

Translating PDF Features to User Benefits

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PDF has been around since the early 90s

**PDF is a widely adopted format, yet many users are
still unfamiliar with its benefits**



Why is an ISO standard important to users?

- **Longevity**
- **A team of people that will continue to keep it updated**
- **Vendors implementing PDF will try to keep it consistent**



Why do users trust PDF?

- ✓ **Predictability**
- ✓ **Stability - it's been around for a long time**
- ✓ **It will be there into the future**
- ✓ **It's an open standard**
 - Anyone can implement it
 - Competition
- ✓ **High document integrity**

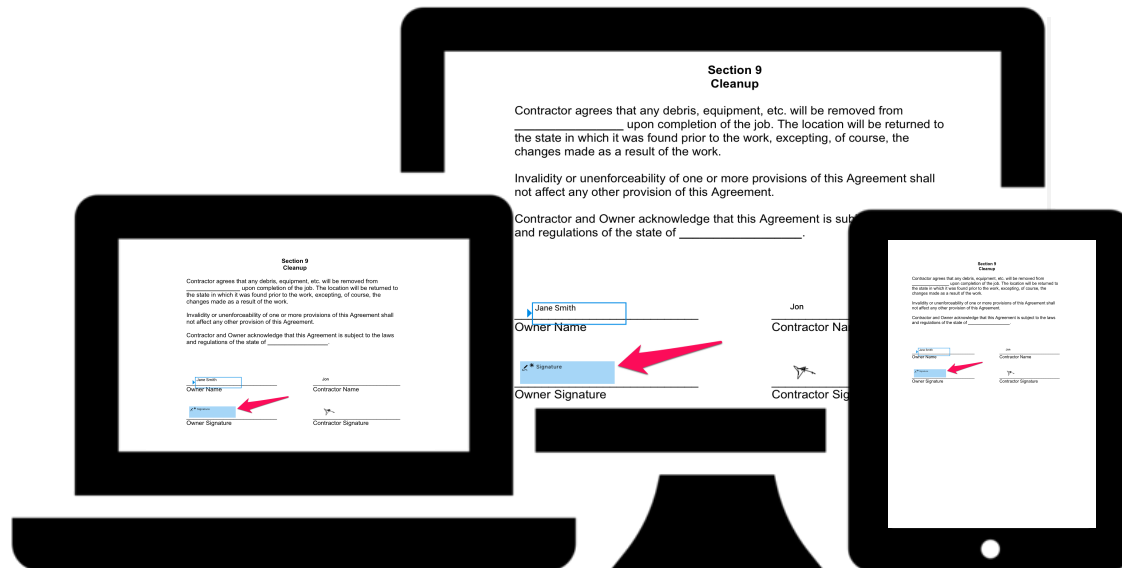


Authenticity

- PDF is designed to be like “**digital paper**”
 - Terms like digital paper constrain the user’s thinking
- Reproduced the same way regardless of conditions
- Preserves the author’s intent



Consistent formatting across multiple devices



How were documents signed in the past?

Time lost when “walking” paper documents for signatures

- **Example: Bike messengers in Chicago**
 - Bike messengers are mostly gone
 - The speed at which people share contracts



Electronic documents and signatures

- **“Wet ink signatures”**
- **Digital signatures**
 - **Self issued signatures**
 - **Signatures issues by a signature authority**



Digital signatures are secure

- **Can be automatically verified**
- **No need for experts to verify the authenticity of a signature**
- **Digital signatures allow you to determine if the document has changed**
- **The security of the signature is based on well accepted cryptography protocols**
- **Flexibility in the minimum level of trust required between parties**



Digital signatures in the real estate industry

Home closings - signatures are now done electronically



Archiving



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Traditional forms of archiving



Paper Archives



Microfilm



Downsides of traditional archives

- **Space**
 - Time requirements of archives
- **Unreliability**
 - Paper archives are easily affected by the elements
- **Bad for the environment**
- **Very error prone**
- **Difficult to search**
- **Need to be accessed in person**
- **No access control**



TIFF for archiving

- **Created in 1986**
- **Created for black and white documents originally**
- **Owned by a single company**
- **No official updates since 1992**
- **Many, often incompatible, variations available**



Electronic archiving

HTML

Word

Image Format

Word Perfect



PDF archives

- **PDF/A was created in 2005**
- **Open ISO standard**
- **Created with the archiving community in mind**



Advantages of PDF Archives

- **ISO standard guarantees PDF will be around for a long time**
- **PDF/A designed with long term archive-ability in mind**
- **Search-ability**
- **Can be designed for remote access**
- **Unaffected by the elements**
- **Easy for backup and redundancy**
- **Low space requirements**



Document Re-usability



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Re-using Word documents

- **Text can be edited**
- **Page layout changes when an item is modified**
- **Moving content between documents requires adjusting layout**



Re-using PDF documents

PDF is a realistic representation of a real document

- You can take pieces of multiple different documents, and create a new document out of it
- Each document page is independent
- You can re-paginate the pages and arrange them into a new booklet
- You can create a brand new material out of old material



Summary

- **Authenticity**
- **Security**
- **Archivability**



Thank you!

Any questions?

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