

Certiably Easy

Enfocus's new CertifiedPDF Web service brings consistency and reliability to intercompany PDF workflows. And it's free.

Structured and, ideally, automated methods of communication, and the interaction between industry organizations, are key to successfully addressing the problems publishers face in reliably delivering printable PDF files.

It is clear that consistency and reliability in PDF documents can be achieved when all parties involved in PDF workflow transactions create their PDF documents using approved settings from identical PDF profiles, to verify document printability.

Enfocus Software's solution to the problem of exchanging reliable PDF documents began with the 2002 introduction of the company's *Certified PDF Workflow* technology. That offering streamlined PDF workflows by tracking authors and versions, and maintaining consistency between final production files and original application files.

Now the company has taken this approach one step further with the recent introduction of *CertifiedPDF.net*, an easy to use, yet deeply featured online resource for PDF specifications and related content.

At the site, located at www.CERTIFIEDPDF.NET, graphic designers can subscribe, at no charge, to various industry-standard PDF specifications. These include PDF Profiles, Adobe Acrobat Distiller settings, Action Lists, InDesign Print Styles, and so on.

All of the profiles are published by industry associations, printers, publishers, or other contributing members. Among them: Brown Printing, Cadmus MediaWorks, Moore Wallace, Paizo Publishing, Quebecor World, Time Inc., Transcontinental Printing,

Walsworth Publishing.

Various Enfocus applications, such as *Instant PDF* and *PitStop Server*, can be linked to the CertifiedPDF.net service, and have the system automatically update the applications with the latest PDF specifications. E-mail notification is also available.

In addition to the specification resources, Enfocus's CertifiedPDF.net includes an extensive database that provides a few hundred tips and solutions to commonly encountered PDF problems. Also online: a comprehensive PDF Guide, white papers, product and standards documentation, and other useful resources for PDF users.

The CertifiedPDF.net site revolves around three primary components:

1 **Specifications:** A database containing all of the settings graphic designers need to create and check PDF documents for publication.

Specifications consist of software settings (print settings for design applications, Enfocus PDF Profiles, Adobe Acrobat Distiller Job Options, PPDs, etc.), and related documentation. A straightforward file management system allows users to search for and retrieve the proper settings for specific printers, applications, media, and so on.

2 **Community:** Information on organizations supporting Certified PDF workflows. Organizations involved in PDF standards-setting are being invited to create a page on CertifiedPDF.net. This is key to enabling contributors and subscribers to find and obtain direct access to 'Certified PDF aware' organizations with which to do business.

3 **Resources:** This is where members will find relevant news from the graphic design and printing industries, the latest PDF technology developments, and information about the CertifiedPDF.net service itself. This area also includes help, tech tips, and background material on CertifiedPDF.net, certified PDF technology, PDF workflows, and widely



SPECTACULAR: Click the 'Specifications' tab to access a database of the settings needed to create and check PDF documents for publication.

Enfocus Software



ALL TOGETHER NOW: Click the 'Community' tab for information on organizations supporting Certified PDF workflows.

used standards, such as PDF/X.

A fourth component, which can be dubbed 'Interaction', is planned. This will be a place where visitors can share their knowledge, ideas, experience, and comments regarding working with PDF.

CertifiedPDF.net supports two types of subscriptions: 'Contributor' and 'Subscriber'. Contributing membership allows printers, publishers, and industry organizations to publish their PDF specifications, including related documentation, on the service for an annual fee, ranging from \$500 to \$5,000, depending upon number of seats.

Access to CertifiedPDF.net is free for subscribing members, who get full access to all published specifications of Contributing members. They can also search the published specifications, and subscribe to some or all of them at no charge.

Subscribers can download specifications from CertifiedPDF.net, and import them directly into their applications, databases, or folders. When a specification or related document is updated, CertifiedPDF.net notifies subscribers. Notifications can pop-up within an Enfocus application or appear in the subscriber's e-mail.

The Enfocus application or e-mail link then brings the subscriber directly to

the CertifiedPDF.net Web site, where they can see which specifications have been marked 'New', indicating they've changed.

Once the specification details have been opened, their on-screen status

changes to 'read'. At that point, subscribers can download and import the updated specifications into their 'Action Lists' or the 'PDF Profiles Database'. Lastly, subscribers are asked to manually change the affected specifications' status to 'confirmed'.

Links to the many European and North American graphic arts associations that have declared support for Certified PDF workflows are also provided on the site.

With CertifiedPDF.net, Enfocus has built a much-needed PDF settings "clearing house" that should be a tremendous benefit to both the design and print production communities.

It leverages the ubiquity of the Internet to help folks in the printing and publishing industries move certain pre-production tasks (such as preflighting) upstream, onto the desktop of the content-creator.

CertifiedPDF.net also gives graphic designers an easy way to get information they sorely need to create clean PDF files for print production.

— Max Lamont

