

1993



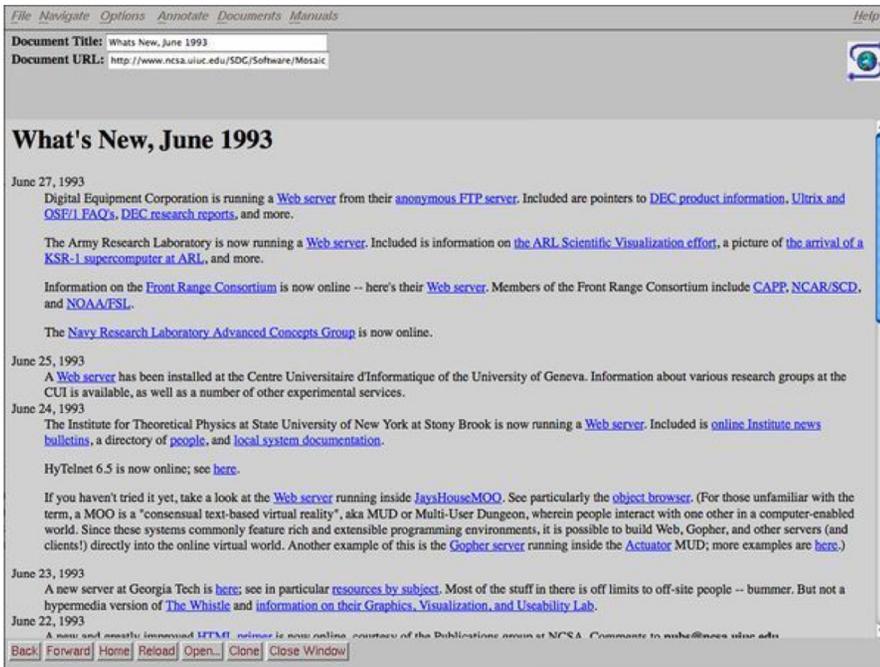
2018



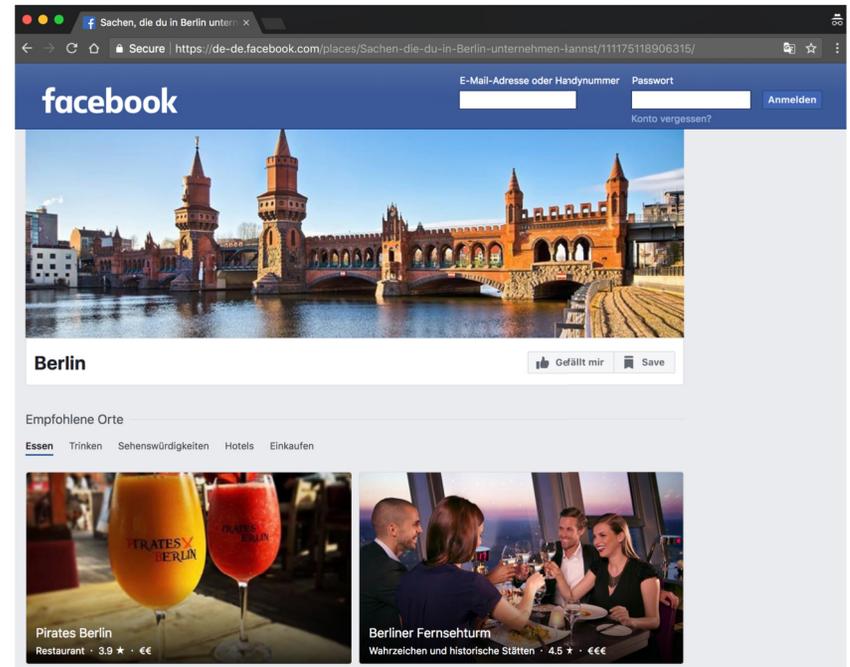
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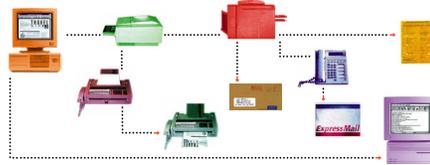


2018



# 1993

## The Paper-Moving Problem



The documents you create on your computer are all different, but there's one thing they have in common.

They almost all end up on paper.

Whether you write a simple letter containing a couple of charts, or a 48-page report filled with photographs, illustrations and graphs, the only way to distribute it is by printing it out on paper.

No wonder 60% of the average worker's time is spent dealing with documents. Or that the average business document is copied 19 times!

Obviously, you'd love to stop copying, faxing and using expensive overnight delivery services, and, instead, send

complete documents over your computer network. But until today, there were too many technical hurdles to jump over.

Incompatibility between hardware, operating systems and application software has made sharing all but the simplest documents impossible.

Of course, you can send simple electronic messages to other people. Or transmit files in character-based ASCII format that rob them of distinctive typefaces, layout, color or graphic elements. But until today, complex, information-rich documents could never travel from one kind of computer to another as easily as an electronic message.

Adobe Acrobat just changed all that.

**Introducing Adobe Acrobat. The easy way to exchange documents.**

- Now, send and receive documents electronically without worrying about operating systems, application software or typefaces. Acrobat finally bridges the gap between computers!
- Add comments to documents with electronic "sticky" notes.
- Navigate through pages instantly using thumbnails, bookmarks and hypertext links.
- Finally make paperless transmission and storage of documents easier, more cost-effective and practical.
- Save time and money and communicate more effectively than ever before.

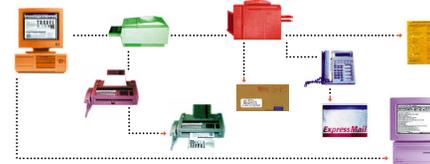
## The Acrobat Solution



When you put the power of Adobe Acrobat software to work, any document you send can be read, printed and stored by receiving computers. Documents retain their full visual impact.

# 2018

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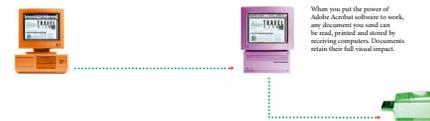
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## PDF's Challenges for the Future

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- "Paperless Office" finally a reality
- Shift to small screens
- Accessibility
- Intelligent "documents"

