

PDF/A Day – August 16, 2013

Immediately following the *PDF Association's Technical Conference North America 2013*, is **PDF/A Day**, a PDF Association-sponsored educational event for CIOs, IS managers, records-managers and those responsible for archival collections of electronic documents.

What is PDF/A Day?

PDF/A Day is a unique educational opportunity for end users to get their questions answered about the purpose, role, features and limitations of PDF/A, to discuss case studies, learn about solutions, and ask the experts.

Featuring presentations ranging from an introduction to PDF/A to examinations of every aspect of ISO 19005, including use cases, scanning and accessibility considerations, and more.

The goal is to pack as much specific information about PDF/A into one day as anyone would want! There will be plenty of time for questions and a variety of technical experts will be on hand to provide answers, including many developers staying over from the previous day's Technical Conference.

PDF/A Day is about Education

This is an educational rather than a marketing event. While many presenters offer PDF/A solutions as part of their offerings, there are no booths and no literature tables. The goal is strictly high-quality, practical, usable information covering every aspect of PDF/A.

We encourage developers attending the Technical Conference to stick around to get the customer perspective on archiving electronic documents.

Learn more at: www.pdfa.org/pdfa-day

Registration and Prices

- PDF Association Members: \$199
- AIIM Members: \$199
- Non-members: \$599

Registration at www.pdfa.org/conference_na_2013

Top five reasons to join the PDF Association

- **Research:** Up to the minute news, research, presentations.
 - **Inspiration:** Case studies, webinars, how-to guides, and more.
 - **Opportunity:** A thriving community of developers.
 - **Discounts:** Member discounts on events and more.
 - **Expertise:** It's the industry association of the PDF world.
- Just email info@pdfa.org to learn more or go to pdfa.org/join.

A PDF Association Sponsor, AIIM is the SDO leading development of ISO 32000 (PDF), ISO 19005 (PDF/A), ISO 14289 (PDF/UA) and ISO 24517 (PDF/E).



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 North America 2013

August 14-15, 2013 · Seattle, Washington

- **Technical PDF topics: PDF/A, PDF/UA, Mobile, 3D, interactive PDF, and more**
- **Meet international PDF experts**
- **Discuss PDF topics in-depth**

Stick
around for
PDF/A Day
on August 16!

Keynote

Bob Wulff: The Early History of PDF and Acrobat. June 15, 2013 is the 20th anniversary of Acrobat and PDF 1.0! Adobe Systems' Senior Vice-President Technology Bob Wulff will deliver the North American Technical Conference Keynote address about the origins of Acrobat and PDF. Bob was manager of Adobe Systems' Acrobat engineering teams from version 1 through version 9, and he has plenty of lessons (and stories) to share!

Tracks A and B on Wednesday

Track A: Mobile and Interactive. Smaller screens and processors present special challenges for PDF creation as well as layout, while the possibilities of interactive PDF are almost endless. Join experts from 3D PDF, forms and JavaScript worlds as they discuss both the possibilities and the dirty details of PDF files that deliver much more than a static rendering.

Track B: PDF/UA. The new ISO standard for accessible PDF technology, PDF/UA's got something for PDF creators, PDF processors, assistive technologies such as screen readers, mobile devices, search engines and more. This track will explore repurposing, metadata and PDF/UA, including a live presentation from Australia by the developers of NVDA, the free open-source screen-reader that's taking the accessibility world by storm.

Tracks C and D on Thursday

Track C: Creation. This track will touch on various themes in PDF creation that developers and technical product managers alike will find of interest. The first two sessions discuss in detail how to stay out of trouble when creating PDF files while the third session covers the range of powerful options for creating PDF files from scanned documents. The final session will raise some forward-leaning ideas for PDF validation.

Track D: PDF/A. The archival standard for PDF files, PDF/A is of interest to any developer serving corporate, legal or government users, and that's most of us. This track will hear about how PDF/A-3 adds powerful new options for archiving with attachments, considerations for viewing PDF/A files and two back-to-back sessions on various aspects of implementing digital signatures.

Conference Program

Technical Conference North America 2013

Wednesday – August 14, 2013

8:30	Registration	
09:00	Welcome	
09:30	7 Minutes with a PDF Standard 7 speakers bring you up to speed on the latest development in ISO Standards for PDF, PDF/A, PDF/E, PDF/UA, PDF/VT, PDF/X, XMP and PRC in 7 minutes apiece!	
10:30	<i>Coffee break</i>	
	Track A: Mobile and Interactive	Track B: Repurposing and PDF/UA
11:00	Creating PDF for Mobile Display Dov Isaacs (Adobe Systems)	Advanced concepts for PDF content extraction and repurposing Lawrence Freil (Apago)
12:00	<i>Lunch break</i>	
13:00	PDF on the Web & Mobile Devices Ivan Nincic, James Borthwick (PDFTron)	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
14:00	Implementing 3D PDF David Opsahl (3D PDF Consortium)	Introducing the Matterhorn Protocol for PDF/UA Conformance Duff Johnson (PDF Association)
14:50	<i>Coffee break</i>	
15:15	Interactive PDF: Building documents that think and do Jeff Brand (Ad Lib Software)	Adobe PDF Tools: Building for PDF/UA Matt May (Adobe Systems)
16:15	Programmatic PDF form data handling Thom Parker (Windjack Solutions, Inc.)	Consuming PDF: The AT Perspective Michael Curran & James Teh (NV Access)
17:15	Closing Session: Wrap Up the Day	
17:30	<i>End of first conference day</i>	
18:15	Dinner Event	

Thursday – August 15, 2013

9.00	Keynote: Bob Wulff, VP of Engineering, Adobe Systems, The Early History of PDF and Acrobat Lessons and stories from the creation of PDF	
	Track C: Creation	Track D: PDF/A
10:00	All you ever wanted to know about fonts, but were afraid to ask Tim Sullivan (ActivePDF)	From PDF/A to PDF/A-3: More than just embedded files Dietrich von Seggern (callas software GmbH)
10:50	<i>Coffee break</i>	
11:30	PDF Technical Follies Matt Kuznicki (Datalogics)	PDF/A – What's a Conforming Viewer to Do? Leonard Rosenthal (Adobe Systems)
12:30	<i>Lunch break</i>	
13:30	MRC, OCR, JBIG2, JPEG 2000 & More Carsten Heiermann (Luratech)	Combining PDF/A with digital Signatures Bruno Lowagie (iText)
14:30	Validating PDF Duff Johnson (PDF Association)	The Dirty Details of Digital Signatures Dr. Bernd Wild (intarsys consulting)
15:20	<i>Coffee break</i>	
16:00	Closing Session: PDF 2.0 and Beyond: Where can the Portable Document Format go from here? Panel Discussion	
17:00	End of second conference day	
18:15	PDF/A Dinner Event	