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## TECH TUESDAY

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# Hang gliding with Adobe Acrobat's developing PDF

My company ScanDoc converts published print documents into computer images. One of the most requested formats for this kind of conversion is Adobe Acrobat's Portable Document Format, also known as PDF. This proprietary format continues to develop and provides significant tools and advantages to our clients.

One of our recent assignments was the conversion of 40 years of Hang Gliding and Paragliding magazines. Each monthly publication was approximately 80 pages in a combination of black and white and color pages. The U.S. Hang Gliding Association intends to offer this collection on CD to the public and its members and wanted to make it more user-friendly.

Using Acrobat, we created an image only format that was an exact image of the original. We also used two very powerful navigation features -- book marking and linking. On the left side of every Acrobat file window there is a tab called

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bookmarks. We took each article heading, created a bookmark in this tab and directed it to the specific article in the issue. Readers could have the bookmark tab open on the left and conveniently click on it when they wanted to see a specific article displayed in the main window. We also linked the magazine's table of contents page. This attached each article's title on the table of contents page to the actual article. When the mouse passes over an article's title the cursor changes to a little hand and, with one click, a reader can view the article itself.

We used another powerful tool on our recent conversion of 50 years of Hugo's Companions newsletters. Hugo's Companions is a national organization dedicated to the study and enjoyment of Sherlock Holmes. They embrace the minutia of the sleuth of Baker Street with passion.

We scanned the newsletters in as PDF searchable images. This makes an exact image of the page, using optical character recognition to translate the text into a hidden file layered behind the image.

When a reader wants to find all mentions of "white feather" in the entire collection of newsletters, they can simply use Acrobat's search function and click to every instance of "white feather" The text is also highlighted for the reader.

We used an interesting combination of these features for the Southwest Eureka Rotary Club. The Rotary printed a nice directory of each member with their picture and contact information for business and home. It also included

other personal information such as spouse's name, birthday and offices held with the club. Being the club service director, I found myself constantly looking for the small directory. I decided having the information on my desktop would be very helpful, but the thought of typing information in for more than 100 members was daunting. Instead I had our company scan in the directory, perform optical character recognition and bookmark each of the members in alphabetical order. This gave me instant access to every member by clicking on their name and their information was displayed as printed on my computer screen. More importantly, I could highlight an address and paste it into a letter, contact management software, or e-mail. This electronic version can also be downloaded to my PDA.

Many members of the club wanted a copy of this electronic directory. I asked them to make a request via e-mail, so I could ver-

ify the e-mail information we had in the directory. Then, I attached the directory in my e-mail reply to them. This is a real world example of document imaging using Acrobat that provided a portable document that used instant search tools and the ability to cut and paste specific information to another document. There are many more ways to make this new technology work for you. Adobe Acrobat is becoming the standard for document imaging. However, many of the tools it provides are not yet fully utilized to make the experience more rewarding for the electronic document reader. These were just a few of the many tools that we use for our clients.

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John W. Ennis is the president and founder of ScanDoc, a document imaging company, which provides a full-service bureau, consulting, hardware, software and training for its clients. They are members of the Redwood Technology Consortium- For more information, call 822/7226 or visit [www.scandoc.com](http://www.scandoc.com).