

# FOCUS: PDF and Adobe

- **Situation**
  - Wide deployment of PDF threatens MS core platforms
  - Customers are demanding PDF or PDF-like capabilities
  - MS needs to respond
  
- **Adobe direction**
  - PDF has developed into a platform
  - PDF is a page oriented format evolving into a reflow platform
  
- **Customer needs**
  - Managed – DRM & elaborate rights
  - Platform independence - viewable anytime, anywhere
  - Rich design & content – support of rich layout, video, animation & secure scripting
  - Mutable – edit and annotate dependent upon rights
  - Authoring – easy to create using existing tools
  
- **MS response**
  - MS needs to meet customers needs
  - Define the terms of engagement, do not take on PDF on Adobe's turf
  - eBooks working with Avalon, Windows Printing, Office, XML-AF developing PDF response
  
- **Recommendation**
  - Develop next-generation electronic document format
  - Engage Adobe as XP & Tablet ISV
  - Engage Adobe as DRM ISV
  
- **Issue**
  - Do we read, write and/or extend PDF? (e.g. Publisher, Word, etc.)

Plaintiff's Exhibit

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Comes V. Microsoft