October 22, 2010

ACROBAT X FEATURES SCANNING UPGRADES

Adobe has announced that latest version of its market leading Acrobat PDF application. Acrobat X (version 10), which should be shipping by mid-November, features a number of new features and enhancements, including improved document scanning functionality. "We've basically rebuilt the scanning and OCR engine," said Chris French, a senior product manager for Acrobat. "With Acrobat X, scanned files are, on average, 50% smaller than in Acrobat 9, with higher validity."

French explained to *DIR* how these improvements were achieved. "Acrobat X creates smaller and better-quality scanned PDF files as a result of improved scan optimization technology developed in-house [this includes automatic color and grayscale detection]," he said. "Acrobat X offers improved OCR accuracy as a result of improvements in the Acrobat code that interacts with the **I.R.I.S.** engine [first incorporated in Acrobat 8, see *DIR* 9/22/06], as well as improvements in the I.R.I.S. engine itself."

Other document management-related improvements in Acrobat X include integration with **Microsoft** SharePoint for viewing and editing PDF files, the ability to export PDF files (including PDF images) to both Word and Excel, and improved ability to create fillable electronic forms from scanned paper, existing PDF documents, Word documents, and Excel spreadsheets. Basic commenting functionality has also been introduced into the free Adobe Reader X.

Adobe has made additional enhancements

Where MPS Meets Document Imaging

"Managed print services (MPS)" is certainly the most popular buzzphrase in the digital copier/MFP space. With hardware sales estimated to be down as much as 20% in some places in 2009, it's understandable why MFP vendors would want to focus more on software and services surrounding their devices. In fact, the **Managed Print Services Association** (**MPSA**) recently estimated the MPS market to be worth $25 billion worldwide with projections to more than double by 2013.

The MPSA defines MPS as "the active management and optimization of document output devices and related business processes," and it seems most vendors feel this includes document imaging applications. "There are several levels of MPS," explained Joy Lipari, general manager of the enteprise print services practice for **Xerox Global Services**. "At the most basic level, you are looking at services like automating meter reading and supply replenishments. But, as you move up the food chain, you're looking more at worklfows and adding value through document capture and ECM."

The general consensus seems to be that the first wave of MPS adoption has been primariliy about saving money through improving print operations. "The first step is typically to take as much cost out of printing operations as possible," said Lipari. "But, the question is what do you do after that—as there are continued pressures to improve cost savings. This is when you begin to try and leverage an MFP hardware platform to drive value-added applications like imaging and workflow."

Last year, Xerox acquired multi-billion dollar BPO specialist **ACS** to help with these initiatives. ACS has long been a leader in document-imaging-centric BPO, including vertical-specific data capture. "Our customers recognize that Xerox has the experience to serve as an expert at managing their hardware and print services," said Lipari. "They also recognize ACS as a specialist in capture and workflow, one which has the expertise to

manage applications in these areas. We are working very closely with ACS to create linkages between our Xerox platforms and the vertical and horizontal applications they offer."

Lipari gave the example of **Ingersoll Rand**—a $13 billion manufacuring company that recently merged its BPO contract with ACS with its Xerox MPS contract. "One of the things that we love about the ACS acquisition is that it enhances our ability to deliver the type of comprehensive document solutions we've been talking about for several years," said Lipari. "This helps further differentiate from our competition."

Lipari acknowledged that MPS is still a fairly immature market, and that many of the early adopters are just starting to come back around to address the second-level of their implementations. "Yes, we've had a certain number of customers that have come to us right off the bat and told us they wanted workflow and ECM as part of their MPS solutions," she said. "But, we also have customers who are now just coming back and asking what else they can do."

Lipari added that being able to offer a variety of levels of MPS solutions is important to servicing the Xerox customer base. "We have some customers who might just be happy with basic MPS, like automatically montoring usage and making sure nothing breaks," she said. "Others might want to take out some costs, but don't care about imaging and worklfow.

"We have other customers that might want basic day-to-day scanning apps for creating electronic images rather than moving paper around. We have others that might want to add workflow and automation and even more on top, by leverging some of ACS' vertical and horizontal services. We have multiple customers in each bucket, and everyone doesn't want the same thing."

Capture: an MPS differentiator

As a software vendor, **Nuance** brings a different perspective to the MPS market than Xerox. According to Bill DeStefanis, Nuance's senior manager, MFP products, the Burlington, MA-based ISV's document imaging applications can enable MFP vendors and dealers to really differentiate themselves from the competition. "When it comes down to it, most MPS providers all have pretty much the same print optimization capabilities," he said. "It's hard for them to differentiate on print services.

"But document capture, on the other hand, isn't as mature. Not only has less been done in that area of combining MPS with imaging, there's a lot more that can be done. It's much easier for an MPS provider to differentiate around document capture applications and integration with business applications than through print services."

Nuance, of course, acquired eCopy a year ago [see _DIR_ 10/16/09], and in recent years eCopy has focused heavily on

leveraging capture from MFPs to launch business processes. "It's our belief that for vendors and dealers to maintain long-term relationships with their customers, they need to do more than drive down print costs," said DeStefanis. "Print optimization is done after a 12-18 month window.

"At the low-end, we can offer something as simple as improving paper routing through fax gateways and scan-to-e-mail. There is certainly demonstrable cost savings that can be achieved through routing paper electronically and not printing it. At the high-end, we can implement BPM and convert paper-based information into electronic business workflows. This includes applications in areas like invoice processing, HR on-boarding, and legal services."

According to DeStefanis, many end users are not aware of how capture can be integrated with MPS. "We talk with them about how features like authentication, authorization, accounting, and audit trails can be leveraged in document capture applications as well as MPS," he said. "Our software talks to most of the MFP vendors' MPS platforms and can report out to their tools."

Lipari said that this type of integration is key to the ultimate success of MPS implementations. "Monitoring and reporting starts with your enterprise print governance policy," she said. "An MPS platform should give users visibility to ensure that it's being followed correctly. This type of monitoring can crossover into other areas of document management.

"Too many companies put in workflow applications, for example, but do not keep track of them effectively. An MPS platform, integrated with an imaging system, could help users track how many scans are being done, where, and for what applications. This way a user knows if one department is capturing 100% of its documents related to a process and another is only capturing 50%."

End users coming around
DeStefanis added that many larger end users are realizing that document imaging can be an integral piece of a successful MPS implementation. "Larger customers are including very sophisticated document capture requirements in their MPS RFPs," he said. "These requirements include application authentication at the device, personalized workflows, scanning audit trails, etc. Our partners are asking Nuance to help answer these RFPs, and, of course, we're more than happy to help."

DeStefanis concluded that MPS is a very important

focus for Nuance, because it gives the ISV an opportunity to leverage the intimacy its MFP vendor and dealer partners have with their customers. "MPS is hot for a number of reasons," he said. "One is the evolution of MFP channels, especially as vendors have built out their professional services organizations, often through acquisitions.

"The commoditization of hardware has also played a role, which means software in areas like MPS and imaging have to be used to achieve differentiation. Finally, poor economic conditions have really been the tipping point. They are forcing organizations to look at ways to save costs through strategies like print optimization, and further down the line, capture and automated document processes."

For more information:
http://www.consulting.xerox.com/managed-print-services/enus.html; http://www.acs-inc.com/; http://www.ecopy.com/ http://documentimagingreport.blogspot.com/2010/10/mps-plus-enteprise-capture-emerging.html.

Ephesoft Launches Open Source Capture

Web-based, enterprise-level app for classification and extraction

It's no secret that the enterprise content management (ECM) market has felt the effect of the open source software movement. Companies like **Alfresco**, **KnowledgeTree**, and **Nuxeo** have all reported recent success in this area. According to AIIM's most recent *State of the ECM Industry* study, 6% of organizations using ECM utilize open source, with another 9% expecting to deploy open source software for ECM, WCM, or portal initiatives in the next two years. The survey added that 64% of organizations would consider using open source ECM in the future.

Based on this momentum, and the current convergence of ECM and capture technologies, it was probably just a matter of time before a document capture vendor jumped into the open source market. **Ephesoft** is the first one we are aware of. The Irvine, CA-based ISV was launched earlier this year and is offering an open source Web-based capture application that performs both automated classification and extraction.

"We felt there was a gap in the market for open source capture, and we are filling it," said Ike Kavas, CTO and co-founder of Ephesoft. "We're trying to do the exact same thing in the imaging market that Alfresco did in the ECM market five years ago. We realize that it's not just enough to have an open source business model, we also have to offer

advanced technology."

Prior to launching Ephesoft, Kavas spent seven years at **Kofax**, most recently as professional services manager. "We have a lot of experience in the capture market and know the industry—not just the technology, but the business side as well," Kavas told *DIR*. "We think our software can compete favorably against applications from vendors like **EMC Captiva**, **Kofax**, and **ReadSoft.**

"We have enterprise-class technology. Our core technology is based on very mature Java code, but we've also taken advantage of **Google'**s Web tools, which enable you to create very fast browser applications. Because our technology is designed to work in the browser, it's very fast in that type of environment."

Ephesoft actually offers two versions of its capture application. A Community Edition is available without any charges. The Enterprise Edition involves support and maintenance fees. "The Community Edition is targeted at users with no budget, and they can use it at their own risk," said Kavas. "The Enterprise Edition is designed to be run in a professional environment and is supported by our network of partners. It also comes with **Open Text** Document Technologies' OCR/ICR engine."

Ephesoft's Community Edition leverages Google's open source OCR, which has **HP's** Tesseract engine at its core. Google took over maintenance of this code in 2007 [*see DIR 4/20/07*], and coincidentally, this is the second story in two issues we have written about an ISV leveraging it [*see DIR 10/8/10*]. "The Open Text OCR offers advantages over the Google engine in areas like speed, accuracy and the availability of handprint recognition," said Kavas.

Kavas said that customers should expect the annual support and maintenance fees of an Ephesoft implementation to be similar to those associated with software from other enterprise-class capture vendors. "Basically, we eliminate the up-front software licensing fee," he said. "I want to stress that we are not a SaaS. Our customers download and run our software on their premises. But, we remove the risk of making a big investment in software.

"Our minimum maintenance contract is for one year, although three- and five-year options are available. It really depends on the customer's typical purchasing cycle. Also, there are no click charges

associated with our software. Pricing is based on the number of CPUs it is running on."

As is the case with most commercially marketed open source applications, users are free to make suggestions for changing the core code, but the final decisions ultimately rest with Ephesoft.

Kavas added that ease-of-use is paramount to Ephesoft's business model. "It's very important that the masses can use our software," he said. "You can't put a Community Edition out there that requires two weeks of training."

> **"We think the imaging market is finally crossing the chasm. As it does, interest in open source technology will continue to increase, and we want to be there to provide that piece."**
>
> **– Ike Kavas, Ephesoft**

Business ramping up

According to Kavas, this September there were 192 successful installations of Ephesoft's software. "Governments have really been spearheading the open source trend," he said.

Kavas gave examples of a couple production users of Ephesoft's capture. "One is a government agency using it in its mailroom, scanning for different county offices," he said. "The other is a manufacturing company that uses it for documents like contracts, invoices, and mail orders."

Ephesoft is currently developing a partner channel and recently agreed with **Kodak** to integrate Capture Pro as the scanning application on the front end. "We didn't feel a need to focus on the scanning portion of capture," said Kavas. "Kodak supports all kinds of scanners, as well as quality image processing. We also have a marketing agreement that will help introduce our software to Kodak's channel."

According to Michael P. Proulx, current product manager, software, for Kodak Document Imaging, "As an ISV partner, Ephesoft will receive sales and marketing support from Kodak; we will assist in creating a joint go-to-market strategy to position Kodak scanners and Capture Pro software as a front end to Ephesoft's advanced capture solution."

Kavas said to look for more Ephesoft partner announcements in the near future. "We expect to create some synergies with ECM vendors the way that Captiva and EMC and Datacap and IBM work together," he said.

Speaking of IBM, Kavas said that it was no coincidence that Ephesoft had a press release targeting users of FileNet ADR shortly after IBM's

acquisition of Datacap was announced. ADR is a capture product that IBM OEMs from Kofax, which is apparently going to be sunsetted in favor of Datacap's technology [see DIR 8/20/10]. "We just wanted users to know that they have alternatives," Kavas said. "Also, the IBM user community is generally accepting of open source technologies."

Kavas concluded that Ephesoft, which only launched its Enterprise Edition in July, is still ramping up. "We are signing up partners fairly rapidly," he said. "They are coming from a lot of different places. This includes SIs, VARs, Alfresco partners, old Captiva, AnyDoc, and Kofax partners…The bottom line is that we think the imaging market is finally crossing the chasm. As it does, interest in open source technology will continue to increase, and we want to be there to provide that piece."

For more information: http://www.ephesoft.com/; http://www.documentimagingreport.com/index.php?id=1956

Perceptive Launches OEM Version of Brainware Capture

Last year's partnership agreement between **Perceptive Software** and **Brainware** met a need for both companies. Perceptive, an imaging and workflow ISV that does more than half its business in the accounts payable (A/P) market, gained access to automatic data extraction technology for invoices. Brainware, an emerging leader in the data capture space, gained an important ally for penetrating the mid-market.

A year later, the companies have ratcheted up their agreement in an effort to further take advantage of their synergies. Perceptive recently announced it is offering a "white label" version of Brainware's technology, known as IntelliCapture. Whereas previously, Perceptive and Brainware had a joint-selling arrangement, IntelliCapture will now be sold and supported primarily by Perceptive.

"We've taken some of the core components of Brainware's Distiller application and integrated them into our own capture platform," said Chuck Kingston, A/P solutions manager for Perceptive. "While our customers seemed to like the Brainware solution, they didn't like the prospect of two support contracts and having to deal with two vendors.

"Over the last year, we landed less than a handful of deals together. Now that it is our sales staff, and we are able to be more aggressive with our pricing, we probably already have eight or nine deals cooking for IntelliCapture."

Historically, Brainware's focus, and its pricing, has been primarily targeted at Global 2000 organizations. In fact, Charles Kaplan, VP, marketing, for the Ashburn, VA-based ISV, told us that Brainware's average deal size runs over $1 million. "The OEM deal certainly allows Perceptive to be more aggressive in pricing our technology than we can be with our direct sales staff," said Kaplan. "This is important, because Perceptive typically calls on customers smaller than the ones we go after.

"That's why this partnership is so complementary. It helps us get into some new markets."

Kaplan added that the companies' technologies also make a nice fit, as ECM and capture technology, especially in the A/P market, continue to merge. "Perceptive's imaging and workflow is a necessary component of an A/P solution," he said. "But, as the market matures, the transactional capture that we offer creates a new level of efficiency. Perceptive recognized our technology as an important piece of a solution and is making a bet on the promise of what we can deliver."

According to Kingston, at least 75% of Perceptive's A/P customers are interested in utilizing OCR for automated data extraction. Prior to the release of IntelliCapture, Perceptive had been marketing its own technology for simpler header/footer capture from invoices and bringing in Brainware for more complex applications, including line-item capture. Now, Perceptive is offering two versions of IntelliCapture, both based on Brainware's technology.

"Brainware's extraction technology is so much more accurate than ours, it just made sense to bring it into our core offering," said Kingston. "Also, now, with IntelliCapture, if a user wants to upgrade from header/footer to line-item capture, it's a lot simpler."

Perceptive is offering IntelliCapture through a variety of pricing models. "This includes a traditional, perpetual software license model," said Kingston. "We also have a SaaS model and a hosted model in which the customer buys the software but we host it for them. Finally, we offer a SON (subscription on-premises) model, which is like SaaS, but the customer has the hardware."

Last year, Perceptive also signed a partnership with **OB10** to give its customers an option for receiving electronic invoices that can then be ingested into Perceptive's workflow application.

Oracle partnership progressing

The Perceptive deal is actually one of two significant white label/OEM deals Brainware has

been working on over the past year. Last fall, Brainware signed a deal with **Oracle**, which is reselling Brainware's invoice capture under the name Oracle Forms Recognition. Brainware recently showcased this application at Oracle OpenWorld in San Francisco.

"We saw a significant change in the dynamic of our reception at OpenWorld this year," said Kaplan. "We went from a peripheral player with people asking what we do, to people coming over and saying they have been told by their Oracle reps to come and see us. OpenWorld was a very successful show for us this year, and it was probably the largest presence we've ever had at an event.

"I'd characterize our Oracle relationship as still in the process of ramping up. However, from what I understand, there are a number of deals that have already been sold."

Driving large automation

Brainware has also been having considerable success on its own. "We are on track to double our sales from last year," Kaplan told *DIR*. "The third quarter was the best quarter in the history of the company."

Recent wins include big names like **NEC Europe**, **Mueller Industries**, **Lafarge,** and **RaboBank**. Healthcare organizations like **Cook Children's**, **Resurrection HealthCare**, **Gilead**, and **Gunderson Lutheran** have also purchased Distiller systems. Brainware has also worked with partners like **CSC** and **Dolphin** to install large invoice processing applications for third-party customers.

"Our deal sizes are growing as we do a better job understanding where our technology fits and how it can produce the best returns," said Kaplan. "It goes beyond just grabbing indexing fields. Distiller can be utilized to automate processes at a significant level, and this generates significant returns. Despite our fairly substantial transaction sizes, our customers routinely see an ROI within 12 months."

Kaplan said Brainware has been winning significant deals at the shared services operations of organizations in markets like manufacturing, financial services, energy, and the public sector. "Overall, there is a growing mandate to drive costs out of A/P," he said. "We also have a lot of momentum in the healthcare market. Healthcare organizations have a general mandate to cut administrative costs and put more money into patient care. As a result, they are starting to look at ways to aggressively drive some efficiencies. A/P is a good place to start. The **Mayo Clinic** is a customer of ours that has been very successful in this regard."

Kaplan added that Brainware's customers are certainly cognizant of the potential to add more capture applications to their platforms in the future. "In the healthcare market, it might be EOB processing," he said. "At other organizations, it could be other types of A/R processes, like processing orders, or managing contracts. The bottom line is that our customers don't want to have to go back and buy another capture system when they want to expand. This creates some great long-term opportunities for us."

Kaplan offered **Rabobank**, which is based in the Netherlands, as an example of a customer using Distiller for an application outside of invoice processing. "Rabobank is one of the 25 largest financial institutions in the world," he said. "They are using our software in a mailroom application to sort and index several million documents per year. So, while we're continuing to grow in the A/P market, we're also uncovering significant opportunities for other types of documents.

"In addition, we're seeing interest in areas like A/R, where there are wholesale lockbox opportunities that are extremely large. The number of keystrokes currently being used by financial organizations to process remittances is significant. As large as some of our current deals are, I'd say the potential for some of these remittance deals is even larger. There are some potential game changers out there in terms of the scale at which automated data capture technology could be deployed."

For more information: http://www.documentimagingreport.com/index.php?id=1963; http://www.brainware.com/docs/brainware-at-oracle-openworld-2010.php; http://www.oracle.com/us/products/middleware/content-management/forums-recognition/index.html.

SI Merges Doc and Check Imaging in New Capture App

Over the last year, we've written quite a few stories about the convergence of the market for processing accounts payable (A/P) and accounts receivable (A/R) transactions. Historically, A/P has been the realm of document imaging companies, while A/R has been addressed by specialized remittance/payment processing vendors. However, the adoption of Check 21 practices, which utilize check images for clearing payments, has better enabled businesses to address A/P and A/R needs with the same technology.

Red Eagle Consulting has become the latest vendor to combine traditional document imaging with payment processing. The Marietta, GA-based

systems integrator recently introduced a new software application—Red Eagle Automated Payment Processing (REAPP)—for capturing and posting payment information into A/R systems, while at the same time creating Check 21, or image cash letter (ICL), deposits for financial institutions.

"REAPP allows a client to scan both checks and non-checks (remittance stubs, correspondence, etc…) at the same time," said Kimberley Weatherford, a consultant at Red Eagle. "Because we keep the envelope contents together within REAPP, the operator posts payments and prepares the deposits in one process. This gives the operator an opportunity to immediately identify potential problems with a customer payment. In addition, REAPP processes TIFF images, so scanning can be completed on a standard document scanner rather than a specialized check scanner."

REAPP incorporates **A2iA's** CheckReader to extract data from checks. "Both the data and images (check and non-check) are presented to an operator," said Weatherford. "The bottom portion of the screen presents A/R information from the client's accounting system, allowing an operator to select the invoice to which a payment should be applied. At the end of the process, the system creates a Check 21 transaction, or ICL, for bank deposit, as well as the data to update other systems, such as accounting and ECM systems."

Red Eagle recently completed the rollout and expansion of REAPP for a large provider of benefit services. "The target market is business/corporate clients that are receiving a volume of payments in check form," said Weatherford. "We worked with customers in the design of REAPP, adding functionality to specifically address challenges they shared with us about their current systems.

"These include escalating bank fees, problems with the accuracy of data from lockbox services, problems with delays in deposits from lockbox services, duplication of effort when depositing checks with RDC [remote deposit capture] scanners and then routing copies to A/R for posting, continued trips to the bank to deposit legitimate checks that fail RDC scanning, and problems and expenses associated with specialized scanning equipment for RDC scanning."

Red Eagle is currently building a channel "targeting select VARs with experience in data capture and business automation." "On a related note, we have a basic ICL application that is bundled with an exporter for **Kofax** software," said Weatherford. "This application uses the same underlying technology as REAPP for the generation of Check

21/ICL files. It's targeted at customers who need to do check processing with the more robust features of Kofax KTM. It enables them to export a bank deposit at the end of their capture process."

For more information: http://www.a2ia.com; http://www.redeagleconsulting.com/

PDF/A Competence Center Upgrades N.A. Efforts

When PDF/A was approved as an ISO standard in 2005 [*see DIR* 7/22/05], it seemed like a no-brainer for widespread adoption in document management. At the time, we were grappling with the potential for obsolescence of electronic document file formats. While PDF/A does nothing to address hardware obsolescence, it does offer a way to ensure that if a file can be accessed from hardware, it can be read in perpetuity through a free reader—potentially eliminating the need for paper or microfilm back-up copies.

Curiously, even while PDF has continued to gain adoption, the uptake of the archiving version (PDF/A) has been somewhat slow, especially in North America. Duff Johnson, who has recently been appointed chair of the North American Chapter of the PDF/A Competence Center, hopes to change that. Johnson's day job is acting as CEO of **Appligent Document Solutions**, a software and services company that specializes in PDF.

"PDF has really emerged as the document format of the modern electronic world," Johnson told *DIR*. "It has become kind of a baseline—like the air you breathe, everybody expects it to be there. In 2008, when PDF became an ISO standard and **Adobe** released control of it, it ensured that PDF will be utilized far into the future.

"Because PDF is so widespread, however, moving forward with anything related to it can be ponderous. On the flip side, because PDF has such a large penetration, things that flow from it can potentially have a very large impact."

The PDF/A Competence Center was founded in 2005 as a forum for vendors to ensure the consistency of PDF/A implementations [*see DIR* 8/4/06]. To date, it has been primarily a European organization, led by German companies—and that is where the majority of adoption of PDF/A has occurred. However, in the last few months, the Competence Center has begun to internationalize its operations, including the launch of a North American Chapter.

"To date, we've seen adoption of PDF/A in Germany, France, Benelux, and Scandinavia, in markets like banking and government," said Johnson. "Adoption in North America has been a lot slower, but I expect that to change over the next 18 months. Part of that will have to do with the plans we are developing within the Competence Center."

Johnson conjectured that adoption of PDF/A has been somewhat slowed by the difficult economic conditions of the past two years. "Shortly after the standard came out, the economy went south," he said. "Also, PDF by itself is pretty reliable. Having difficulty reading PDFs is not an everyday problem."

"In some places, like government, adoption of PDF/A is inevitable. It's just a question of when. Also, as PDF/A tools continue to mature and are offered by more vendors, they are going to be hard to ignore. I'm waiting for a lawsuit related to an organization not maintaining its records in PDF/A and not being able to retrieve them. If that happens, we'll certainly see more adoption."

Meeting the market needs

The PDF/A Competence Center currently has about 100 members worldwide, including 20 North American members. Companies listed on the U.S. membership roll include Appligent, **AccuSoft Pegasus**, **Apago**, **Kofax**, and **LuraTech**. "Worldwide" members include Adobe, **ABBYY**, **Nuance**, and **Ricoh.** "At this time, the members are mostly vendors, but diversifying has been a subject that has come up at our planning meetings," said Johnson.

The Competence Center is also currently in the process of setting up localized Web sites. "So far, the direction of the Center has been focused on providing best practices for implementing PDF/A, but that type of approach doesn't work so well in North America," said Johnson. "We're looking to develop resources that can help people understand some of the benefits of PDF/A that they maybe don't realize.

"For example, PDF/A is as much of a quality indicator as an archiving standard. If you're a law firm, for example, don't you want to know that any electronic documents you are storing are going to be searchable in the future? PDF/A can ensure that there won't be any problems with font encoding.

"We'd also like to create some points of reference for users. For example, we'd like to help them understand who else in North America is adopting PDF/A and how they are implementing it. We will also expand on our Webinars and other educational services. Basically, we plan to be in the business of educating people on the value proposition of PDF/A."

For more information: http://www.pdfa.org/; http://www.appligent.com/

ACROBAT X, FROM PAGE 1

to the user interface, the ability to create PDF portfolios from mixed media types, the ability to standardize workflows, and Acrobat's on-line interaction with Acrobat.com

For more information:
http://www.businesswire.com/news/home/20101017005042/en/Adobe-Unveils-Acrobat-Solutions

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