible PDF, launching the world's first Accessibility Enhancement and Section 508 Compliance Services developed especially for PDF content.

A frequent speaker and panelist at Seybold, AIIM and other conferences and trade shows, his articles have appeared in Planet PDF, Electronic Publishing, Intranet Journal, EZ Tech Guides and other publications. Johnson is Business and Government Contributing Editor for *Planet PDF*.



James Healy
Chief Technology Officer
FormRouter Inc.

Jim founded FormRouter in 2001 and is an enthusiastic technologist, having been designing business models surrounding Internet communication software since 1993. Prior to his involvement with FormRouter, Jim worked as an independent technology consultant designing workflow solutions for financial institutions and large member-based organizations. His clients include GE, Dupont and The United Way.

Jim holds undergraduate degrees in Business and Psychology from the State University of New York at Albany.



Andy Skillen, Layton Graphics

Andy received a B.A. degree in Computer Science and Economics at the University of Colorado, Boulder, a Master of International Management at the American Graduate School of International Management in Glendale, Arizona, and an MBA from Escuela Superior de Administracion y Direccion de Empresas in Barcelona, Spain. He is an Adobe Certified Expert in Acrobat. Before joining Layton Graphics he worked at Adobe Systems, Inc.



Christopher Smith, Author,
CEO, American Graphics Institute

As an Adobe Certified Expert in Acrobat, Chris regularly provides consulting services and develops PDF implementation strategies for organizations large and small. A skilled communicator, Smith has

delivered Acrobat training sessions to more than 5,000 attendees. His many Acrobat books include *Teach Yourself Adobe Acrobat in 24 Hours*, *Real World Adobe Acrobat* and he is a contributing author and editor for the *Adobe Acrobat Classroom in a Book* for both versions 6 and 7. Under his leadership, AGI Training has become the largest provider of PDF training services in North America, offering classroom training in several U.S. cities and customized training and curriculum development worldwide. Chris is actively involved in education outside of the world of PDF and serves as an elected member of the School Board in his hometown in suburban Boston, Massachusetts.



Karl De Abrew
Founder and CEO of BinaryThing,
(Planet PDF's parent company)

Mr. De Abrew (B Dig Sys) leads the team that brings you Planet PDF. Since 1997, Karl's guidance and extensive PDF development knowledge has seen Planet PDF become the home of the PDF community, boasting six-figure visitors and millions of page views each month. Planet PDF's relevant news, tips and techniques, in-depth articles, code samples and development combine to form a crucial resource center for PDF users of all levels. Karl is also a seasoned speaker, having been an expert panelist, moderator and track chair at conferences and seminars across the planet.

Prior to founding BinaryThing, Karl worked with the ANZ Investment Bank as a Systems Engineer, where he oversaw the development and deployment of a PDF-based Web publishing system for their Research department. Karl has also been a Microsoft Certified Systems Engineer (MSCE) and a commissioned officer in the Australian Army Reserve.

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Speaker Biographies

Pam Doyle

**Director, Imaging Products Group
Fujitsu Computer Products of
America, Inc.**

As Director of Strategic Alliances, Pamela Doyle is responsible for forming and driving key imaging industry relationships as the worldwide spokesperson for Fujitsu. In her capacity as Fujitsu's industry luminary, she frequently shares her imaging experience at numerous events, including global conferences such as AIIM, JIIMA, Cardiff Connections, COMDEX and ARMA. In dedicating a major portion of her career to the document and image management industry, Doyle has distinguished herself with a forthright style, a compelling market vision, and a solid technical background.

Prior to joining Fujitsu in 1995, Doyle served as Director of Strategic Relations for PaperClip Imaging Software. She currently serves as chairperson for both CDIA of CompTIA and the TWAIn Working Group and has achieved credentials in CompTIA's CDIA+ program and is recognized as a member of AIIM's Master in Information Technologies (MIT) initiative. CompTIA awarded Doyle with its 2001 "Outstanding Achievement Award" to recognize her vision and commitment to the advancement of the imaging industry.



Thom Parker

**Developer
WindJack Solutions**

Thom Parker, Founder of WindJack Solutions, has been developing solutions for Adobe software since 1997. Thom has been writing software in a broad range of areas for over 20 years. He has developed many innovative PDF applications including PDF CanOpener and AcroButtons. Today, Thom's sole focus is PDF software development with an emphasis on JavaScript. He writes articles to help elucidate PDF issues for both novices and PDF

pros, and frequently answers questions on the various PDF forums.



**Dennis Newman
General Manager Information
Technology Services
PFS Corporation**

PFS Corporation is America's leading third party plan review agency for the modular and mobile construction industry. Dennis has written two white papers for the Manufactured housing industry on using and securing PDF files in engineering drawings. Dennis is a member of the PDF/E committee working to develop the ISO standard for using PDF in engineering files, and has worked extensively with both National and State agencies to develop regulations and standards to allow the use of digital signatures to replace the traditional 'wet stamps' on officially filed engineering drawings.



**Larry Happy
Vice President, AGI Training**

An Adobe Certified Expert in Acrobat, Larry is responsible for coordinating ongoing continuing education for AGI Training's staff instructors and for quality control of training delivered at AGI's classroom locations. He has served as a technical editor of numerous books relating to Adobe Acrobat and served as a contributor to the *Adobe Acrobat 7 Classroom in a Book* from Adobe Press. When he is not working with other instructors to improve their skills, Mr. Happy develops and delivers Acrobat training classes at client sites and at AGI's New York City location.



**Luis Mendes
Production Manager
AGI Publishing**

Luis Mendes has served as a graphics manager and production manager in magazine, financial and book publishing environments where he has established PDF based workflows for both proofing and final print output. Recently he has served as a technical advisor for print output content in the Adobe Acrobat Classroom in a Book.



**Eric Rowse
Acrobat Instructor and
Consultant**

Eric works with AGI clients to implement PDF solutions to streamline workflows and capture efficiencies of electronic document distribution. He has led the conversion and training process of large business organizations as they deploy Acrobat across their enterprise, delivering training to hundreds of Acrobat users.

Educated as a designer, Eric received his Bachelor of Fine Arts degree from Pratt Institute and continues to work with graphic design and multimedia applications. When not teaching at AGI's New York City facility, Eric can frequently be found on the Long Island Expressway or the New Jersey Turnpike – look for the man on the motorcycle with a laptop slung over his shoulder.



Meet others in the industry in a relaxed environment.

Networking Social: Wednesday, 7:00 pm

Join your fellow attendees, speakers, and conference sponsors for a pre-event social gathering. With prizes and a great mix of Disney characters and live music, this is a great way to start your trip! Families are encouraged to attend this event. Included with Conference Registration.

A Night Out at Pleasure Island

If you're are looking for a night of fun, join the group Thursday night at Pleasure Island. Explore Pleasure Island, it pulses with all the energy of the best cities on the planet. From Jazz to Rock, this island has a nightclub just for you:

8 Trax – '70s and '80s club for all your retro dancing

Adventurers Club – Audience-participation comedy

BET Soundstage™ Club – hip hop to old school R&B

Mannequins Dance Palace – pulsing, energizing dance

Motion – Groove to videos on the massive screen

The Pleasure Island Jazz Company – Smooth jazz

Rock 'n' Roll Beach Club – Beach party nightclub.

The Comedy Warehouse – Best in improv comedy

Pre-register on-line or use the form on page 15.

Downtown Disney

Downtown Disney® restaurants and shopping are an attraction of their own. You'll find an incredible selection of unique restaurants and shops featuring everything from Disney sportswear to toys, and unusual gifts. Transportation to nearby downtown Disney is available from the conference hotel.

Theme Park Passes

The 2005 Acrobat Conference is taking place right in the heart of Walt Disney World. You can avoid lines and take advantage of our great group rates to visit

Disney's Magic Kingdom, MGM Studios, Disney's Animal Kingdom and more. Upon receiving your registration we will send you complete details about pre-ordering your discount park tickets.

Disney's Coronado Springs Resort Amenities Include:

Health Club: The 3,000-square-foot La Vida Health club includes ClubCybex equipment, Cardiovascular equipment, Dumbbells, Massage services, Sauna and Tanning booths.

Pools: The main feature pool at the Dig Site includes a gigantic water slide. Three additional pools are located throughout the resort a kiddie pool and a Jacuzzi.

Arcade: Play a variety of video

and pinball games at the Jumping Beans Arcade located in the El Centro building or at the Iguana Arcade next to the feature pool at the Dig Site.

Playground: 20,000-square-foot playground with sandbox. Climb, slide and play to your heart's content on a playground located at the Dig Site.

Watercraft Rentals: At La Marina. Spend some time on the bay with a kayak, canopy boat, or Mercury WaterMouse™.

Bike Rentals: Bike rentals available at La Marina. Ride a bike alone or rent a family-size bike.

Volleyball: Sand volleyball court. Grab a pal for a friendly match on the sand.

Nature Walk: For a stroll anytime, take a walk around the lakeside path.

Children's Services Include: Childcare, portable cribs, rollaway beds, and bedtime stories.

Jogging Trail: Take a scenic .9-mile run, walk or stroll around Lago Dorado.



Relax at the Coronado Springs Resort.

Golf Outing: Wednesday, April 19th – afternoon

Arrive a little early to get settled in and join your fellow golf enthusiasts for 18 holes at the superb Magnolia Golf Course. Power your way down the widest, longest fairways at this Walt Disney World® championship course, home of the final rounds of the PGA Tour's FUNAI Classic. These beautifully manicured world-class links, designed by Joe Lee, are aptly named for their fragrant abundance of magnolia trees. With elevated tees, spacious greens, rolling terrain and plentiful water hazards, it's a champ's paradise! Pre-registration is required: **\$75.00** (regularly priced at \$110.00).

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The PowerXChange Plug-ins for Acrobat and PDF related technologies. www.thepowerco.com

Registration and Hotel Reservations

(Please fill out one form for each registrant)



Regular Conference Registration \$995

Advance Registration available before March 31st \$895
\$795 for Groups of three or more

Register by phone: Call 800-851-9237. Register on-line at www.pdf2005.com

Register by fax: Fax registration form to 781-376-6047

Register by mail: Send registration form to: AGI Training, 444 Washington St., Suite 412, Woburn, MA 01801

Attendee Name _____

Organization/Company _____

Address _____

City, State/Province and ZIP/Postal _____

Phone _____ FAX _____

e-mail _____

Track: Management Technical User (You can switch between tracks and sessions.)

Conference Registration (Choose One)	
<input type="checkbox"/> Regular Conference Registration	\$995
<input type="checkbox"/> Advance Conference Registration (Before March 15th)	\$895
<input type="checkbox"/> Group Conference Rate (Groups of three or more)	\$795
Optional Pre-Conference sessions, see page 6 for details.	
<input type="checkbox"/> Acrobat 7 – What Acrobat 7 can do for you (Seminar)	\$495
<input type="checkbox"/> Creating and Using PDF Forms (Hands-on session)	\$495
<input type="checkbox"/> Adobe Acrobat 7 Developer Tools (Seminar)	\$495
Optional Recreational Events, see page 13 for details.	
<input type="checkbox"/> 18 Hole Golf Outing, Wednesday, April 19th, 1pm	\$ 75
<input type="checkbox"/> Pleasure Island, Wednesday, April 20th, 7 pm	(N/C)
Total Due:	\$ _____

Payment Information

Payment is due at the time of registration.

Check is enclosed. Mail to AGI address listed above.

or Charge My    for \$ _____

Account Number: _____ Expiration Date: _____

Authorized Signature: _____

Hotel Accommodations

Acrobat Conference attendees receive a special rate of \$139 per night at Disney's Coronado Springs Resort. AGI will coordinate your room reservation with Disney Reservations, or you may contact them by phone at 407-939-1020 and ask for the PDF Conference rate.

Indicate your room preference and travel dates below. Disney Reservations will then confirm the reservation directly with you. Room reservations arrive separately from conference registration.

Arrival Date: _____ Departure Date: _____ Number of Rooms: _____

Room Type: King: _____ or 2 double beds: _____

Method to Guarantee Room:   

Account Number: _____ Expiration Date: _____

Authorized Signature: _____

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