Adobe™ Acrobat™

Intel Corporation

Intel Embraces Adobe Acrobat Software for More Cost-Effective, Efficient Electronic Communications

In support of Intel's vision that the PC is rapidly becoming the center of communications, the company is using electronic means to distribute and access information. Increasingly, Intel uses Adobe Acrobat software to distribute documents electronically, disseminating information to a wider range of individuals more quickly and cost effectively than it can with printed material.

"The combination of the new capabilities of Adobe Acrobat software and the ability to broadly distribute Acrobat Reader are a major step in freeing the computer industry from the ASCII jungle," says Clif Purkiser, manager of Intel Business Marketing Programs. "The ability to universally distribute graphically rich electronic documents, coupled with widespread availability of high-performance Pentium™ processor-based computers, will help make the PC the centerpiece of the information superhighway."

Intel is a leading supplier of microcomputer components and modules. The company introduced the world's first microprocessor, a development that changed not only the future of the company but also much of the industrial world. Intel's mission is to supply the electronic building blocks for the new computer and communications industry.

Adobe Acrobat software is being adopted in several areas at Intel. For example, the advertising department has chosen the Acrobat family of products to save time and money producing ads, and it is publishing these ads as Portable Document Format (PDF) files on-line, enabling them to reach new audiences. "Adobe Acrobat software has made it possible for Intel to develop, review, produce and deliver ads to a wider audience at a lower cost with all of the rich, compelling, graphical information intact," says Purkiser. In addition, Intel is beginning to convert literature fulfillment to PDF, and the technical documentation department is starting a pilot program to convert technical documentation to PDF as a more effective means of electronic distribution.

Streamlining Advertising Production

Intel uses Acrobat software to save time and money in developing its *Technology Briefings* advertisements. Its Salt Lake City-based advertising agency develops the monthly four-page educational documents that appear in *BYTE, InfoWorld, PC Magazine* and *PC Week,* covering the Pentium processor, the PCI local bus and other topics.

Previously, the agency could only work up to midday prior to the day a proof or concept was due. The agency printed the proof— usually taking several hours depending on the complexity—and sent it to Intel in California by overnight mail or courier services. The agency and Intel then arranged a teleconference to review the materials. Waiting to print proofs and relying on overnight mail and courier services reduced the agency's valuable production time.

With Acrobat software, the agency converts ad proofs to PDF files, preserving the *Technology Briefings*' information-intensive visuals. PDF files are e-mailed to Intel's Windows™ based PCs for point-by-point review on-screen via video conference. Says Purkiser, "Using Acrobat, we eliminate
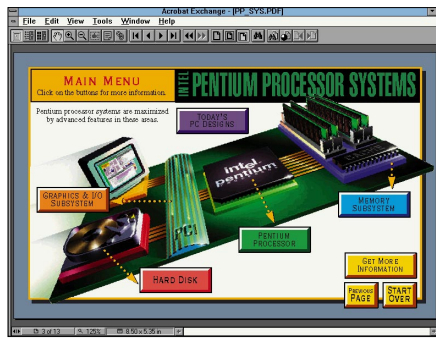
A PDF file of the Pentium processor *Technology Briefing* has point-and-click buttons for easily accessing more information.

the considerable time and expense of express mail services, leaving the agency more time to devote to creation. Acrobat software enables this new process, preserving document fidelity perfectly and freeing us from the worry of having different computer platforms and applications."

On-line Distribution of Ads, Fulfillment Literature and Technical Documentation

As a way to cost effectively reach new audiences, the company has taken these traditional 8.5" x 11" briefings and redesigned them for on-line viewing on America Online℠ and CompuServe®. Says Purkiser, "Intel chose the Acrobat family of products for several reasons. Acrobat software's linking capabilities let us easily create compelling interactive documents. Adobe's PDF is extremely flexible and can describe the content and appearance of documents created with virtually any application. The broad distribution of Acrobat Reader means that we can reach any audience. In addition, Acrobat compresses documents extremely well, saving our customers time and money in downloading documents." In one case, Intel converted a 5.8 MB file into a 567K PDF file.

"Acrobat is the key to effective on-line advertising, letting us create information-rich ads that really educate the consumer," says

a designer at Intel's agency. "Creating 'hot links' using Acrobat makes ads more interesting and better controls the flow of information to the consumer. The ability to open PDF files in full-screen mode as stand-alone files lets us make a more aesthetic electronic presentation and gives us more design control. Acrobat does a great job of facilitating on-line advertising."

Says Purkiser, "In addition to *Technology Briefings*, we are planning to make a wide variety of documentation available electronically, including fulfillment literature. This will be more convenient for our customers and will significantly reduce costs." Ninety percent of the *Technology Briefings* have corresponding fulfillment materials, such as white papers, that Intel is converting to PDF for on-line distribution.

Distributing advertising and fulfillment materials using Acrobat software is one small part of Intel's plan for using Acrobat. Intel's technical documentation department has initiated a pilot program to distribute its technical manuals in PDF on the Internet worldwide network using Adobe Acrobat software. Intel's goal for the pilot program is to serve its developer community and technical customers better by providing more accessible information that can be searched quickly and conveniently.

"Intel is moving ahead very quickly with several programs involving Acrobat," says Purkiser. "Now, all of the necessary technologies are available to help Intel make visually rich, cost-effective electronic communications with its customers, vendors and developers a reality."

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