

The word "PDF" is written in large, bold, orange letters. The background is a dark blue and black digital circuit board pattern with glowing cyan lines and nodes. Several square icons containing a stylized globe are scattered across the circuitry.

# PDF

## Two Standards. One Goal. Modernizing Print Communication Production

PDF+JDF=ADF! Explore the possibilities when you modernize with automation, PDF features and JDF/JMF connections

The logo features four colored squares (yellow, green, red, blue) arranged in a 2x2 grid. Below them are several thin black lines radiating outwards. The text "PDF Days Online 2021" is written in a bold, black, sans-serif font.

# PDF

PDF Days Online 2021

# Agenda

- Introductions
- Why Does This Matter?
- Defining PDF+JDF=ADF
- Why Has PDF Risen to the Top
- How JDF/JMF Creates Opportunity
- Your Take-Aways for the Future





# Definition of PDF



- The Portable Document Format is a binary file format for device-independent, paginated documents that defines an accurate appearance model for rendering fully typeset text, images and vector graphics. Over time PDF has also expanded to include many interactive and specialized features supporting a wide variety of use cases and electronic documents with rich experiences beyond that of "digital paper". It is formally defined by the ISO 32000 family of international standards. (PDF Association)

# The Value of PDF 2.0



- PDF 2.0 is an international standard (ISO 32000-2:2017), published as successor format to PDF 1.7 (ISO 32000-1:2008).
- Features added in PDF 2.0 include:
  - Wider support for UTF-8 encoding.
  - Support for 3D and Rich Media annotations.
  - Improved support for digital signatures.
  - Improvements for “Tagged PDF” representation.
  - Expanded support of the printing and graphic arts.
  - Support for PDF: Document Parts and Associated Files.
  - Support for custom security handlers.
  - AES-256 encryption.

# Definition of JDF



- Job Definition Format (JDF): Industry standard designed to simplify information exchange between different applications and systems in and around the graphic arts industry. JDF is a comprehensive XML-based file format and proposed industry standard for end-to-end job ticket specifications combined with a message description standard and message interchange protocol.

# Value of JDF



- JDF is designed to streamline information exchange between different applications and systems.
- JDF is intended to enable the entire industry, including media, design, graphic arts, on-demand and e-commerce companies, to implement and work with individual workflow solutions.
- JDF will allow integration of heterogeneous products from diverse vendors to create seamless workflow solutions.

# Definition of ADF



- An architecture and set of processes to manage the creation and delivery of mission-critical, high-volume digital documents. The ADF applies factory production concepts to the document production – raw materials, including data and preparation instructions, enter the ADF, where they are transformed into digital documents and prepared for delivery. (Gartner)

# Definition of JMF



- Job Messaging Format: The communication protocol used in a JDF workflow. JMF helps production workflow hardware and software systems in a JDF workflow communicate with administrative components and system controllers. It helps exchange dynamic data in real time, such as information from various production devices (start, stop, error, etc.), status messages (available, offline, etc.) and queue management, by sending direct commands to and from different devices.



# Tech for Thought—Key Take-Aways



- Are you standardizing on PDF? Review & Leverage!
- Investigate the power of pairing PDF with JDF.
- PDF+JDF=ADF! Connect the technologies to future proof your business and drive more opportunities
- Ask your vendors to support the standards—put in enhancement and feature requests!
- There is real world impact:
  - Taking 30 minutes out of an 8 hour shift through leveraging optimized PDF
  - Reduce file sizes by 40% leveraging an optimized PDF standard
  - Facilitate many different usages with one standard (PDF) such as accessibility (PDF/UA), archive (PDF/a), and more.