



# Check Your PDF:

The Importance of Evaluating Your Documents



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# Meet the Presenter

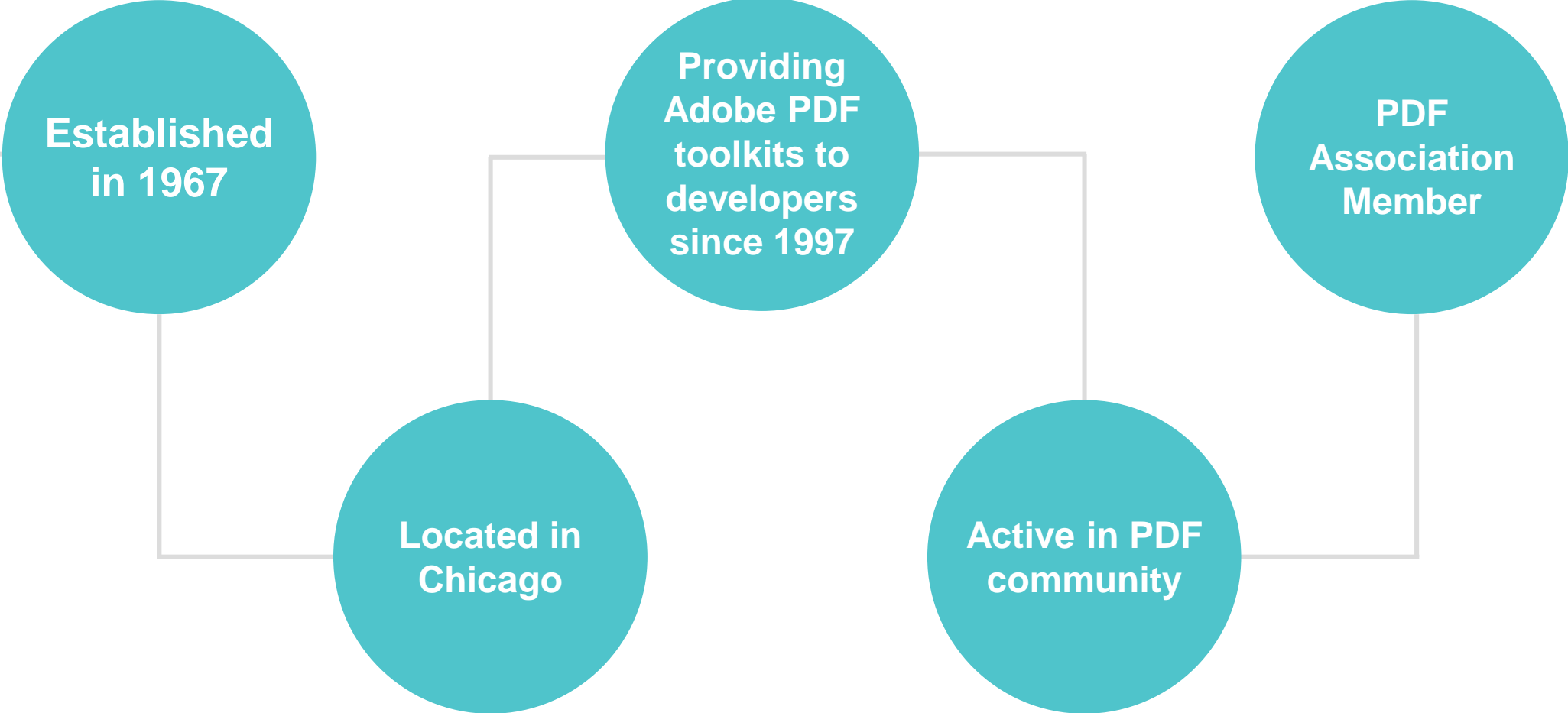


**Vel Genov**

Senior Product Manager PDF Product Line  
Datalogics, Inc.



# Datalogics: Who We Are



# The PDF Format



## The PDF file format is:

Vast

Feature rich

Open format



## Hundreds of different PDF processors

Implemented from scratch

In different languages

Results may vary





# **“Technically Valid” PDFs May Appear Different**



# Most Common Discrepancies



**Unsupported image types**



**Transparency processing inconsistencies**



**Font challenges**



**Color variations**



**Overprint issues**



**Annotation appearance differences**





# Commonly Unsupported Image Types



## 16 bit images

Often used for their wide color gamut



## JBIG2

Lossless compression for bi-level images



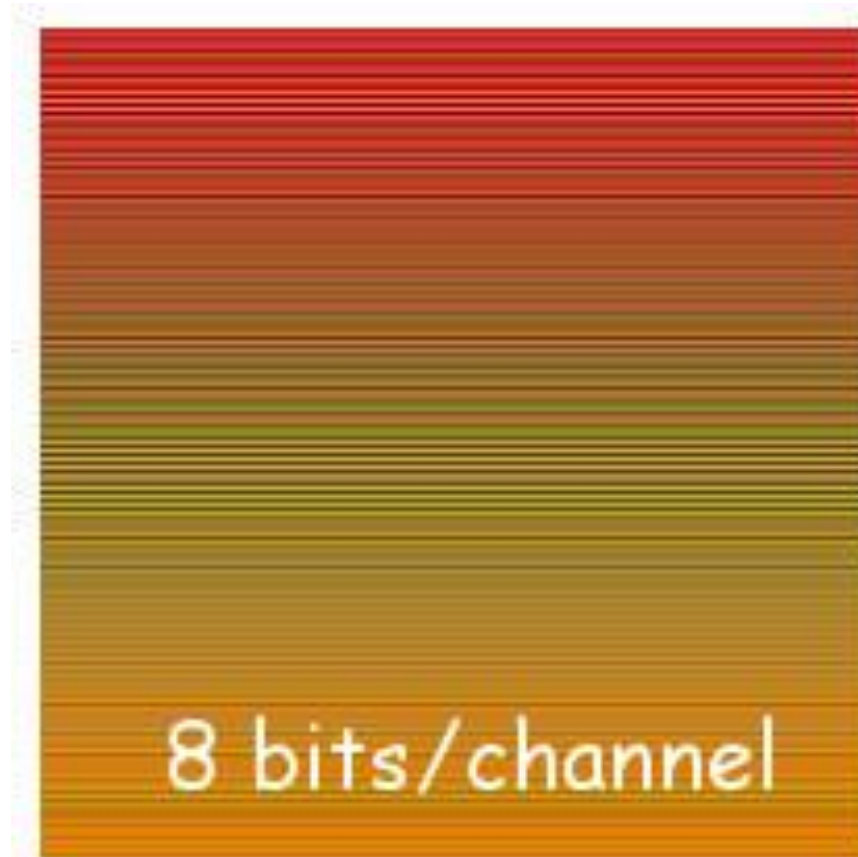
## JPEG2000

A successor to JPEG



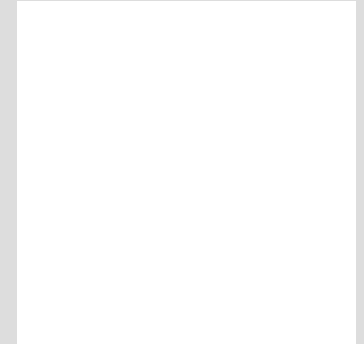
# 16 bit images

- A wider color gamut
- 65,536 tonal values vs. 256 in 8 bit
- Commonly used in photography when shooting “RAW”
- Image showing bits



# Potential Problems

## ORIGINAL



# Font Challenges

**Embedded fonts**

**Fonts not  
embedded  
properly**

**Missing fonts**

**Wrong  
characters  
in fonts**

**Different  
versions of  
a font**

**Same fonts  
with different  
names**

**Font licensing**

**File size due  
to excess fonts**



# Font Substitution

**When a font is not embedded, it's up to the PDF processor to find a substitute font**

*The results can sometimes look like this:*

**Does this text look ok to you?**



# What Went Wrong Here?



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**PDF CHECKER CAN  
DETECT THESE PROBLEMS**

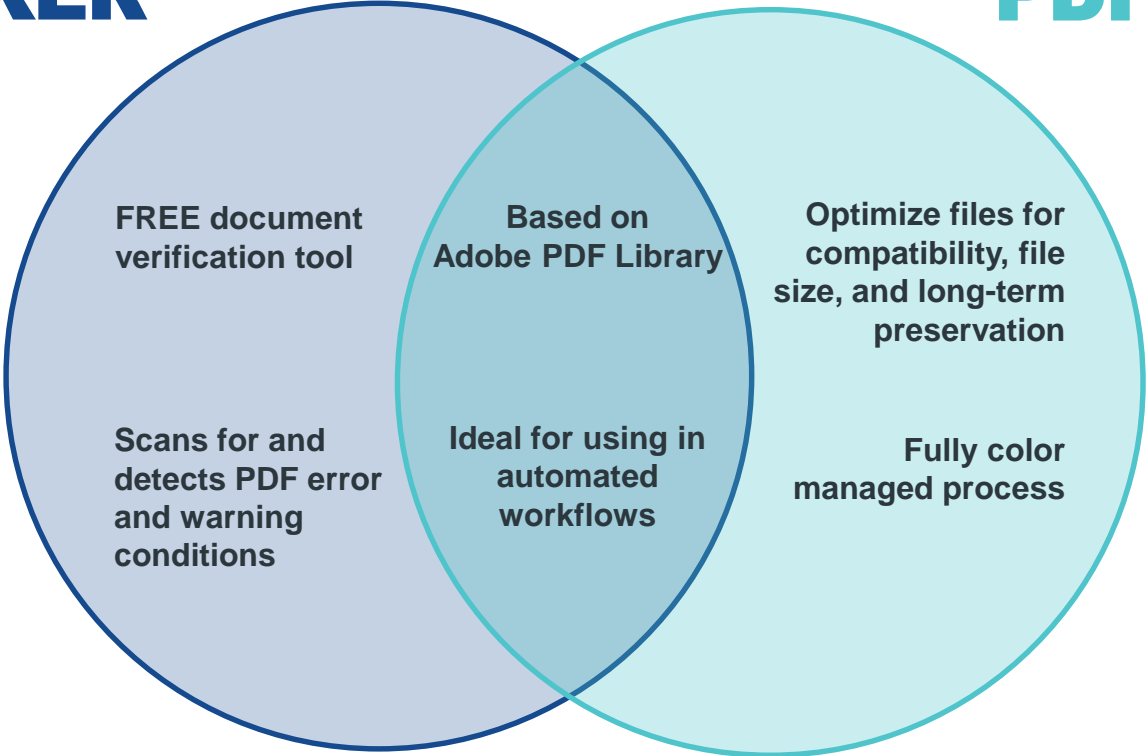
**BEFORE**

**THEY IMPACT  
YOUR WORKFLOW**

# Tools Used



## PDF CHECKER



## PDF OPTIMIZER





# How to Avoid Costly Mistakes

- **Know the shortcomings of your tools**
- **Screen files**
  - *When they first enter your workflow*
  - *When they exit your workflow*
- **Convert files for maximum compatibility**



# Thank You!

Vel Genov

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