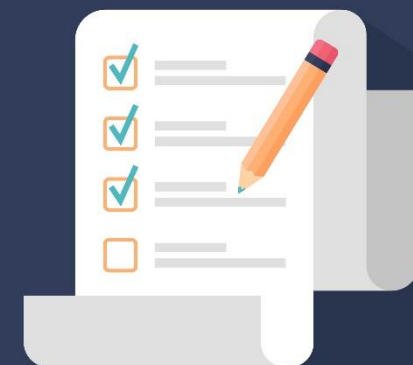


# BEST PRACTICES

## FOR THE OPTIMAL PDF DOCUMENT



# Meet the Presenter

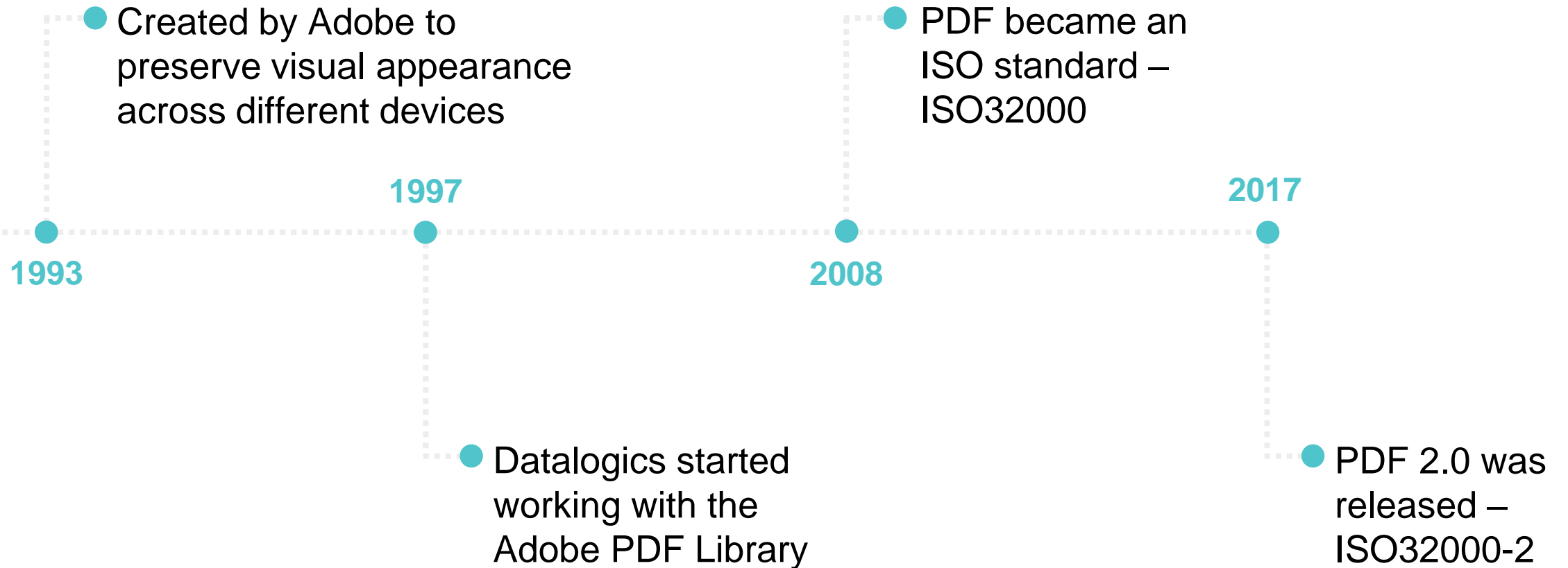


**Vel Genov**

Senior Product Manager Adobe PDF Library  
*Datalogics*



# PDF – A Brief History



# How to Get Optimal PDF Documents

1

## Understand your users

Start off by fully understanding user's needs and how they will interact with your PDFs

2

## Look under the “hood”

There is a lot more to PDFs than you can see

3

## Make your users happy

Always ensure that your users have a positive and consistent experience

4

## Avoid PDF potholes

Commonly overlooked PDF issues



1

# Understand Your Users



# Who Uses Your Documents?

## Three main types of audience members



# Focus on How Your End Users are Using PDFs



Annual or  
Financial Reports



User Specific  
Statements



Downloadable Content  
for Viewing/Reading



Internal Print/Document  
Management Workflows

## Examples of typical users and use cases

- **End user consumption** (*viewing reports, white papers, statements*)
- **Document collaboration and editing** (*within document management systems*)
- **Business/industry specific workflows** (*pre-print processing, automated forms processing*)
- **Long-term document preservation/storage** (*PDF/A*)
- **Ensuring that PDF files are accessible** (*for the visually impaired e.g. PDF/UA*)
- **Print specific workflows** (*PDF/X*)



# Recommendations for Print Document Users

- **Correct color profiles**
- **High resolution images**
- **No tagging, bookmarks, etc.**
- **Vector graphics can produce high quality images**  
– *this will slow down processing*
- **No transparency**





# Recommendations for End-User Documents

- **Think about your file size**
- **Low image resolution**
  - *depending on your goals*
- **Sub-set or un-embed fonts**
  - *un-embed only common fonts!*
- **Tagging to enable accessibility**
- **Aim to improve viewing consistency across platforms**



# What is Accessibility?

## Making PDF more accessible to people with disabilities

- **PDFs are not accessible by default**
- **Make sure to tag documents before distributing them to end users**
- **If converting documents from Microsoft Word, turn on tagging prior to distribution**
- **Run documents through Acrobat to auto tag**
- **Avoid using color changes to convey important information**



2

# Look Under the “Hood”



# There is More to PDFs Than You Think

Every PDF file encapsulates a complete description of a fixed-layout flat document, including:



- Text
- Fonts
- Vector Graphics
- Raster Images
- +More



3

# Make Your Users Happy



# Ensure PDFs are Viewed as Intended

Provide for a positive overall experience for your users

Accurate rendering  
(color, fonts,  
images showing  
up correctly)

PDF ISO Standard  
3200-1: 2008

Choose a trusted  
partner and use  
industry-leading  
tools when editing,  
assembling and  
optimizing PDF files



4

# Avoid PDF Potholes



# Address Commonly Overlooked PDF Issues



**Unsupported image types**



**Transparency processing inconsistencies**



**Font challenges**



**Color variations**



**Overprint issues**



**Annotation appearance differences**





# How the Adobe PDF Library Can Help



Unsupported  
image types

**APDFL can process  
16-bit images and  
JPEG 2000**



Transparency  
processing  
inconsistencies

**APDFL can process all  
transparency types**



Font challenges

**Adobe Font Engine**



Color variations

**Adobe Color Engine**



Overprint issues

**Turn overprint  
rendering on or off**



Annotation  
appearance  
differences

**Generate appearances  
for the common  
annotation types**



# Common Uses of APDFL

## Document Reproduction

- Rendering
- Printing

## Document Modification

- Content extraction
- Content insertion/removal
- Document merging and re-organization
- Document optimization
- Pre-print scenarios – color correction, flattening, font adjustments
- Document conversion – PDF/A, PDF/X



# Questions?

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**Contact Vel Genov**  
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