

## Government runs on PDF

### Do you use it effectively?

Since 1993 the Portable Document Format has grown into the world's preferred electronic document file format. Once proprietary, PDF is now an open and democratically-managed ISO standard used in almost every sector of every modern economy worldwide.

It's easy to see why, because PDF is powerful stuff. With capabilities and features unequaled by any other technology, PDF remains the indispensable format for reliably sharing and storing documents. From records to fillable forms, your employees and vendors already use PDF every day. But how much do you really know about it, and does your organization create and process PDF documents effectively?

The PDF Day is an educational event providing CIOs, IT executives, content strategists and agency vendors with the big picture on PDF technology. The speakers are not marketers, they are subject matter experts in their fields. PDF Day is designed to deliver authoritative, actionable information to help you optimize your use of PDF to reduce risks, minimize costs and generate new opportunities.

### Some of the questions PDF Day will answer:

- What difference does it make that Adobe no longer owns PDF?
- How can PDF features like digital signatures, metadata, attachments, layers and tagged PDF smooth workflows, reduce backlogs and help meet regulatory requirements?
- How can you best leverage PDF's subset standards for archival, accessibility, communication, and more?

### Two tracks designed expressly for government information managers and vendors:

- **Track A:** From conversion challenges to NARA's new Transfer Guidance, everything you need to know about the archival subset of PDF.
- **Track B:** Practical insights to help you leverage PDF technology throughout and between agencies, their vendors and the public.

Join us in Washington DC on **December 10** for a day packed with PDF!

Learn more at [www.pdfa.org/dc](http://www.pdfa.org/dc)

A full day of education designed for IT and records-management executives.

### Attendee Registration:

**\$75 per person**

Includes lunch and two coffee breaks

Register now at [www.pdfa.org/dc](http://www.pdfa.org/dc)

### Did you know?

Adobe Systems no longer owns PDF!  
Since 2008 PDF is an open, democratically managed international standard supported by thousands of developers worldwide.

### About the PDF Association

With over 100 member companies from over 20 countries worldwide, the PDF Association promotes the adoption and implementation of international standards for PDF technology across the globe. We educate developers, IT professionals and the public about 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, or want to join the PDF Association to gain the benefits of membership, please get in touch!

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# December 10 2014

## Washington D.C.

- You use it all the time: what you need to know about the Portable Document Format
- Planning for NARA's new Transfer Guidance
- Practical information on accessibility, authenticity, redaction, distribution & more



## Little known facts about PDF

- It's possible to make a PDF with pages measured in square kilometers
- Geospatial PDF allows you to relate PDF pages to locations in physical space
- PDF files are easy to change
- Digital signatures can provide a means to tell if a PDF has been changed - for viewers that support them
- PDF files can contain movies, interactive 3D models, and other rich content
- There are many features of PDF that may not be recognized by all ECM systems
- PDF files can include other files as attachments
- In 2014 PDF turned 21 years old!

## Gold sponsors of this PDF Day



## Silver sponsors of this PDF Day



8:00	Registration opens	
8:30	<b>What is PDF, who owns it and why does it matter?</b> Duff Johnson (PDF Association) and Leonard Rosenthal (Adobe Systems)	
	<b>Track A</b>	<b>Track B</b>
9:00	<b>PDF/A 101</b> <i>David van Driessche (Four Pees)</i> What PDF/A is, why it's necessary, and how its various parts can affect procurement	<b>ECM and Dark Data</b> <i>Peter Duff (Adlib Software)</i> 70% of content is Dark Data. Turn on the light to improve compliance, cut storage, and leverage this asset
9:40	<b>NARA's new Transfer Guidance</b> <i>Kevin DeVorse (NARA)</i> The 2014 Transfer Guidance: a major change for federal agencies' document handling and archiving	<b>Collaborating with PDF</b> <i>James Borthwick (PDFTron)</i> What's holding up the document management industry in using PDF, and what comes next
10:10	<b>Coffee Break 1</b>	
10:30	<b>Scanning to PDF/A</b> <i>Thomas Zellmann (Luratech)</i> Benefits and opportunities from converting scanned documents to PDF/A.	<b>I sign therefore I am</b> <i>Tim Sullivan (ActivePDF)</i> Electronic signatures vs. digital signatures and understanding identity repudiation
11:10	<b>PDF/A in the US</b> <i>Stephen Levenson (PDF/A convenor)</i> Understand when using PDF/A will lower costs and improve document integrity	<b>How standards drive business</b> <i>Bruno Lowagie (iText)</i> They sound dry, but software standards are instrumental in enabling new business models
11:40	<b>PDF/A-3: Practical and powerful</b> <i>Dietrich von Seggern (callas software)</i> How PDF/A-3 differs from PDF/A-1 and 2; making the most of archives with attachments	<b>PDF/UA as a means to Section 508 compliance</b> <i>Jeff Williams &amp; Shannon Kelly (Actuate)</i> How PDF/UA delivers Section 508 compliance for electronic documents
12:10	<b>Lunch</b>	
1:00	<b>Content extraction from PDF</b> <i>Matt Kuznicki (Datalogics)</i> What can you learn from the guts of a PDF file, how to get it and what you need to know	<b>PDF/UA as a means to Section 508 compliance</b> <i>David van Driessche (Four Pees) &amp; Dietrich von Seggern (callas software)</i> How PDF/UA is useful in meeting other accessibility standards, and a survey of available technologies
1:40	<b>Common criteria for redaction tools</b> <i>Mark Gavin (Appligent)</i> What the Common Criteria Protection Profile for Redaction Tools will mean for document redaction	<b>PDF/UA vs. HTML as an accessibility strategy</b> <i>Wendy Lockyer (Accessibil-T)</i> Why PDF/UA is the best strategic option for cost-effective implementation of document accessibility requirements
2:20	<b>The real state of document productivity</b> <i>Andrew Holmes (Nitro)</i> Results from a grass-roots survey of document productivity in the workplace	<b>5 key steps to a successful document accessibility program</b> <i>Greg Pisocky (NetCentric)</i> Like HTML, Making volumes of PDF content accessible requires a strategic approach
2:50	<b>Coffee Break 2</b>	
3:10	<b>Officially PDF: Trends in government adoption of document technology</b> Panel discussion with Federal employees	
3:50	<b>4 minutes with a PDF vendor - Commercial session</b> Moderated by Duff Johnson (PDF Association)	
4:50	<b>Wrap up and closing remarks</b>	