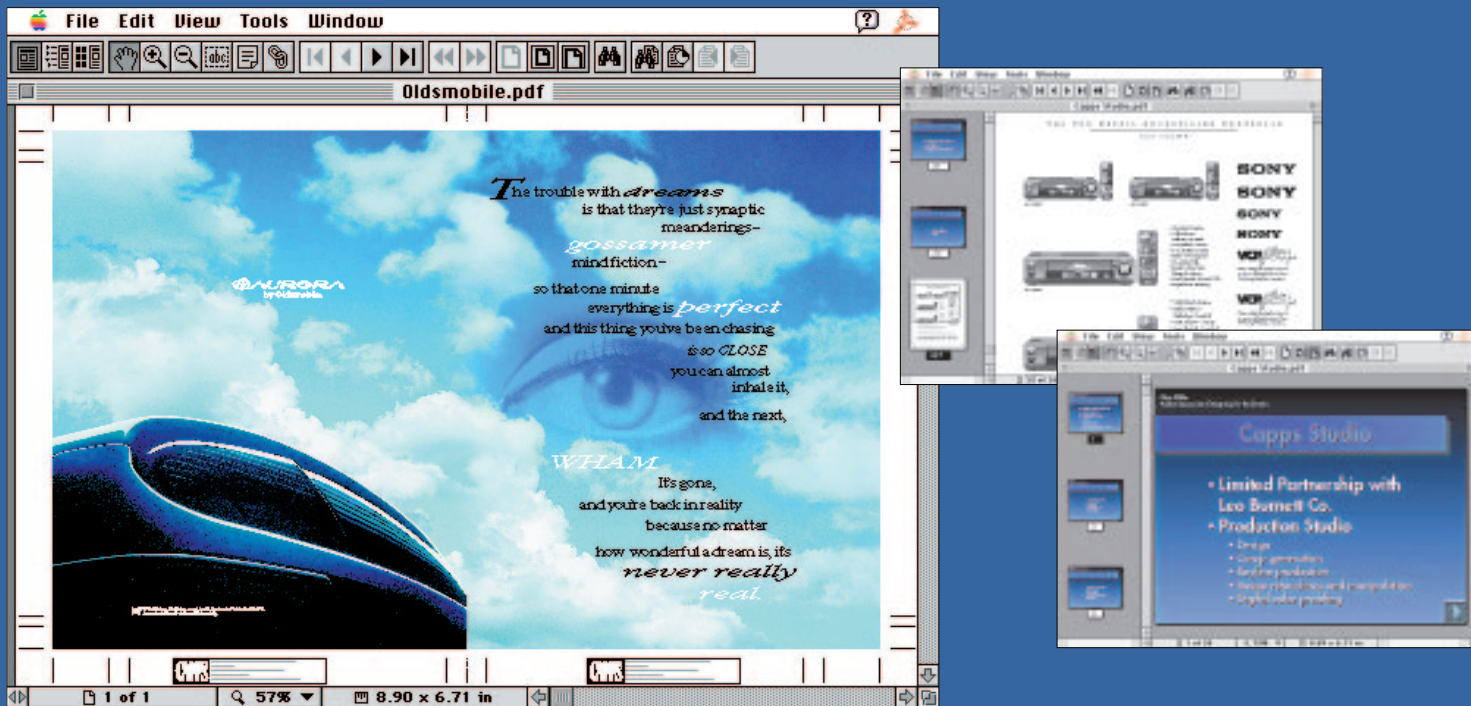


Adobe™ Acrobat™



Capps Studio Ltd.



Chris Miller, director of Macintosh computing, Capps Studio.

Production Studio Serves Clients Like Never Before, Thanks to Adobe Acrobat

When Capps Studio Ltd. looked into supplementing its clients' traditional review process with an electronic one, it evaluated many different options. After in-depth testing, Capps chose Adobe Acrobat Software to make it happen.

Capps Studio, based in Chicago, is a limited partner of the Leo Burnett Co. advertising agency and provides services for clients including Kellogg, Kraft, Nintendo, Oldsmobile, Phillip Morris, Reebok, Sony and United Airlines. Chris Miller, director of Macintosh® computing for Capps, expects the new process to reduce the time

and money needed to bring an ad from concept to print.

"Using Acrobat software, savings can be passed on to our clients without sacrificing image quality," says Miller. "Portable Document Format files preserve the quality of the image perfectly. So what clients see now is the same quality they saw before with hard copy proofs, plus electronic proofs can cost a lot less to distribute."

Improved Time to Market

As Capps evaluated remote electronic proofing it saw the potential for saving



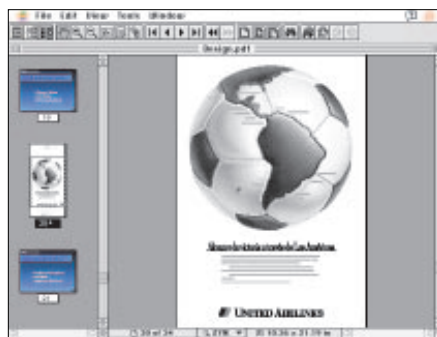
time, for example, by sending files in Portable Document Format (PDF) to clients for comment instead of relying on faxes and hard copy sent by overnight mail. This streamlined approach cut hours and sometimes days from the proofing process by eliminating the need for couriers, express mail, stat production and other time-consuming steps.

In addition, the size of PDF files allow them to be more efficiently transmitted electronically. "PDF files are typically 50 percent smaller than the files created with a document communication program we tried previously," says Miller. "This means files can be transmitted much faster, and thus are less costly than traditional or other electronic means."

According to Miller, Acrobat software ensures that the quality of the electronic proofs are as good as the originals. "Ad clients are accustomed to seeing hard copy proofs that look exactly like the finished product. With the other program, clients complained about the proof quality." When Capps started using Acrobat software, clients were favorably impressed with the image quality of the electronic PDF proofs, which appear exactly as they did on the artist's computer.

More Effective Communication

The new electronic review process will improve communication between Capps and its clients. Acrobat software let the agency go digital without the worry of platform compatibility issues. To design and create ads, the studio uses Apple® Macintosh computers, a wide array of sophisticated drawing and layout programs, and a large library of fonts. Many of Capps' clients have Macintosh computers, but many also have PCs that run DOS or Windows™. Using Acrobat, Capps sends proofs as PDF files that can be viewed



PDF of United Airlines advertisement.

by clients regardless of the type of computer or software they are using.

In addition, clients can comment on the work without actually changing the original, giving the agency more control over the editing process. Acrobat software also helps clients consolidate comments they have made to an ad, and helps Capps to keep track of which member of the client team made each comment and then prioritize changes accordingly.

"We used to spend two days making one change to an ad," says Miller. "With Adobe Acrobat, we can make two changes in one day. Acrobat allows us to provide a faster time to market, and this can give our clients a competitive edge."

Electronic Advertisement Delivery

Capps creates ad slicks and clip art in PDF files for Oldsmobile dealers. Previously, the agency sent stats to dealers, which then created ads by manually cutting and pasting the necessary elements. Now dealers use Acrobat to open and print PDF files of the ads they need. In the future, dealers will be able to make simple edits to the PDF files using Adobe Illustrator™ 5.5 for the Macintosh.

"Using the program's ability to edit PDF files, dealers can change prices or make other small edits," says Miller, "while still maintaining the integrity of corporate logos and colors. This saves dealers money, because

they don't have to reinvent the wheel every time. And it gives clients peace of mind, knowing that the corporate look and feel will be preserved."

Keeping Track of Ads

Miller says clients frequently need copies of ads for company presentations and other occasions. Currently, Capps archives all jobs in their native file formats, but with the edit and search features in Acrobat the company may change that. With Acrobat software, Capps doesn't have to worry about which font, application or software version was used to create the document in order to open, view and modify it later.

"Keeping track of ads would be easier with Acrobat, because we could do a search using several different fields and keywords," says Miller. "Acrobat allows us to look up a PDF file of an ad using the art director's name, the creation date or other criteria, rather than requiring an exact job number."

"The search capabilities of Acrobat are great. Clients expect fast turnaround and quick retrieval of copy. Acrobat helps us meet and exceed those expectations. Using Acrobat our clients' ads are first to market and this definitely helps give them a leg up on the competition."

Capps Studio Systems at-a-Glance

Hardware

Power Macintosh™
Macintosh Quadra®
Macintosh IIx
Macintosh IIci
Macintosh IIsi
Macintosh PowerBook®
Macintosh PowerBook Duo™

Software

Acrobat Distiller™
Acrobat Exchange
Acrobat Reader
Adobe Dimensions™
Adobe Illustrator
Adobe Photoshop™
Adobe Streamline™
Aldus® FreeHand®
QuarkXPress®

Adobe Systems Incorporated
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The Netherlands

Adobe Systems Japan
Swiss Bank House, 4-1-8 Toranomon, Minato-ku
Tokyo 105 Japan

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