Keynotes

Leonard Rosenthol – The Future of PDF. Leonard Rosenthol is PDF Architect & Principal Scientist at Adobe Systems, Inc. He is responsible for the definition and standardization of PDF both within Adobe and in various international standards bodies (e.g. ISO, ETSI, OASIS). As senior member of the Acrobat engineering team he is responsible for the design and implementation of various aspects of the Adobe Acrobat and Adobe Reader product lines.

Marco Zehe – Document accessibility for software developers. Marco Zehe works at Mozilla as an accessibility QA engineer. Having joined Mozilla late 2007, he initially worked in the QA team, then transferred to the newly founded dedicated accessibility team in April of 2011. Marco Zehe has been in the AT industry since the mid-nineties when as a student he worked for the German JAWS distributor.

Tracks 1 to 3 on Tuesday

Track 1 – Archiving: PDF/A will be discussed for scanned and digital-born documents as well as new opportunities for hybrid archiving using PDF/A-3. Archiving of PDF 3D with PRC and their relationship to PDF/E will also be presented.

Track 2 – Output and Print: PDF/X and PDF/VT for prepress and printing applications are the focus standards in this track. The Altona Test Suite wil be discussed in detail.

Track 3 – Inside PDF: PDF 2.0, XMP and Validation: This heavily technical track deals with validation and presents existing PDF validation options as well as future plans for extended PDF validation.

Tracks A to C on Wednesday

Track A – Accessibility: PDF/UA is the standard for creating accessible PDF files. Creation, procedures and tools as well as checking for accessibility are the main focus. Related topics for accessible and mobile PDF files are further presentations.

Track B – Signatures and SharePoint: Two sessions will discuss digital signatures in detail. SharePoint has gained a lot of momentum with new developments for PDF 2.0, and two afternoon sessions will discuss the optimal integration of PDF and PDF standards into SharePoint.

Track C – Inside PDF: PDF Creation and Processing: This is the hard core track for in-depth discussion of the PDF syntax. Creation of technically good PDF will be discussed as well as strategies for font and text handling.

Registration and Prices

- Members: 199 Euro
- Members of partner organizations: 199 Euro
- Non-members: 799 Euro

(all prices excluding 19% German VAT)

Registration at **www.pdfa.org/conference_eu_2013**

Top five reasons to join the PDF Association

- **Research:** Up to the minute news, research, presentations.
- **Inspiration:** Case studies, webinars, how-to guides, advice from the field and more.
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- **Discounts:** Members receive large discounts on PDF Association education, events, literature and more.
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About the PDF Association

The PDF Association promotes the adoption and implementation of international standards for PDF technology. The activities of the PDF Association include education and promotion of ISO 32000 (the international standard for PDF), as well as PDF/A, PDF/E, PDF/UA, PDF/VT and PDF/X. We work closely with ISO and AIIM on the development of future PDF standards. If you want to learn about PDF standards, PDF development or participate in the future of PDF, please get in touch.

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Technical Conference Europe 2013

June 18 - 19, 2013 · Königswinter, Germany

- **Technical PDF topics: Inside PDF/A, PDF/UA, PDF 2.0, PDF/X, and more**
- **Meet international PDF experts**
- **Discuss PDF topics indepth**

Including Evening Event:
20 years PDF

PDF association

www.pdfa.org

Conference Programme · Tuesday · June 18, 2013

Time			
9:00	**Registration**		
10:00	**Opening Session - Olaf Drümmer, Chairman PDF Association**		
10:30	**Keynote: The Future of PDF – Leonard Rosenthol, Adobe Systems Inc.**		
11:30	*Coffee break*		
	Track 1: Archiving: *PDF/A – PDF/E* Programme chair: Thomas Zellmann, Managing Director PDF Association	**Track 2: Output – Print:** *PDF/X – PDF/VT* Programme chair: Dov Isaacs, Adobe Systems Inc.	**Track 3: Inside PDF:** *PDF 2.0, XMP and Validation* Programme chair: Duff Johnson, Vice-Chairman PDF Association
12:00	**Scan PDF** *MRC, OCR, JBIG2, JPEG 2000 and automatic recognition* Armin Ortmann, Luratech Europe GmbH	**PDF/X** *Inside PDF/X, creating PDF/X-4* Stephan Jaeggi, PrePress-Consulting Stephan Jaeggi	**Introduction to PDF 2.0** *How the first PDF version developed by ISO will impact the PDF eco-system* Olaf Drümmer and Leonard Rosenthol
12:45	**Lunch break**		
13:45	**Digital-born PDF** *e-Invoicing à la "ZUGFeRD" and PDF/A-3* Dr. Bernd Wild, Board Member PDF Association	**Colour for offset, digital, variable data, mobile & signage – in PDF?** *Solving workflow equations with multiple unknowns* Peter Karp, Fogra	**Validating PDF – DVA and beyond** *Two views on how to approach validation of PDF files against ISO 32000* François Fernandes, levigo solutions GmbH, Leonard Rosenthol, Adobe Systems Inc.
14:30	**The interactive and 3D sides of PDF at work** *PDF/E, 3D PDF, Acroforms and XFA* Ulrich Isermeyer, Adobe Systems GmbH	**Colour management for PDF developers** *How to handle colour in PDF correctly and efficently* Dietmar Fuchs, ColorLogic	**PDF Validation: Dream or Yawn?** *Waking up to the possibilities of an open-source PDF validator* Duff Johnson, Vice-Chairman PDF Association
15:15	*Coffee break*		
15:45	**PRC – the next generation 3D exchange format?** *What's special about PRC, and how does it work inside PDF?* Peter Pfalzgraf, PROSTEP / 3D PDF Consortium	**Creating PDF/VT** *Encapsulated XObjects, DPart Metadata, PDF/VT-2s print streams and beyond* Stephan Mühlstrasser, PDFlib GmbH	**7 Years with XMP** *A personal history of implementing XMP for PDF/A, PDF/X, PDF/VT, PDF/UA* Dietrich von Seggern, callas software GmbH
16:30	**Closing session** - Wrap-up and hot topics from the first day, with track moderators		
17:00	*End of first conference day*		
19:00	Departure for evening event: **"20 years PDF"**		

Conference Programme · Wednesday · June 19, 2013

Time			
9.00	**Opening Session: Duff Johnson, Vice-Chairman PDF Association**		
9.45	**Keynote: Document accessibility for software developers – Marco Zehe, Mozilla**		
10:30	*Coffee break*		
	Track A: Accessible documents: *PDF/UA* Programme chair: Olaf Drümmer, Chairman PDF Association	**Track B: Signatures – Sharepoint:** *PDF/A* Programme chair: Dr. Bernd Wild, Board Member PDF Association	**Track C: Inside PDF:** *PDF Creation and Processing* Programme chair: David van Driessche, FourPees.
11:00	**Entangled in the Tagged PDF jungle?** *From marked content, logical structure and tags to PDF/UA* Matthew Hardy, Adobe Systems Inc.	**What's new in PDF 2.0 regarding digital signatures** *European standards and best practices* Bruno Lowagie, iText Software BVBA	**Why will ISO 16684-2 be important?** *Defining and validating XMP schemas using Relax NG* Stefan Makswit, Adobe Systems GmbH, Hamburg
11:45	**Climbing the Matterhorn** *What developers should know about PDF/UA conformance* Jens Bjerre Kirkegard, Rosendahls	**DigSig and the AdES standards** *Latest developments and changes to the EU law* Leonard Rosenthol, Adobe Systems Inc.	**Low level PDF generation** *Experiences with a tool suite for syntax-centric PDF creation* Sebastian Holder, levigo solutions GmbH
12:30	**Lunch break**		
13:30	**Empowering Tools for Tagged PDF Support** *The features users need to produce PDF/UA conforming files* Duff Johnson, Vice-Chaiman PDF Association	**Verification of high volumes of digitally signed PDF** *Strategies for massive archives* Dr. Bernd Wild, Board Member PDF Association	**Rendering transparency correctly** *Pitfalls and challenges – and how PDF 2.0 might change the picture* Florian Süßl, zipcon consulting berlin
14:15	**How do the gurus handle real world challenges?** *Seasoned PDF accessibility experts share their tips* Jens Bjerre Kirkegard, Duff Johnson, Matthew Hardy	**PDF and Microsoft Sharepoint** *Hurdles to overcome* Neil Pitman, Aquaforest Ltd	**Creation of good PDF** *Panel discussion* Invited: iText, PDFlib, Compart, Adobe
15:00	*Coffee break*		
15:30	**Closing session** - Wrap-up and hot topics from the second day, with track moderators		
16:00	End of second conference day		