

PDF Test Suite – Document 48a
Large Documents
Filename: Test File 48a – 100pp.doc

Adobe Systems Incorporated

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History of Innovation

Adobe founders Chuck Geschke and John Warnock shared a vision for publishing and graphic arts that would forever change how people create and engage with information. The two men met in the late 1970s while working at the renowned Xerox Palo Alto Research Center (PARC), where they researched device-independent graphic systems and printing. Excited by the potential of their work to reshape computing, Geschke and Warnock eventually realized that the only way to take their ideas from the lab to the burgeoning technology market would be to create their own company. In 1982, they founded Adobe Systems Incorporated on a simple premise: how could text and images on a computer screen translate beautifully and accurately into print? A year later, they helped launch the desktop publishing revolution by introducing Adobe(r) PostScript(r) technology, providing a radical new approach to printing text and images on paper. For the first time, a computer file could be printed exactly as it appeared on screen, with all formatting, graphics and fonts intact. Adobe PostScript was licensed to printer manufacturers worldwide and delivered unprecedented cost savings and productivity enhancements. It continues to be a core technology on printers today.

Setting Industry Standards

Building on its success with PostScript technology, Adobe expanded into desktop software applications with Adobe Illustrator(r) and Adobe Photoshop(r) software-and the design industry was never the same. These groundbreaking applications redefined the quality and complexity of images that could be created for print, and later extended those benefits to content created for video, film, web, and alternative computing devices. Adobe InDesign(r) software followed, shaking up the page layout market and enabling household-name magazines, newspapers, and corporate brands to adopt modern, integrated publishing workflows. Furthering its vision to reinvent and improve computing, Adobe released Adobe Acrobat(r) software and the Adobe Portable Document Format (PDF), combining its expertise in desktop software with its roots in PostScript printing. Acrobat and PDF revolutionized collaboration and information sharing by enabling people around the world to deliver digital documents exactly as intended across computing platforms and applications-much as PostScript had done on paper. Acrobat achieved quick success, and today PDF is the de facto

standard for governments and businesses everywhere sharing documents across the web, corporate intranets, and e-mail.

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- **Knowledge Workers and Enterprises:** Businesses and government organizations use Adobe desktop and server-based solutions to improve productivity, collaboration, and business processes inside and outside the organization.
- **Creatives and Designers:** With Adobe solutions, designers, publishers, photographers, and videographers are making brands and products stand out in crowded markets by designing compelling content for delivery in print, online, for video, and on mobile devices.
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- **High-end Consumers:** A wide variety of enthusiasts use Adobe's popular solutions to develop, enhance, and deliver images and content in print and across a variety of digital devices.
- **Partners and Developers:** The Adobe Engagement Platform enables developers, systems integrators, and software manufacturers to build dynamic applications that address business demand for improved interaction with information.

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Adobe revolutionizes how the world engages with ideas and information. For more than two decades, the company's award-winning software and technologies have redefined business, entertainment, and personal communications by setting new standards for producing and delivering content that engages people virtually anywhere at anytime. From rich images in print, video, and film to dynamic digital content for a variety of media, the impact of Adobe solutions is evident across industries and felt by anyone who creates, views, and interacts with information. With a reputation for excellence and a portfolio of many of the most respected and recognizable software brands, Adobe is one of the world's largest and most diversified software companies.

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