pdf**Pictures**

Interactive Electronic Documents

PDF

Where Print, Video and the Internet Converge via PDF

PDF

HOW DOES IT WORK?

Using Adobe PDF technology, television, videos, music, books, brochures, magazines, training manuals, flyers, catalogues, corporate reports, newsletters, bios, CD-ROMs and many other forms of media can now be combined or "converged" for download via the internet. Instead of endlessly surfing a web site to find the information you require, just download the entire site utilizing an interactive Adobe PDF file to read off line, like you are doing right now.

Our process involves the conversion of traditional media elements into optimized PDF documents, that display full screen containing interactive "Index" menus for navigation, and buttons that allow you to print. Then, rich media, such as video, slideshows, narration, QTVR Virtual Reality, MP3 audio and Flash is embedded into the final PDF document.

For electronic commerce, these interactive documents can contain forms that you can fill out. They work just like traditional web pages, allowing you to sign up for newsletters, contest, etc. via email or database connections.

WHY ADOBE ACROBAT?

The worldwide adoption of Adobe Reader (over half a billion) has provided an ideal opportunity for companies to deliver print materials via the internet. This format is known as PDF (standing for Portable Document Format) is a great way to save your documents so that you can forward to other persons to read, exactly as you have created it, provided they have the free Adobe Reader software.

PDF files can be compressed to allow for efficient internet downloads, even using a dial-up connection. Up until now, most of this material originated as 8.5"x11" pages in portrait format, to allow for printing. Unfortunately, it does not display ideally on computer monitors and is often very difficult to read.

Landscape formatted documents are the correct aspect ratio for computer display. Our graphic designers customize the original print materials to create an interactive document that fills the entire screen, just like a CD-ROM. The text is crystal clear and optimized so you do not have to zoom in to read the text and it's interactive just like CD-ROM based presentations. Using custom Adobe Javascripts, cascading dropdown menus allow for quick "jumps" to other pages. Try out the "Index" menu at the bottom of this page.

Finally, utilizing rich media data, full motion video, audio, and Flash animations, can be viewed in the document. It's a full screen, TV-like, VOD (video on demand) experience. The final eDocument can be delivered via the internet utilizing web pages, email broadcast messages and as attached files.

(above) Portrait display is difficult to read.
(below) Landscape display is easy to read.

MARKETING ADVANTAGES

- pdfPicture eBrochures are environmentally friendly so it will appeal to 'green' minded customers.

- It is easy to distribute locally, nationally and internationally. It can increase market size.

- You can email a PDF file as an attachment that will not be blocked by most corporate firewalls.

- pdfPicture eBrochures are user friendly so information is more likely to be read by customers.

- Rich media enhancements will set your company apart from the competition as a forward thinking company.

- Forms can be embedded in the brochure to encourage immediate action by the customer, allow for automatic data capture and e-commerce ordering.

- Customers can place orders for goods and services within the confines of the brochure in a secure Internet environment.

- pdfPicture eBrochures are easily updated.

- Order confirmations can be automatically sent to customers.

- Virtual reality photography can present your products in an entertaining and informative manner, not possible with traditional paper brochures.

- Create pdfPicture eBrochures "on the fly" for distributor/dealer personalization.

DYNAMIC MEDIA

FLASH ANIMATION, MUSIC AND VIDEOS, VIRTUAL REALITY 3D, AND MORE—IN A PDF? YES!

pdfPictures has produced a book called, "Dynamic Media: Music, Video, Animation, and the Web in Adobe PDF"

Acrobat documents "converged" with dynamic media, such as audio, video, and interactive content— it's the wave of the future and it's called rich media. Do you want to get your video and audio content out into the world in a more convenient way than on the Web? Are you looking for a way to share rich-media content with the broadest possible range of readers?

Print publishers, advertisers, educators, and anyone else who's ready to leverage the power of PDF and Adobe Reader can benefit from learning about the possibilities of this new convergence technology.

In the first book of its kind, rich-media PDF pioneer Bob Connolly, CEO of pdfPictures, presents an eye-opening overview of the world of dynamic media PDFs that contain video, audio, and interactive elements.

Eleven case studies illustrate the nearly limitless potential of rich media. And the best part about the book is that it practices what it preaches, with a fully interactive rich-media version of the book on the accompanying CDROM. Readers can experience first-hand the power of rich-media PDFs through interactive animation, videos, and audio.

To read more about our book, visit DynamicMediaBook.com. You can purchase the book at the Amazon.com online store.
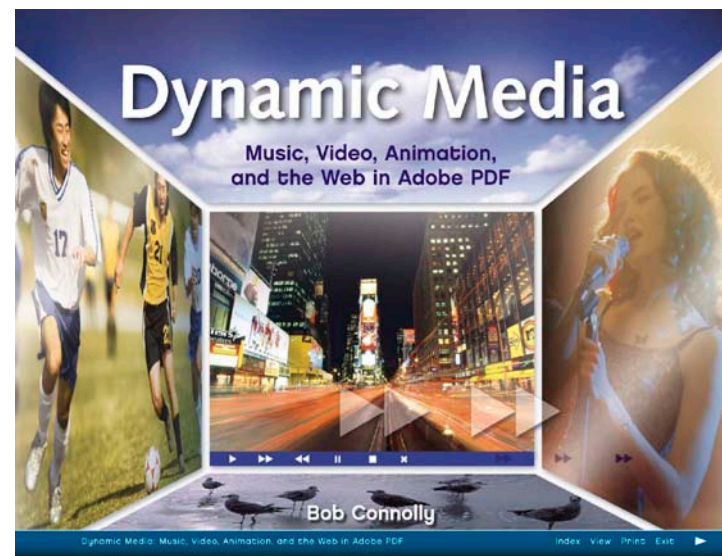
Watch a 15-minute video about the book.

QuickTime required to play the VR Tour

CAN I SUBMIT INFORMATION FROM PDF?

Just like web sites, you can use your interactive eDocument to sign up for contests, newsletters, registration forms and make reservations. Your printed catalogs can now be transferred to an electronic format and then purchases can be made right from the document.

Using Adobe Acrobat "form" fields, the user can fill out a form that is secure, and then submit it to a database to capture names, addresses, credit card info, email and comments from the user. A confirmation email can be sent to the user to inform them that they have successfully submitted their information. Consider some these uses:
- electronic catalogs containing online order forms
- subscription sign up via distrubution of eNewsletters
- conference information and online registration capabilities
- travel and accommodation reservations
- course curriculum with online examinations

Methods to submit information.

You can fill out a form by typing into the fields to print and fax the document. You can supply a link in the PDF file to a webpage that has a HTML or Flash form. Click here to go to a web page that has a Flash form.

Online PDF submission: If you are using Adobe Reader 6 or later, you can fill out forms to print and fax, or you can submit the form directly to an online database. A confirmation plain text or HTML email can be delivered with PDF attachments to ensure the submission has been accepted. Complete the form on this page to submit an online reservation. Click here to view your reservation in a database on a web page.

EXAMPLES OF FORMS IN PDF

This is a working example of PDF forms.

*NOTE This form requires Adobe Reader 6 or later.

Your version of Adobe Reader is:

CONFERENCE RESERVATION EXAMPLE

First Name:

Last Name:

Address:

City:

State/Prov.:

Zip/Postal Code:

Country:

Email:

Select Conference Options Below:

Session 1 ($100)

Session 2 ($300)

Session 3 ($150)

Total

Confirmation area

HOW IS AN eDOCUMENT DELIVERED?

The best part about PDF eDocuments is that they are simple to download - in most cases no special server software is required other than the free Adobe Reader. Just create a link on a web page that allows the user to download the document so they can save it to their computer.

Adobe PDF files can be attached to email messages or links to PDF files can be embedded in email broadcasts. One click on a link in an email message will allow you to download the PDF file. This is a great way to replace HTML-based email messages.

Although the free Adobe Reader software is installed on most computers, not all of them have the latest version. **We produce three versions of our PDF Brochures: Standard, Enhanced and Full.** This allows the user to select the version most suited for their computer's configuration.

The **Standard** version, which is available on most computers, is fully interactive, but does not contain any rich media materials.

The **Enhanced** version contains links to rich media, such as video and audio files that are situated on a remote web server. The advantage is this version is that the PDF file size is small, allowing it to be emailed and all the rich media will stream into the PDF.

The **Full** version contains rich media embedded within the PDF document. Since the video is inserted inside the PDF file, no internet connection is required after the initial download.

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Interactive eBrochure
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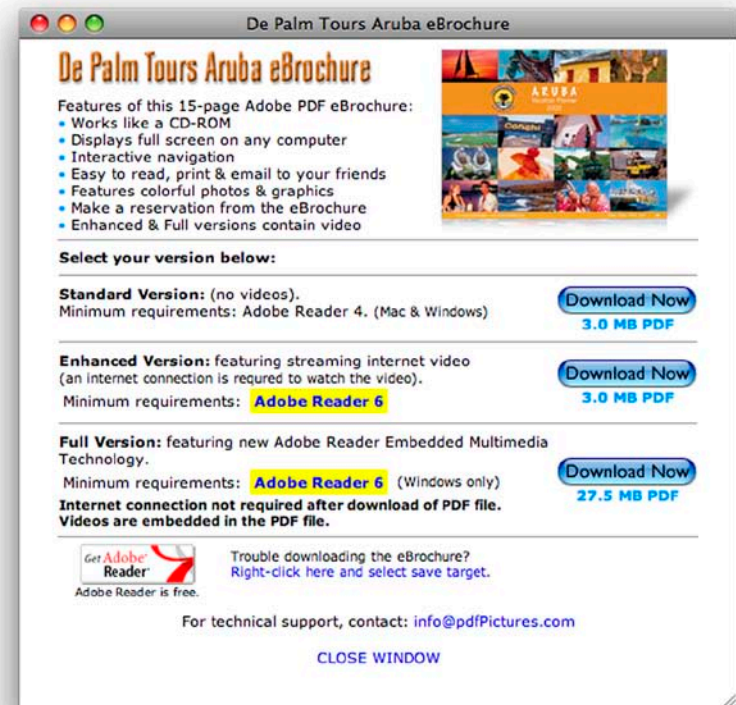
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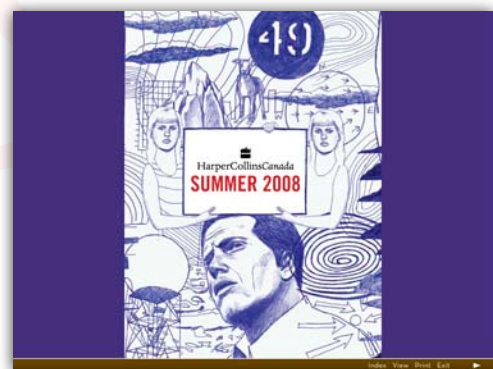*6 pages. 0.4 MB*

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23 pages. 2.7 MB

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Jaguar Cars

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Merit Vacations

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NASA

Niagara Parks

Nissan Motor Co.

Sheraton Centre

Ontario Association of Community
   Care Access Centres

Ontario Ministry of Tourism

Orange Lounge Recordings

Society of American Travel Writers

Toronto Tourism

Toyota Motors

Trinidad & Tobago Tourism

Visa

Volvo Cars Canada

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