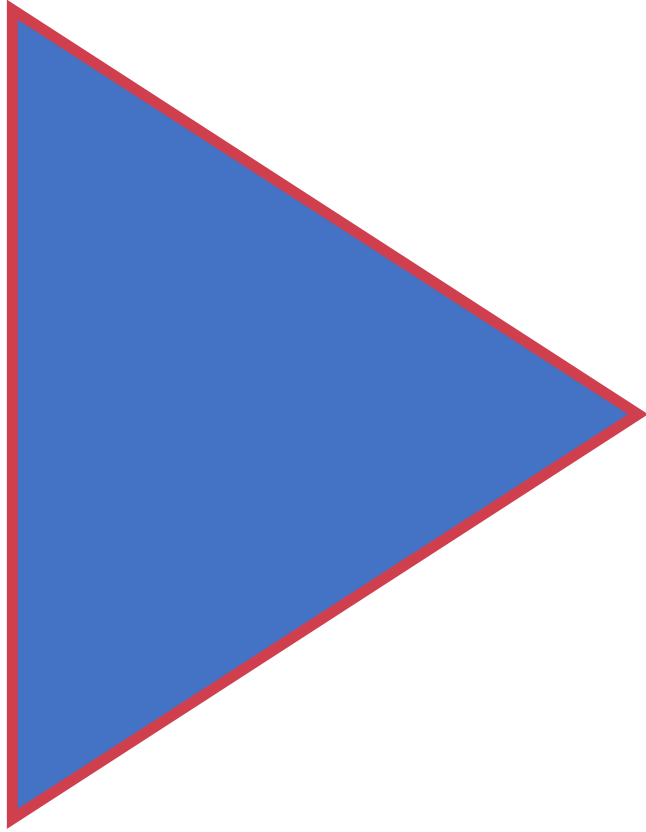
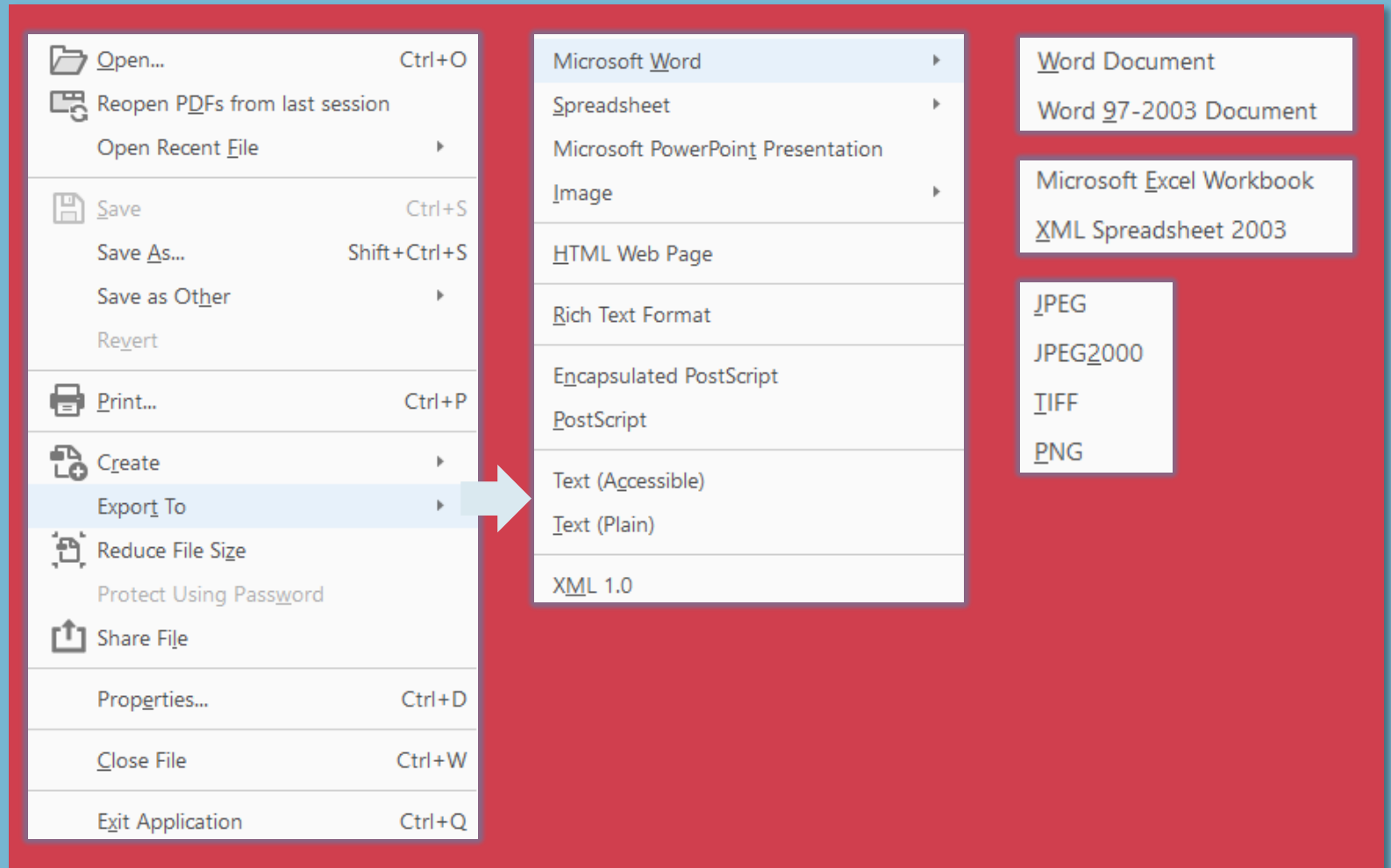
A close-up photograph of a heavily rusted, dark brown metal padlock attached to a horizontal metal bolt. The bolt is secured with blue-painted metal rings. The background is a blue-painted wooden door with visible vertical grain and some peeling paint.

UNLOCK PDF DRAWINGS & DIAGRAMS



Full Screen Intro Video

Export Options in Acrobat



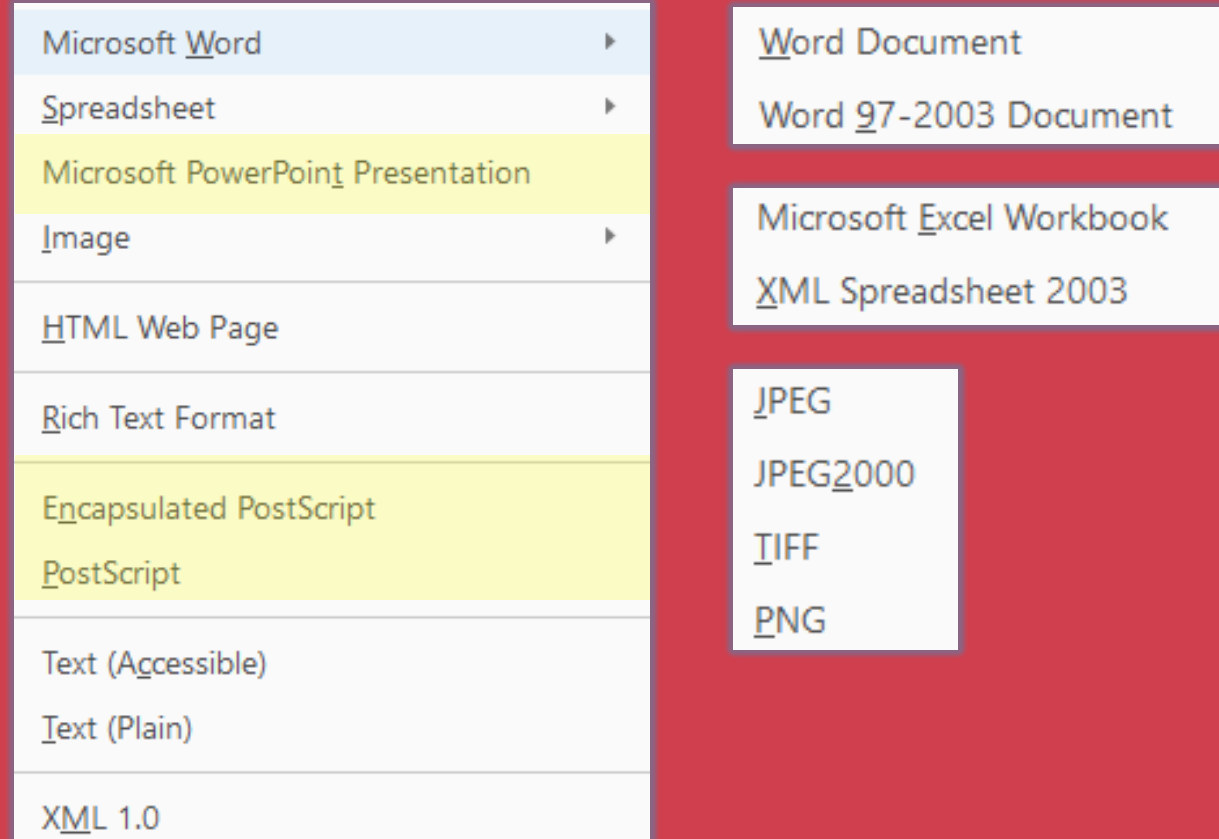
Export Options in Acrobat

What is Exported

- Productivity Formats
- Top Bitmap Formats
- HTML and XML
- Text
- Page Formats

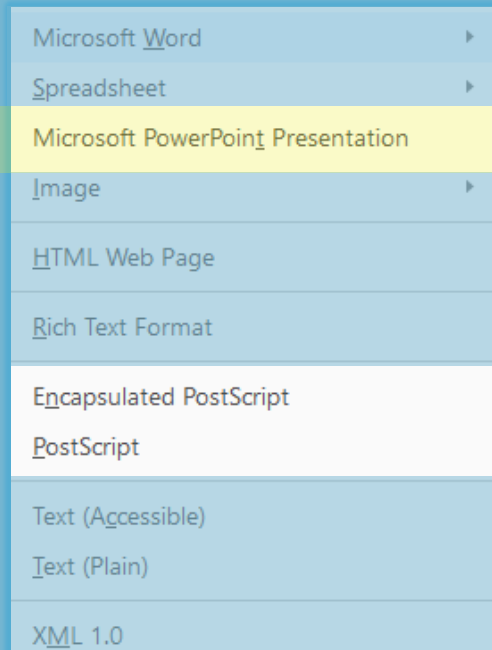
What isn't Exported

- Drawing Formats
- Diagram Formats
- Web Vector Formats



Assessing Acrobat's Vector Output

PDF to PowerPoint

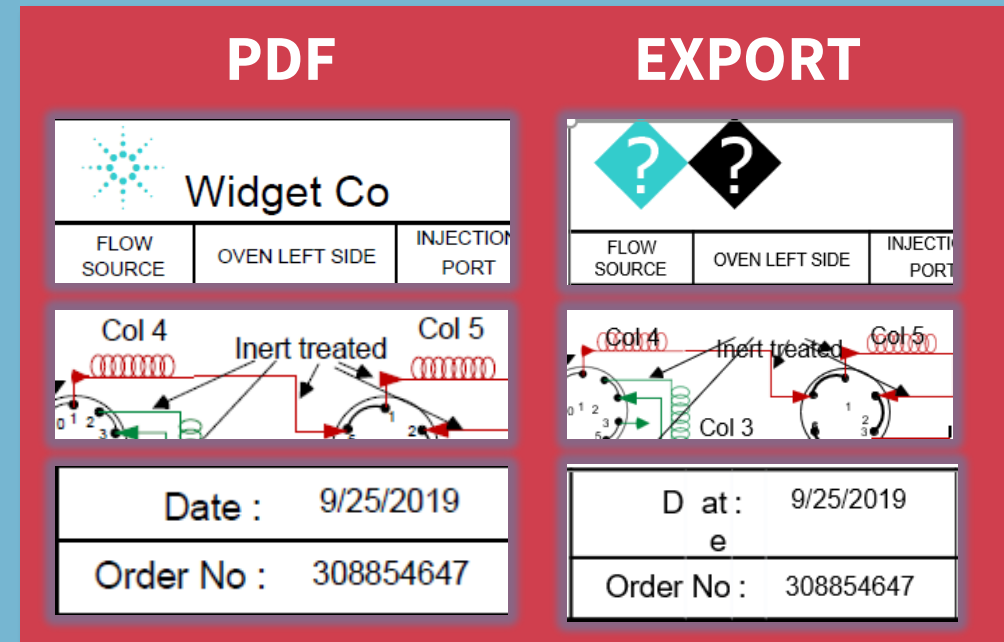


Reliable Structure

- Slides
- Outline
- Colors

Unreliable Elements

- Images
- Alignment
- Text



Acrobat Export to PPT is Unsatisfactory for Graphics
Choose another solution

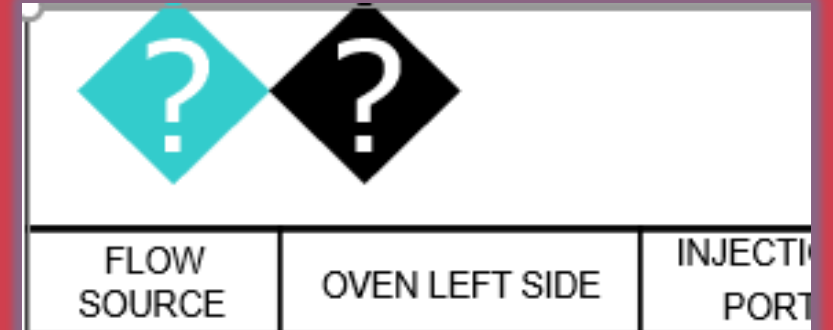
Comparing PDF & PowerPoint Results – Unreliable Elements

IMAGES

ORIGINAL PDF



ACROBAT PDF -> POWERPOINT

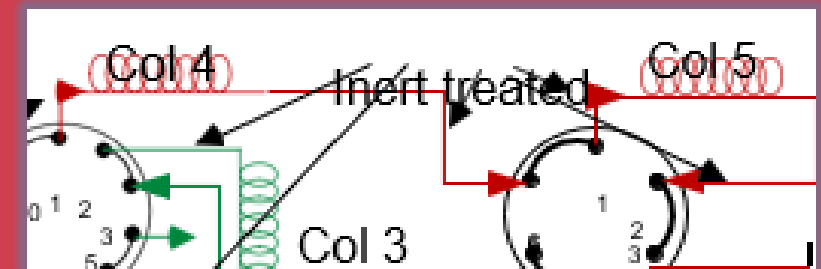
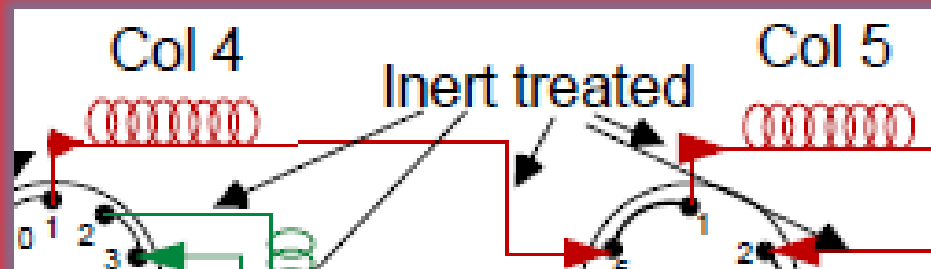


Comparing PDF & PowerPoint Results – Unreliable Elements

ORIGINAL PDF

ACROBAT PDF -> POWERPOINT

**OBJECT
ALIGNMENT**



Comparing PDF & PowerPoint Results – Unreliable Elements

ORIGINAL PDF

ACROBAT PDF -> POWERPOINT

**TEXT
PLACEMENT**

Date :	9/25/2019
Order No :	308854647

D at :	9/25/2019
e	
Order No :	308854647

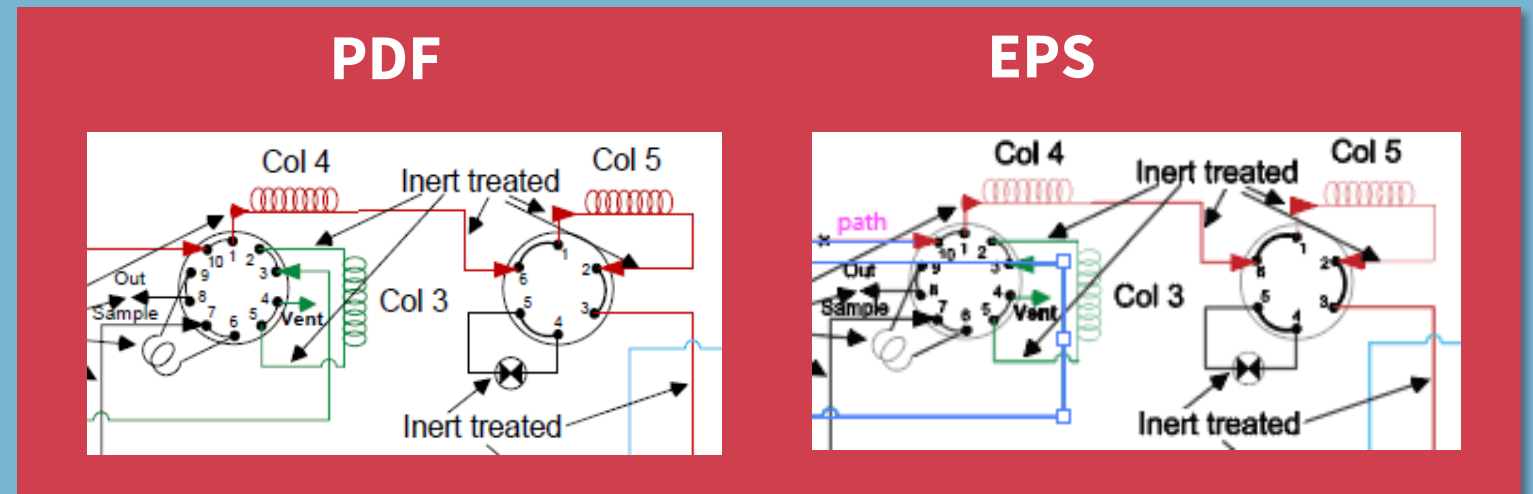
Assessing Acrobat's Vector Output

PDF to Page/Print Formats

Microsoft <u>W</u> ord	▶
<u>S</u> preadsheet	▶
Microsoft PowerPoint <u>P</u> resentation	
<u>I</u> mage	▶
<u>H</u> TML Web Page	
<u>R</u> ich Text Format	
<u>E</u> ncapsulated PostScript	
<u>P</u> ostScript	
Text (<u>A</u> ccessible)	
<u>T</u> ext (Plain)	
<u>X</u> ML 1.0	

PostScript & EPS

- Excellent output, but
- Import not supported in most apps
- Those that do are expensive (Illustrator, CorelDraw)



Vector Graphics Are Locked in PDFs

Adobe's Priority on WYSIWYG, not Editability

- Page received should be **perfect match** for page created
- Based on all the available Adobe Export formats and program features, **PDF editing is not discouraged**
- Many solutions for extracting rich text; few for graphics
- Most solutions that output graphics, reduce them to bitmap objects

Protecting IP – Merit or Myth?

- PDFs can be password protected
- Advantages of PDF format support reuse

WHY UNLOCK PDF GRAPHICS?



**IMPROVE
PRODUCTIVITY**
ACROSS ORGANIZATION

WHY UNLOCK PDF GRAPHICS?

1

**IMPROVE
PRODUCTIVITY**
ACROSS ORGANIZATION

2

**ENSURE
COMPLIANCE**
WITH STANDARDS

WHY UNLOCK PDF GRAPHICS?

1

**IMPROVE
PRODUCTIVITY**
ACROSS ORGANIZATION

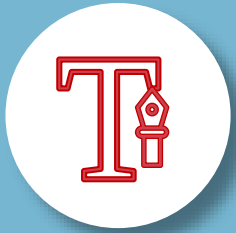
2

**ENSURE
COMPLIANCE**
WITH STANDARDS

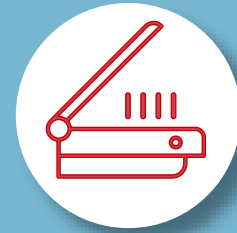
3

LEVERAGE
EXISTING CONTENT

6 HAZARDS WHEN CONVERTING PDF



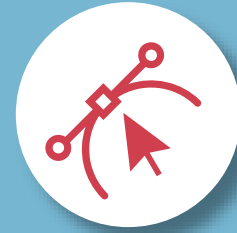
FONTS



SCANNED PAGES



PLOTTED TEXT



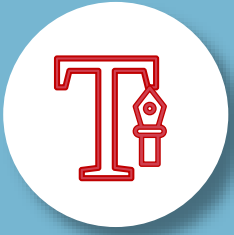
UNGROUPING



LAYERS



WYSIWYG



FONTS

Fonts are a “can of worms”

- Microsoft, Apple, Google and Adobe all have their own “standard” fonts sets
- Sets overlap in type and style but not always name
- For example, Arial, Swiss 721, Nimbus Sans and MS Sans Serif are all spins on Helvetica
- Clones and derivatives abound

Real Life Example

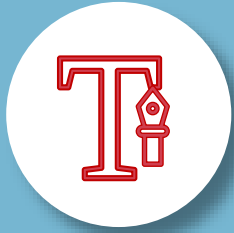
L^AT_EX

Used by scientists, mathematicians and scholars to produce complex documents



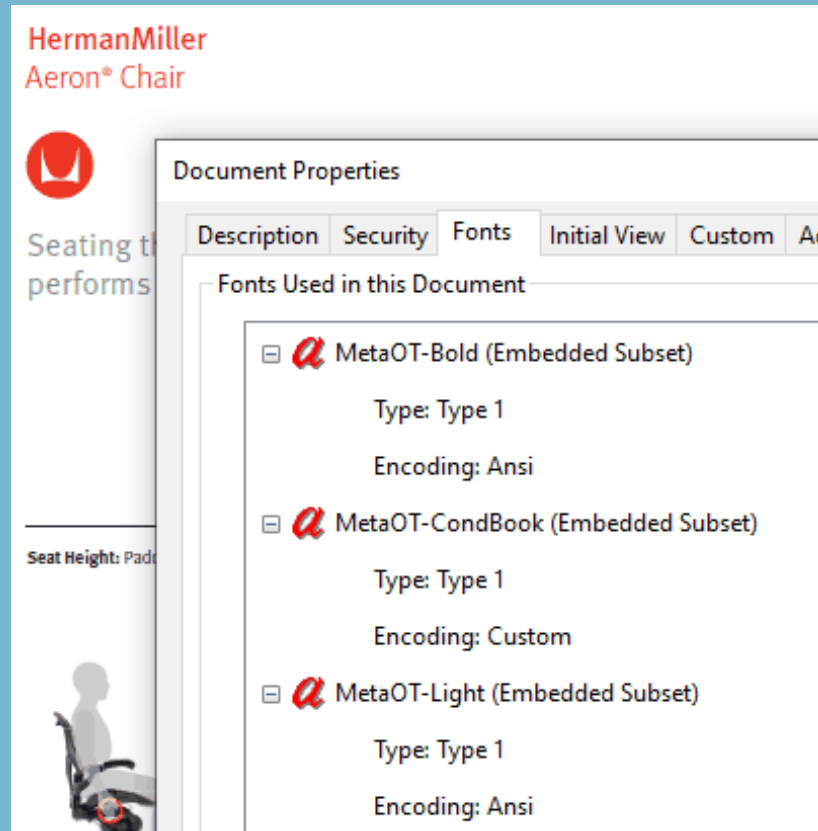
MERCK

FDA Submissions



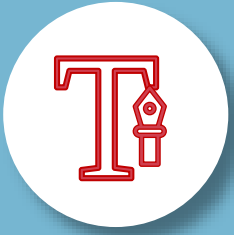
EMBEDDED FONTS

What Fonts are Embedded?



What Fonts Do I have?





FONT SUBSTITUTION

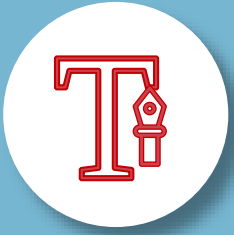
When PDF is converted, the closest substitute should be used

Original PDF font



To adjust depth:

Using equal pressure
lumbar support pad,
track in back of chair.



FONT SUBSTITUTION

Choices: Accept, Buy or Map

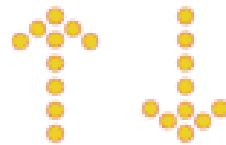
Original PDF font



To adjust depth:

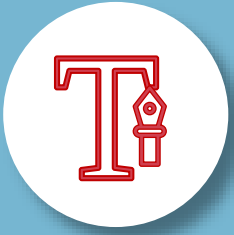
Using equal pressure
lumbar support pad,
track in back of chair.

Font Substitution = Gold



To adjust depth:

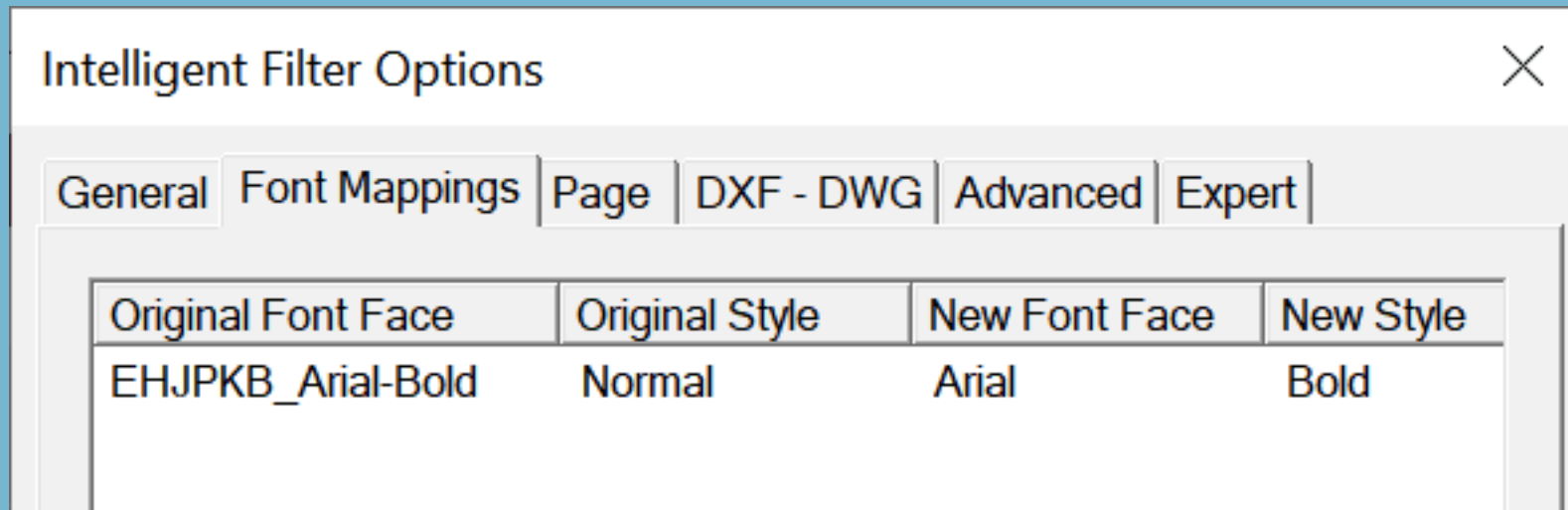
Using equal pressure
lumbar support pad,
track in back of chair.

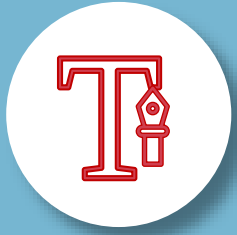


SAME FONT, DIFFERENT NAME

Same Font, Different Name

Solution: Mapping





UNKNOWN FONTS

Unknown Fonts – Convert to Bezier Curves

LaTeX equation (Computer Modern)

```
\begin{equation*}
\int_a^b f(x) \, dx = \int_a^b
\ln\left(\frac{x}{2}\right)
\, dx
\end{equation*}
```

$$\int_a^b f(x) \, dx = \int_a^b \ln\left(\frac{x}{2}\right) \, dx$$

Converted to Curves (Perfect Match)

```
\begin{equation*}
\int_a^b f(x) \, dx = \int_a^b
\ln\left(\frac{x}{2}\right)
\, dx
\end{equation*}
```

$$\int_a^b f(x) \, dx = \int_a^b \ln\left(\frac{x}{2}\right) \, dx$$

Windows Substitution – Arial and Source Sans Pro

```
\begin{equation*}
\int_a^b f(x) \, dx = \int_a^b
\ln\left(\frac{x}{2}\right)
\, dx
\end{equation*}
```

$$\int_a^b f(x) \, dx = \int_a^b \ln\left(\frac{x}{2}\right) \, dx$$

Converted to Curves (Perfect Match)

$$\int_a^b f(x) \, dx = \int_a^b \ln\left(\frac{x}{2}\right) \, dx$$

Windows Substitution – Arial and Source Sans Pro

$$\int_a^b f(x) \, dx = \int_a^b \ln\left(\frac{x}{2}\right) \, dx$$



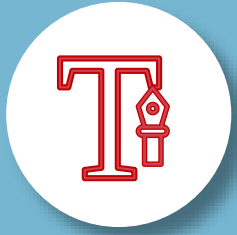
New Flavors

order online



New Flavors

New Flavors



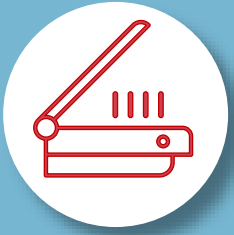
TEXT KERNING

When PDF is converted to vector formats such as SVG or EMF, kerning may be the culprit if the text doesn't look right.

Good Afternoon
Good Afternoon

Kerning is the process of adjusting space between characters to make the text more visually appealing.

Kerning only applies to proportional fonts, not fixed-width fonts



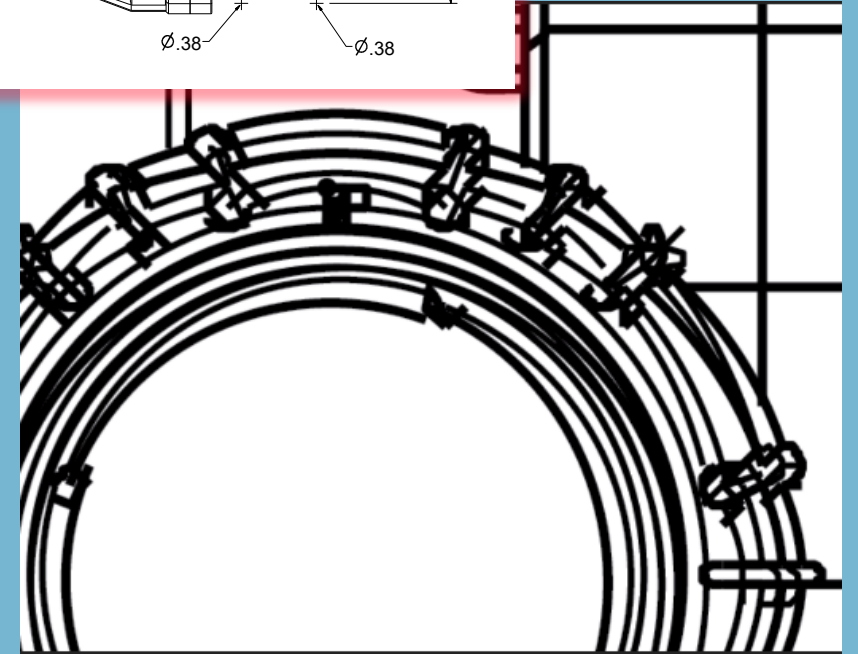
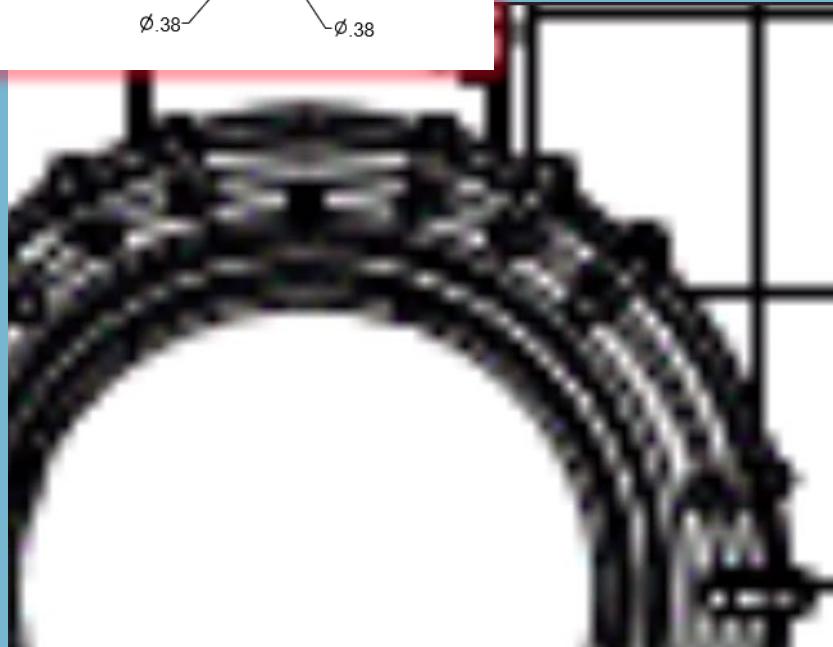
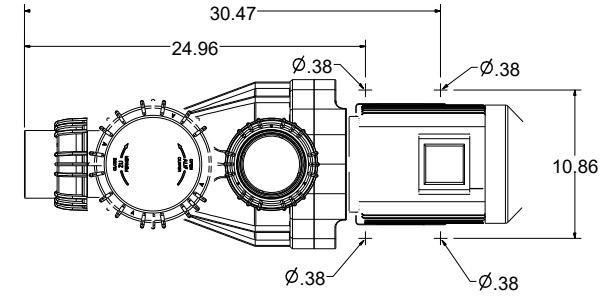
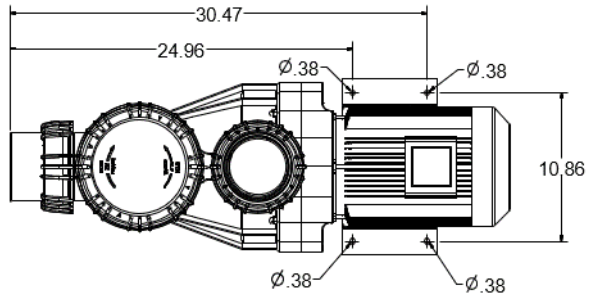
SCANNED PAGES

Scanned PDFs are simply images in a PDF wrapper

- No geometry, objects, attributes or measurement information
- Use as an underlay or tracing layer
- To generate vectors, Scanned PDF needs to be traced digitally or manually



SCANNED PAGES



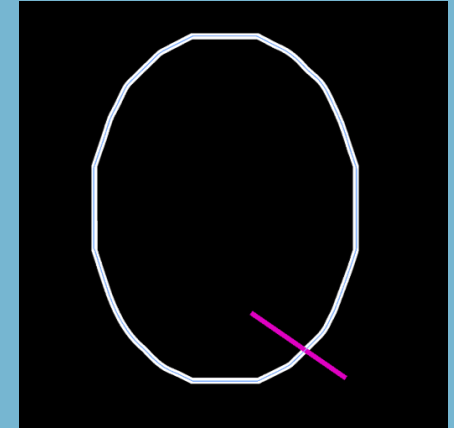


PLOTTED TEXT

CAD Systems use Shape fonts (SHX) and TrueType fonts (TTY)

- SHX fonts are comprised of “pen strokes” that represent letters and numbers
- TTY fonts are the most popular outline (vector) fonts for Windows and Mac

The PDF format does not recognise SHX text as text. It sees it as geometry.



SHAPE FONT (SHX)



TRUETYPE FONT (TTY)



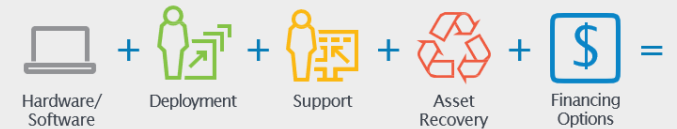
UNGROUPING GRAPHICS

When converting PDF, all objects, text, attributes and layers are extracted.

- The drawing opens as a single object which must be ungrouped
- Nested objects require multiple ungroups
- Regroup areas to avoid unintended changes

Quick Example

The solution is simple – Dell PC as a Service.



A single, predictable price per seat per month

Contact your existing Dell sales representative.

*Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available, offers may be changed without notice and are subject to product availability, credit approval, execution of documentation provided by and acceptable to DFS, and may be subject to minimum transaction size. Offers not available for personal, family or household use.

¹IDC Multi-Client Study, Device as a Service 2018(worldwide results), February 2018

²Based on Dell's PC Lifecycle Services Estimator tool developed by Forrester Consulting, commissioned by Dell and Intel®, May 2018. Estimated savings is calculated over 3 years and includes hardware, software, services and other resource adjustments across PC lifecycle management. For more information, visit: <https://tools.totaleconomicimpact.com/go/dell/pclifecycle/index.html>

Dell and the Dell logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities. © Copyright 2018 Dell Inc. Dell EMC believes the information in this document is accurate as of its publication date. The information is subject to change without notice. July 2018 | PC as a Service Infographic - WW





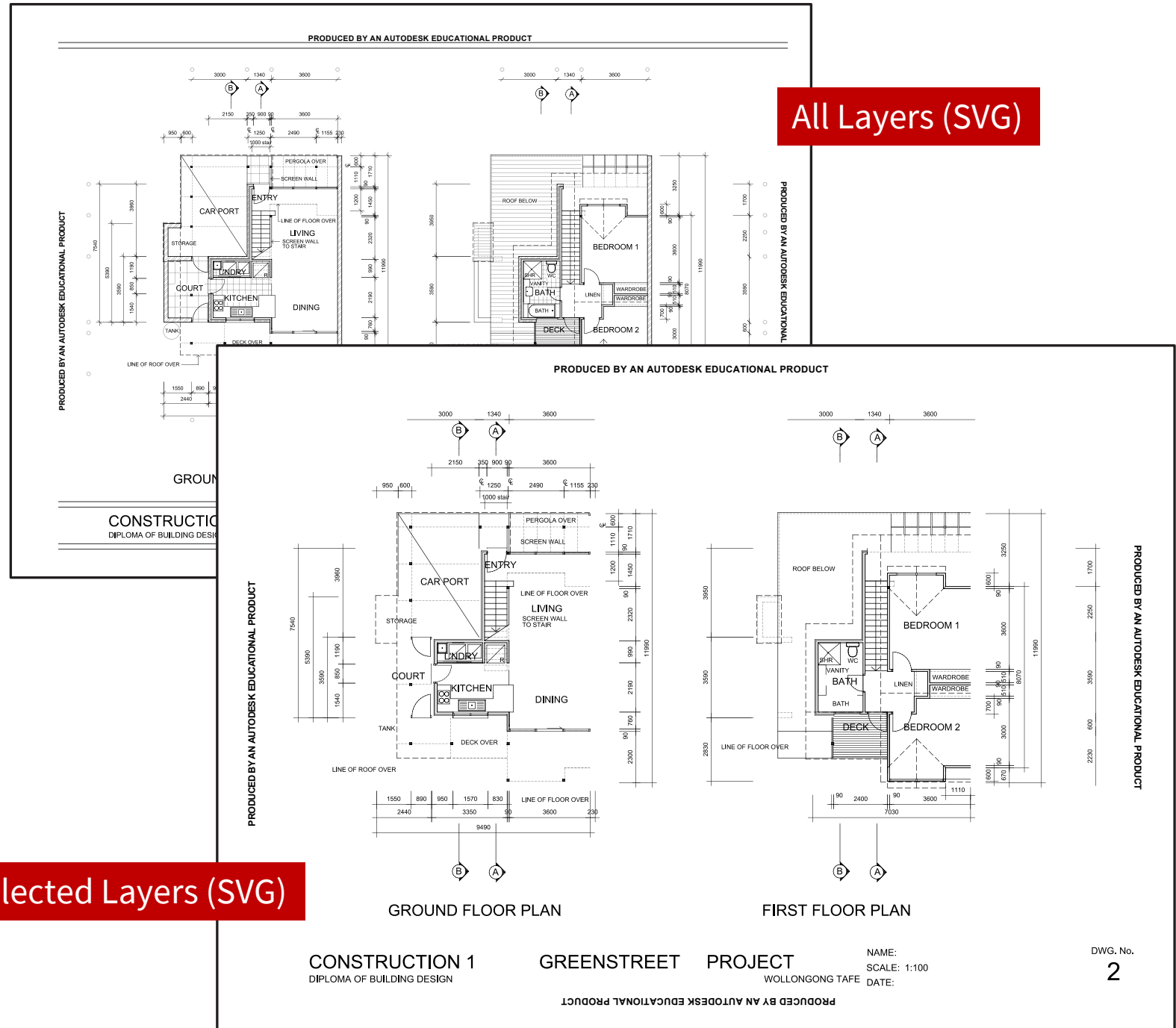
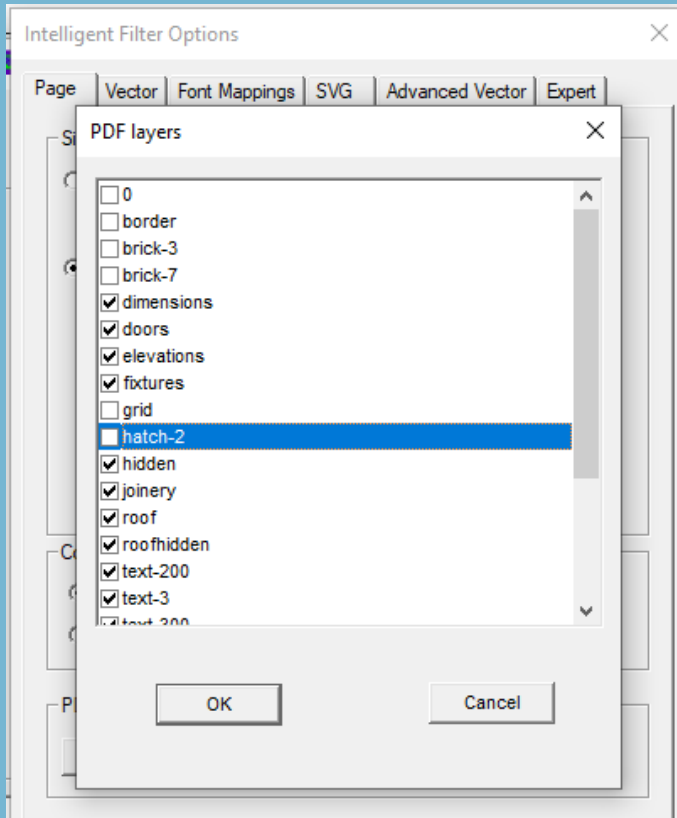
LAYERS

When Converting PDF into graphics formats, layers can be:

- merged into a single layer
- separated with a page for each layer
- Any single layer can be opened
- Certain layers can be ignored
- Separation can be by PDF definition, color, line weight, spot colors, and other user-definitions



LAYERS

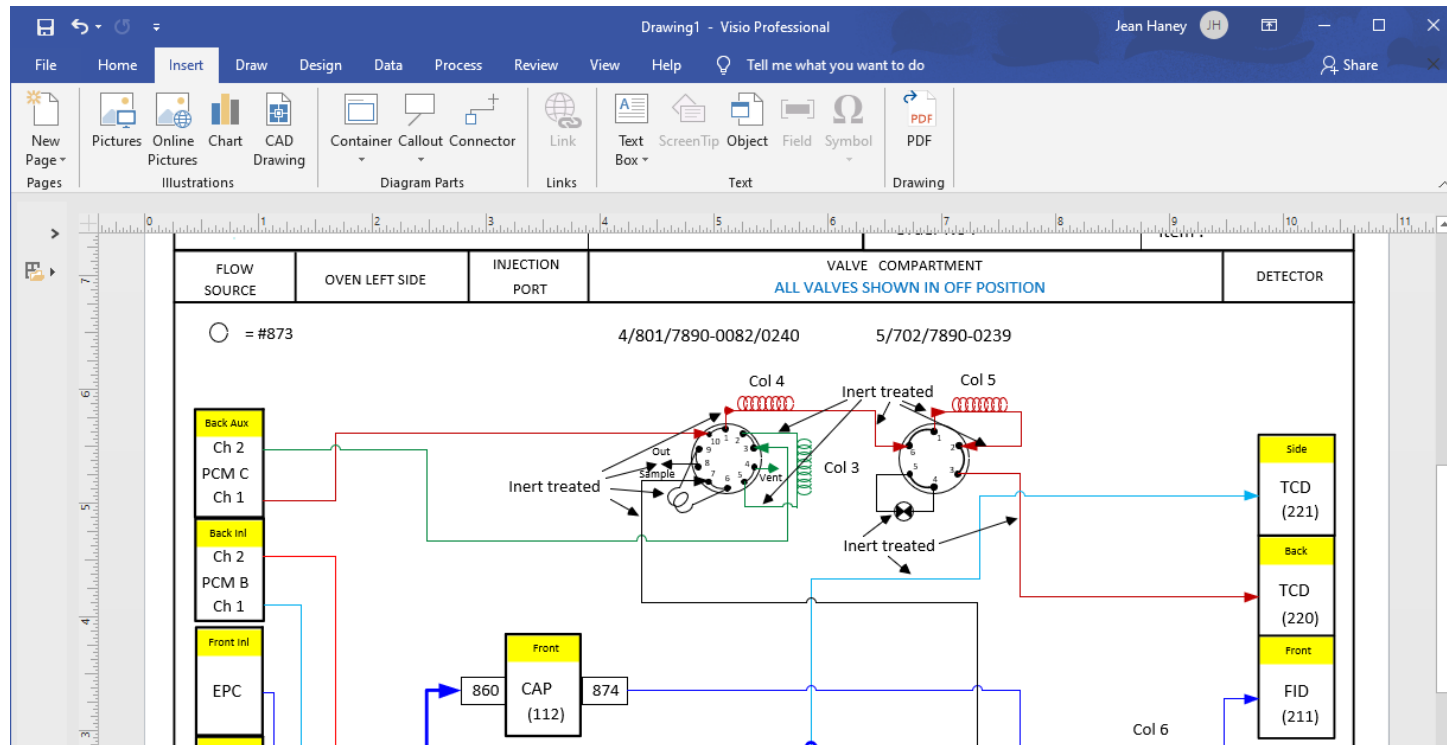




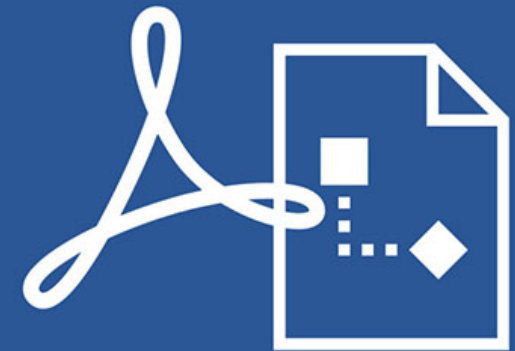
WYSIWYG MATCH

Avoid the pitfalls we've reviewed to ensure WYSIWYG results in your target application

- Use Embedded Fonts or common fonts
- Convert uncommon or stylized fonts to curves
- Use selective layers to remove unnecessary objects
- Remember to ungroup all nested objects
- Go back to the PDF source or scanned documents to see if you can get a computer-generated (vector) version
- For CAD drawings, encourage use of TrueType fonts over SHX text



INSERT AND EDIT PDF IN VISIO



Convert PDF to Visio

Use supported Visio format:

- WMF
- **EMF*** (best)
- SVG

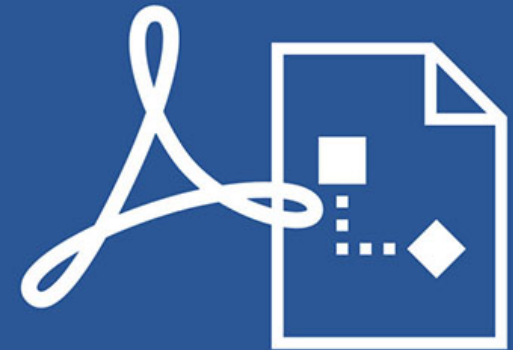
Use Visio add-in

- Direct Placement
- Automatic ungrouping

Avoid DXF

- Large file
- CAD object logic

**INSERT AND EDIT PDF
IN VISIO**



Short Demo PDF & Visio

Use PDF in PowerPoint

Use PowerPoint vector formats:

- WMF
- **EMF*** (best)
- SVG

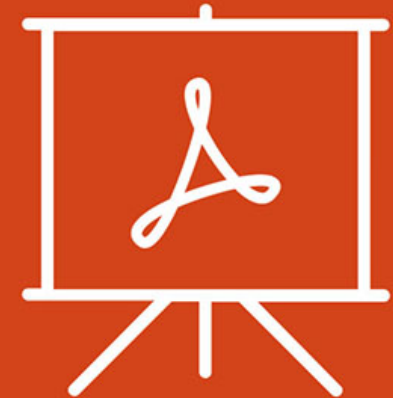
“Insert PDF” or “Insert Picture”

- Opens editable vector content
- Ungroup and modify

“Insert Object” inserts original PDF

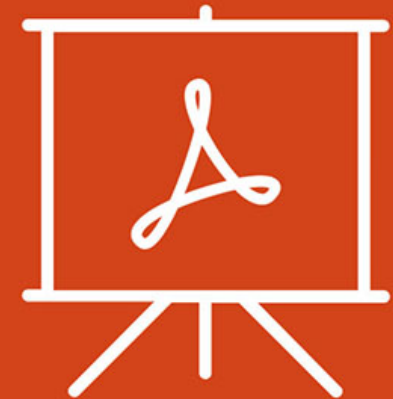
- Bitmap Thumbnail or Icon – not editable
- Click to Open Full PDF File

**INSERT AND EDIT PDF
IN POWERPOINT**

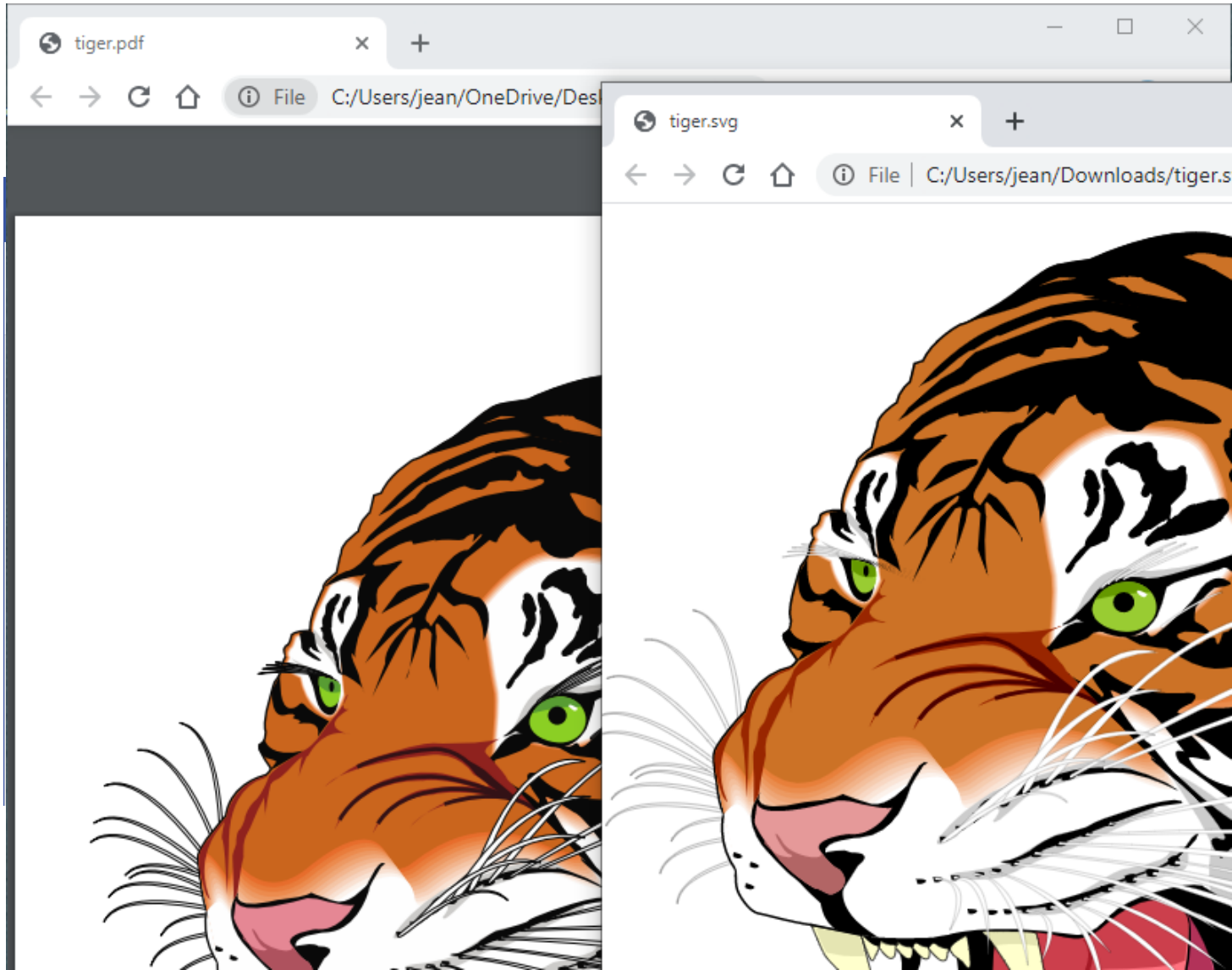




INSERT AND EDIT PDF IN POWERPOINT



Short Demo PDF & PowerPoint



TRANSFORMING PDF GRAPHICS FOR THE WEB



PDF to SVG for the Web (and Apps)

Intermediate Step or Direct

Via Inkscape – Open Source

- Excellent vector graphics editor
- Outputs all Web formats
- Specialized SVG editor

Standalone Converter

- Batch convert
- Tailor SVG Features for Target Application
- Apply transparency, embed fonts, etc

TRANSFORMING PDF
GRAPHICS FOR THE WEB



Short Demo PDF Graphics on the Web (SVG & PNG)

Q&A

Full Screen Closing Video

New – Free PDF Cloud Conversion Service

URL - **ConvertPDF.Today**

VisualIntegrity[®][Home](#)[Convert for Free](#)[Pricing](#)[PDF API for Developers](#)

Convert PDF Drawings, Diagrams, and Line Art

ConvertPDF.Today is designed to convert PDF-based graphics. Great examples include CAD drawings, Diagrams, Charts, Maps, Logos, Floor Plans, Organization Charts. You get the idea.

1 Select Your File

2 Apply Conversion Options

3 Collect Your File

Upload Your File*

Upload a file. Possible formats are PDF (.pdf), EPS (.eps), PostScript (.ps) and Adobe Illustrator (.ai). **ConvertPDF.today is not for long, wordy documents or scanned drawings.**

Choose File

No file chosen

Choose Output Format*

● DWG

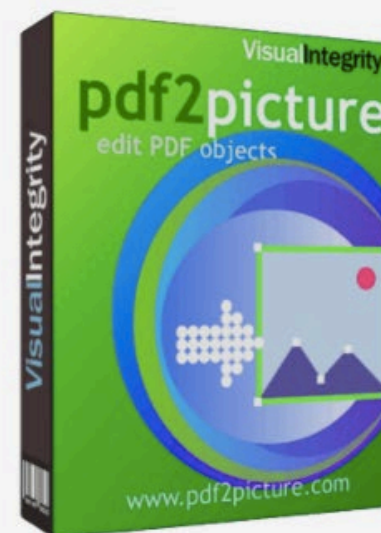
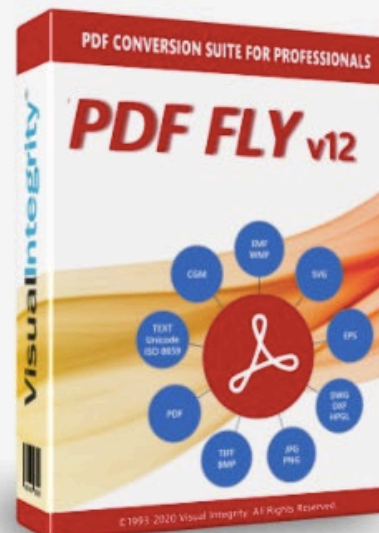
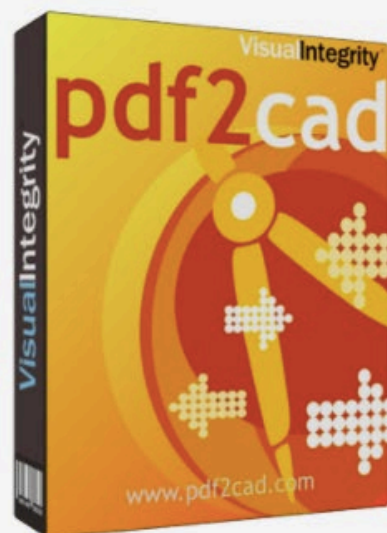
● SVG

● EMF

● JPEG

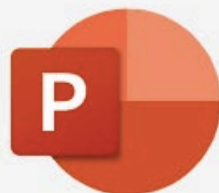
● PNG

Software Products



Add-ins for opening and editing PDF in popular programs

If you'd rather install software on your computer to perform the conversions, check out our product range.



Developer Tools

PDF
CONVERSION
SDK

PDF
CREATION
SDK

PDF
CONVERSION
SERVER

PDF
CUSTOM
SDK

VisualIntegrity®