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PDFs can't do that...can they?

January 4th, 2010

By Megan Dana, senior graphic designer

A couple weeks ago, I had the pleasure of stumbling upon a Web ad for Adobe® Acrobat® 9 Pro, which advertised easy-to-manage, dynamic presentations...all delivered in a PDF.

I was skeptical. Could there really be an EASY fix to years spent fighting PowerPoint — or hours spent building dynamic presentations in Flash? (If you've ever imported video into PowerPoint, only to find it won't play during your big presentation, you can feel my pain!)

Well, after trying the new version of Acrobat Pro, I'm happy to confirm that it really *IS* all it's cracked up to be. And here are a few reasons you might be tempted to [try it](#)..

1. You can embed video and audio files. No need to LINK to a video or

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audio file, which will likely break by the time you get to the final presentation. You can EMBED the video and audio, which will import with pretty playback controls and a fairly small file size. What if you go from Mac to PC, or vice versa? No problem. Anyone with Adobe Reader 9 can enjoy it, and anyone without will be prompted to [download the latest version for free](#).

2. **PDFs now support FLASH!** Adobe built Acrobat 9 with an embedded Flash Player, so Flash video, Flash animations — Flash anything — will import flawlessly. And *play* flawlessly to engage your viewers. Oh, the possibilities!

3. **Capture dynamic Web pages in a PDF.** Adobe really outdid itself with this one. Just enter the URL of your choice and voilà! Watch an entire Web page play inside your PDF. Whether you're presenting your next site design, or just want to reference a page on the Web, you'll have quite a tool at your hands. For your testing pleasure, [I've saved this very Web page as a PDF](#). Don't forget to try the links!

4. **Toggle into full screen presentation mode.** You can even add page transitions, if you please. Just another reason to consider Acrobat for your next presentation.

5. **Create PDF portfolios.** No need to send e-mails with 12 attachments anymore. Simply select as many documents as you need — images, e-mails, spreadsheets, videos, you name it — and combine them into one unified PDF, custom color scheme and all. Recipients can even flip through the files like iTunes albums. This can make for a compelling proposal or presentation... or just clean up all of your clunky e-mails.

If you're as excited as I was to learn more, [download Adobe's PDF portfolio](#) for more details. (And for the best viewing experience, I highly recommend [upgrading to the free version of Adobe Reader 9](#) first.)











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