Business 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, attachments and tagged PDF smooth workflows, reduce costs and help meet regulatory requirements?
- How can you best leverage PDF's subset standards for archival, accessibility, engineering and printing?

Two tracks designed for IT and information management executives in financial services and legal fields:

- **Track A:** From variable data and transactional printing to document delivery and authentication – how PDF can help drive business
- **Track B:** From redaction to security to attachments and metadata - practical insights to help leverage PDF technology everyday

Join us in New York City on December 11 for a day packed with PDF!

Learn more at **www.pdfa.org/nyc**

Attendee Registration:

$100 per person

Includes lunch and two coffee breaks

Register now at www.pdfa.org/nyc

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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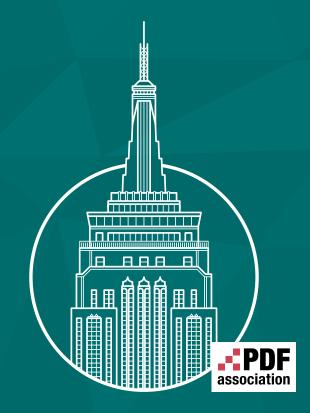
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PDF Day

December 11 2014
New York City

- **What you need to know about the Portable Document Format**
- **How smart use of PDF reduces risks and creates new opportunities**
- **Practical information on authenticity, redaction, distribution and more**

PDF association

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!

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Time	Track A	Track B
8:00	Registration opens	
9:00	**Introduction: What is PDF, who owns it and why does it matter?** Duff Johnson (PDF Association) and Leonard Rosenthol (Adobe Systems)	
9:40	**ECM and Dark Data** *Peter Duff (Adlib Software)* 70% of content is Dark Data. Turn on the light to improve compliance, cut storage, and leverage this asset	
10:10	**Coffee Break 1**	
	Track A	**Track B**
10:30	**Optimizing transactional output with PDF workflows** *Drew Sprague (Solimar Systems)* How PDF is improving personalized customer communications in financial services	**The real state of document productivity** *Andrew Holmes (Nitro)* Results from a grass-roots survey of document productivity in the workplace
11:10	**How standards drive business** *Bruno Lowagie (iText Software)* They sound dry, but software standards are instrumental in enabling new business models	**Collaborating with PDF** *James Borthwick (PDFTron)* What's holding back the document management industry from using PDF more, and what comes next.
11:40	**Avoiding pitfalls in transaction documents** *Mark Mansoor (ClosingBinders.com)* Ensure transaction closings aren't marred by delivery of imperfect or corrupt PDFs	**PDF/A-3: Practical and powerful** *Dietrich von Seggern (callas software)* How PDF/A-3 differs from PDF/A-1 and 2; making the most of archives with attachments
12:10	**Lunch**	
1:00	**Content extraction from PDF** *Matt Kuznicki (Datalogics)* What can you learn from the guts of a PDF file, how to get it and what you need to know	**Making document communications accessible** *David van Driessche (Four Pees) & Dietrich von Seggern (callas software)* How PDF/UA is useful in meeting other accessibility standards, and a survey of available technologies
1:40	**I sign therefore I am** *Tim Sullivan (ActivePDF)* Electronic signatures vs. digital signatures and understanding identity repudiation	**PDF/UA vs. HTML as an accessibility strategy** *Wendy Lockyer (Accessibil-T)* Why PDF/UA is the best strategic option for cost-effective implementation of document accessibility requirements
2:20	**Common criteria for redaction tools** *Mark Gavin (Appligent)* What the Common Criteria Protection Profile for Redaction Tools will mean for document redaction	**PDF/UA as a means to ADA compliance** *Jeff Williams & Shannon Kelly (Actuate)* How PDF/UA delivers ADA compliance for electronic documents
2:50	**Coffee Break 2**	
3:10	**The best possible electronic document format** Panel discussion	
3:50	**4 minutes with a PDF vendor - Commercial Session** Moderated by Duff Johnson (PDF Association)	
4:50	**Closing remarks**	

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