

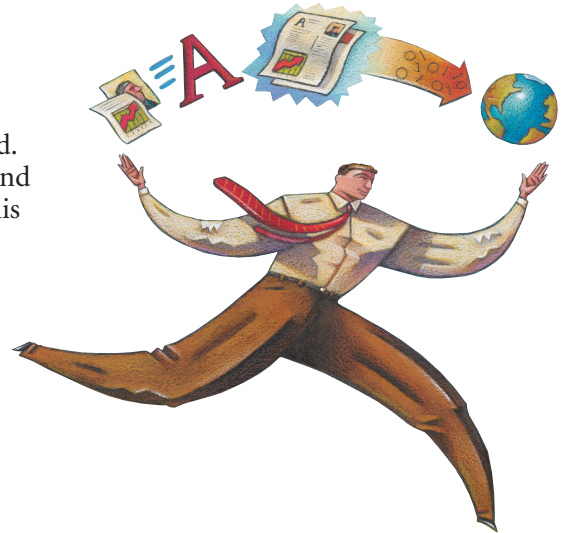


# Adobe® Acrobat® 5.0: Creative Professionals Quick Tips

## Help your customers streamline their creative process with Adobe Acrobat 5.0

Marketing collateral defines and presents a company's products to the world. So, it's no surprise that creating and reviewing brochures, advertisements, and other critical documents requires extensive collaboration. Unfortunately, this process is often plagued by hardware and software incompatibility, missing fonts and images, weak protection of confidential information, and the high costs of distributing color printouts for review and approval.

Acrobat 5.0 and Adobe Portable Document Format (PDF) offer a comprehensive approach for streamlining the creative workflow. Creative documents saved as Adobe PDF files can be viewed and printed across a broad range of hardware and software by anyone with the free Adobe Acrobat Reader.®



### Key Selling Points

- Adobe PDF is platform- and application-independent, so your customers needn't worry about compatibility issues when distributing marketing materials and design concepts across multiple platforms.
- Critical marketing documents can be viewed and printed by anyone with the free Acrobat Reader with all graphics, fonts, and formatting intact.
- Built-in security features allow users to control access to confidential information, prevent unwanted changes, and restrict uses such as printing and repurposing.
- Acrobat 5.0 electronic mark-up features—including sticky notes, text highlights, and strikethroughs—save time and money by streamlining the review process.

