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Use this guide to help you identify which Adobe Acrobat product is right for each of your customers.

**Adobe Acrobat 6.0 Professional** is the most robust product in the Acrobat family line, offering the broadest range of features and functionality. In most cases, Acrobat 6.0 Professional is the product you should introduce first, and it is the ideal upgrade product for the current Adobe Acrobat customer. It allows business, engineering, and creative professionals to have advanced control over PDF document creation, exchange, review, and output.

#### Now business professionals can:

- Convert any paper or electronic document to a secure and reliable Adobe PDF file with one button click from Microsoft Office and, for Windows® users, from Internet Explorer, Microsoft Project, and Microsoft Visio
- Create interactive electronic forms
- Manage document reviews with the most powerful set of intuitive electronic tools offered in the Acrobat family

#### Now engineers can:

- Create Adobe PDF files with the click of a button from AutoCAD, Microsoft Visio, and Microsoft Project
- Preserve layers in Adobe PDF files created from AutoCAD and Microsoft Visio
- View, navigate, and output large-format drawings and documents

#### Now creative professionals can:

- Easily examine Adobe PDF documents to ensure correct output, including PDF/X compliance and PostScript® level compatibility
- Preview color separations as well as transparency flattening
- Print composite output for high-quality proofs, save composite EPS files, or create host-based in-RIP separations

**Adobe Acrobat 6.0 Standard** meets the needs of business users who do not require the full functionality of the Professional product, but are interested in creating secure and reliable Adobe PDF files and streamlining their document review and exchange.

#### With Adobe Acrobat 6.0 Standard, your customers can:

- Create Adobe PDF files with one button click from Microsoft Office and Internet Explorer
- Combine multiple documents into a compact Adobe PDF file in a single step in Windows
- Manage document reviews with intuitive electronic tools

**Adobe Acrobat Elements** enables enterprises to extend the value of their Microsoft Office investment by standardizing on Adobe PDF for document distribution. Using Adobe Acrobat Elements, users can convert documents to Adobe PDF with one-button ease. Adobe Acrobat Elements, which is available in minimum 1,000-seat license quantities, is targeted at IS and IT professionals and managers. Acrobat Elements should be sold as part of the Acrobat product family—accompanied by licenses of Acrobat 6.0 Professional or Standard.



# More reasons to sell Adobe Acrobat

Adobe Acrobat software is the ideal complement to your customers' everyday hardware and software tools. Whether you're selling systems, peripherals, or software, let your customers know that Adobe Acrobat integrates tightly with all of these tools.

## Scanners

Using Acrobat 6.0 Professional or Standard, business and creative professionals can scan their paper documents directly into searchable Adobe PDF files. The compact Adobe PDF files may then be e-mailed or efficiently archived and quickly retrieved.

## Digital cameras

Newsletters, calendars, greeting cards, and more are designed to show off digital photos. These photo-rich documents can be saved as compact Adobe PDF files for sending to friends and family. Using free Adobe Reader software, anyone can open Adobe PDF files and view them just as the sender intended, regardless of hardware and software.

## Microsoft Office

Your customers can easily convert documents from Word, Excel, PowerPoint, Project, and other applications to Adobe PDF files, which can be reliably exchanged with their colleagues, customers, and business partners. No one has time to waste on faxing, overnight mail, or e-mailing multiple files. Your customers must be able to quickly and reliably open, review, and approve documents electronically.

Adobe Acrobat lets anyone create Adobe PDF files with the click of a button from within Microsoft Office applications and e-mail them to reviewers, who will be able to open and view them with fonts, photos, and graphics intact. Using Adobe Acrobat 6.0 Professional or Standard, customers can even easily combine documents from multiple applications—a spreadsheet in Excel and a contract in Word, for example—into one Adobe PDF file in a single dialog box. And after they receive feedback, customers can automatically incorporate changes into Word 2002.

## CAD software

Adobe Acrobat 6.0 Professional makes it easy for engineering professionals to reliably exchange drawings, specifications, and other business-critical documents. It offers one-button Adobe PDF creation from AutoCAD, Microsoft Visio, and Microsoft Project for Windows, and it even preserves document layers in Adobe PDF files created from AutoCAD and Microsoft Visio. Adobe Acrobat 6.0 Professional also supports standard large-format document sizes, such as ARCH, ISO, JIS, and ANSI, and includes enhanced tools such as a Loupe tool and pan and zoom that make it easier to work with technical drawings.

## Graphics software

Creative professionals can now take advantage of the integration between Adobe Acrobat 6.0 Professional and Adobe's professional graphics applications. Users can easily export their files to Adobe PDF from any application, including Adobe Photoshop®, Adobe Illustrator®, and Adobe InDesign®. When designs are approved, your customers can then use Adobe Acrobat 6.0 Professional to preflight final files for print production and check for PDF/X compliance.

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