



Transforming Documents to PDF

Many applications including statements, invoices, reports, bills, policies were originally designed for print. Print applications include legacy output in AFP, LCDS or Metacode format as well as non-legacy output in PostScript, PCL, Microsoft Word or RTF format.

Adobe Systems developed a proprietary, published Portable Document Format known as PDF. Based on PostScript format, PDF is a structured file format designed for document viewing and printing.

PDF has many uses. You can view PDF document. You can archive PDF documents for later use or you can convert PDF documents to other formats for printing on PostScript or PCL printers. You can print PDF documents on distributed printers or on high-speed printers and you can selectively reprint sections of PDF documents.

You would use PDF when you want to distribute documents electronically and when the fidelity as well as the color and typeface matching of your printed document is important to you.

To distribute documents on the web, you can use either HTML/XML or PDF. HTML/XML is excellent for linking users to PDFs and for optimized viewing of information. However, with HTML or XML, you have little control over document formatting and you cannot replicate your printed document with 100% fidelity. In addition, if you want to move your application to HTML/XML, extensive redesign is required with substantial work effort and cost. Alternatively, with PDF, you control formatting. You can replicate your printed document with 100% fidelity. In addition, there is no costly redesign required. PDF is excellent for optimized viewing of an entire document.

There are several versions of PDF. Adobe Acrobat is available in versions 3.0, 4.0, 5.0 and 6.0. There are optimized versions available for print, screen and press. There is a linearized option available where the first page time-to-screen is faster. PDF version can be encrypted for security purposes.

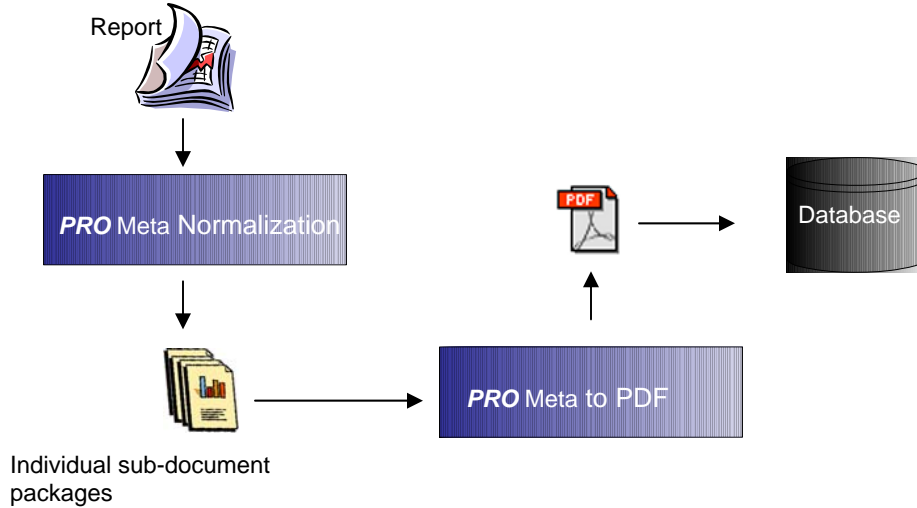
PDF has a number of unique features. PDF Browsers are available on many platforms. Protection is built-in so that users can't modify or print PDF documents. Digital signatures are allowed. There is interactive forms capability and scripts can be embedded.

"Good PDF" consists of scalable Type1 fonts which give the document a clean look, vector graphics where possible, bookmarks for easy navigation, full colour, small file size for quick downloads, a 1 to 1 match with paper documents, appropriate security for specific documents and support for all releases of Adobe Acrobat. "Good PDF" should not contain full-page images or private objects that require plug-ins.

There are several ways to create PDF documents. You can use either Adobe Acrobat Distiller or Adobe PDFWriter to transform PostScript documents to PDF or you can use transform software products, such as Crawford Technologies' **PRO** Meta to PDF to transform Xerox LCDS or Metacode to PDF or Crawford Technologies' **PRO** AFP to PDF to transform AFPDS to PDF. Using Crawford Technologies **PRO** products to transform print files to PDF, you can split or burst a large report file into individual recipient packages or you can index and store a large

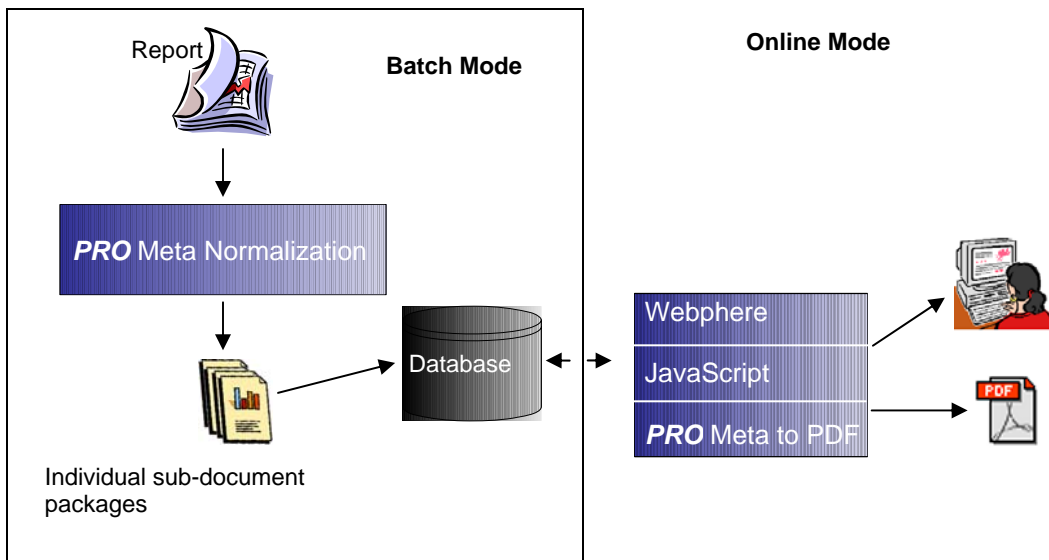
report file in a Database or Archive system. There are two processing models you can use to transform a large report file into PDF; Batch or Online.

Batch Mode



In Batch mode you process documents in a Lights-Out environment. You would use Batch mode to transform documents to PDF if the Batch window is long, if the CPU cost is low, if PDFs are small, if disk space is cheap and large, if contents are not changing, or if the hit rate is high.

Online Mode



In Online mode, you process documents dynamically. You would use Online mode to transform documents to PDF if the Batch window is short, if the CPU cost is high, if PDFs are large, if disk space is at a premium, if contents are dynamically changing, as is the case with marketing material or hyperlinks, or if only a small portion of the documents will be viewed.

When transforming documents to PDF, you want to get 100% fidelity. This is often accomplished by RIPing the pages into raster images. However, PDFs with fullpage raster images can create problems including a large file size, poor viewing quality, poor performance and a lack of text searching capability.

The best way to transform documents to PDF in order to achieve "Good PDF" is by using object transforms. With object transforms, text is transformed to text, images are transformed to images, shading is transformed to gray scale and lines are transformed to rules. PDF documents are optimized for viewing and desktop printing by using Acrobat fonts for viewing quality thereby intelligently dealing with font differences and minimizing the use of raster images. In addition, searching capability is provided.

There are many critical success factors when transforming documents to PDF:

- Superior image fidelity is critical.
- Legacy fonts should be easily mapped to standard PDF fonts. Fonts should be mapped to either standard base Acrobat fonts or embedded Type 1 fonts for a clean look.
- Shading patterns should be transformed to gray scale for the best possible appearance on the screen.
- Encryption and/or security should be appropriate for each document.
- Any data in the print file should be able to be used as a Bookmark and automatically organized into multiple levels, for easy navigation. Index rules should be set up, allowing indexing on multiple criteria, such as Customer Name and Account Number.
- High quality full color overlays, or watermarks should be merged into PDF files during the transform process.
- Duplex and blank pages should be taken into consideration. Normally users do not want to scroll through blank pages.
- All PDF resources should be compressed to keep file size small for quick downloads.
- Quick transform speed is critical for allowing web server-based on-demand transformation.

In addition to the above critical success factors, related processes should include indexing capability, storage capability so that PDF documents can be stored in Document Management Systems, COLD Systems, Report Management Systems or Databases, retrieval capability, distribution capability so that PDF document can be distributed via the Web, Intranet, email or CDROM, registration capability and audit capability.

When transforming documents to PDF, Crawford Technologies provides "Good PDF" that incorporates all of the critical success factors and related processes. Our transforms run on all computing platforms and are optimized for high performance so you can have the choice of Batch or Online conversions.

For more information, please visit our web site, www.crawfordtech.com.



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