

# Introduction

What is PDF?

Who owns it?

Why it matters

Presented by:

Duff Johnson, PDF Association

Leonard Rosenthol, Adobe Systems



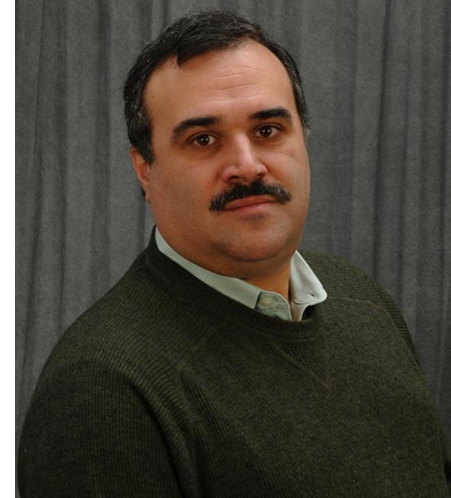
# Who are we?

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## ■ Duff Johnson



## ■ Leonard Rosenthol



# Duff Johnson

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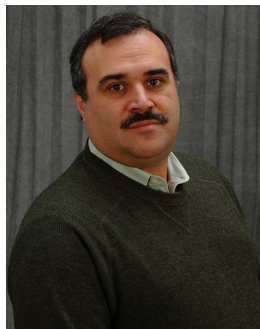
- Executive Director of the PDF Association
- ISO Project Leader for ISO 32000
- Chair of the US Committee for PDF/UA since 2005
- Chair of AIIM's Standards Board, and member of AIIM's Board of Directors
- Founded the world's first PDF technology-based document imaging service bureau in 1996



# Leonard Rosenthol

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- Principal Scientist and PDF Architect, Adobe Systems
- Involved with PDF technology for more than 15 years (1996)
- Represents Adobe on various international standards bodies including the ISO, ICC, W3C and ETSI/ESI
- Project Editor for PDF/A and PDF/E
- President/CTO for PDF Sages (2001-2006)



# PDF: What is it?

# PDF – the “Digital Envelope” for all your content

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## ■ Core Features

- Platform independent definition
- High precision text layout with embeddable fonts
- High-end device independent, color managed graphics
- Layered content model with associated rich semantics
- Security & digital signatures

## ■ Interactive Features

- Document and Collection navigation
- Framework for commenting, markup and collaboration
- Interactive forms with integrated business logic
- Multimedia
- 3D



# in the beginning...

## ■ 1993

- PDF ships with Acrobat 1.0
- Adobe publishes the “PDF Reference 1.0”
- Mark Gavin proves the PDF Reference contains enough information to render a PDF file



## ■ 1994

- Adobe makes (Acrobat) Reader free (vs. \$50!)
- L. Peter Deutsch adds a PDF interpreter to Ghostscript.



# Why does this matter?

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- Making the PDF Reader free guaranteed that everyone could view PDF files
- This change allowed PDF usage to grow as fast as documents could be shared, fostering the ubiquity of PDF that we know today
- Publishing the PDF Reference meant that anyone could make or process (display, etc) PDF files
- Today there are **thousands** of PDF readers, writers, printers, manipulators, etc. for every OS platform and in every language (past and present)





# The making of an Open International Standard

*“SAN JOSE, Calif. — **Jan. 29, 2007** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that it intends to release the full Portable Document Format (PDF) 1.7 specification to AIIIM, the Enterprise Content Management Association, for the purpose of publication by the International Organization for Standardization (ISO).”*

- Establish a baseline standard
  - cover the millions of PDF files that already exist
  - describe the behavior of existing ‘defacto standard’ viewers
- Evolution of PDF specification as a public and open activity
  - ISO is widely recognized and respected & experienced with PDF-based standards
  - Adobe is just one of many participants in the working group



**ISO 32000-1 was ratified in January 2008! (published 5/2008)**



# Value proposition

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- ISO standardized, including for archival purposes
- Cross-platform
- Self-contained (typically)
- Flexible
- A rich set of features
- Can unify content from diverse sources
- Supports ad hoc workflows, including to/from paper
- Free reader software, huge developer ecosystem
- ...and extremely reliable



# Who owns PDF?

# Who “owns” PDF? Really?



# Who owns PDF

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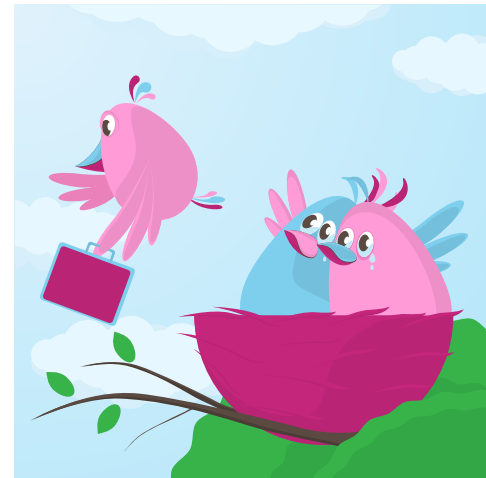
- ISO 32000 is a publication of ISO TC 171 SC 2 WG 8
- The ISO owns the copyright. The committee authors and edits the content on behalf of ISO
- The specification changes based on proposals to improve clarity, add (or remove) features, correct errors, update technology, etc
- Anyone residing in a country that participates in ISO TC 171 SC 2 may participate (as can members of the PDF Association)





# Why would Adobe do that?

- Adobe gave the PDF Reference (PDF 1.7) to ISO because...
- while de-facto standardization was good enough for many, some required a true open standard
- it had reached maturity at Adobe and it was time to let it go off on its own
- many industries wanted to take it in new directions
- ~~Duff made us?~~



# Why it matters

# Why it matters?

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- The basic value of PDF depends on idea of reliable sharing of content
- PDF relies, in other words, on developers agreeing on a precise interpretation of a complex specification
- That means that PDF requires an investment
  - ISO standardization provides a basis for investment
  - ISO standardized PDF technology is already supported by thousands of independent software developers





# Why it matters?

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- The fact that PDF is not owned or controlled by any one company levels the playing field between software vendors and frees the technology to find applications in many places
- The fact that PDF is open means that customers can find and leverage features of PDF such as annotations, XMP or optional content, and expect to have them supported (or at least, not harmed) by 3rd party applications



# Why PDF Day?

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- PDF Day is about exploring the format we all use everyday, but few stop to think about
- PDF Day is about learning about what PDF can do and how PDF technology could be leveraged within your own business processes
- PDF Day is about bringing together top experts able to answer your hardest questions

