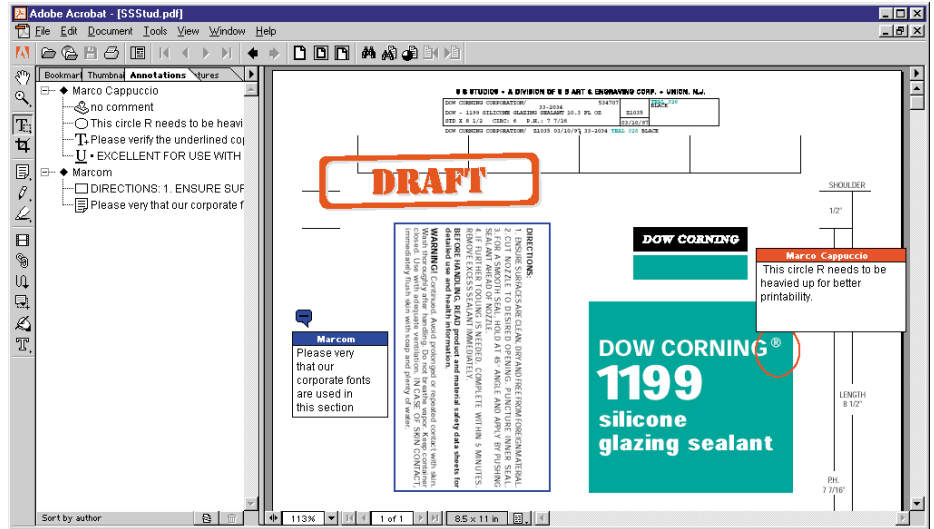


# ADOBE CUSTOMER SPOTLIGHT

## SS Studios

*SS Studios Enhances Customer Services and Speeds Preflight Process with Adobe Acrobat 4.0 and Adobe PDF*

Adobe® Acrobat®



At SS Studios, Acrobat 4.0 allows customers to participate fully in design review. Designers and customers can mark up digital proofs in PDF using annotation tools such as sticky notes, underlining, highlighting, and circling. Proofs can be stamped with terms such as draft or confidential as they are routed for review. Reviewers can sort and summarize comments to consolidate or, using Acrobat 4.0 for Windows®, compare comments made by multiple reviewers.

### Key Benefits

- Advanced annotation features in Acrobat 4.0—underline, highlight, circle, strikethrough, and the ability to create edit summaries—speed document review and approval cycles.
- Online delivery of PDF files reduces the time and costs associated with preparing documents for printing.
- Electronic proofs created with Adobe Acrobat 4.0 can be routed more quickly and are less costly to work with than paper.
- With PDF, SS Studios' customers receive proofs with all elements—fonts, images, and graphics intact—in a single, platform- and application-independent file.
- The ability to edit Adobe Illustrator® and Adobe Photoshop® images within Acrobat 4.0 allows SS Studios to handle last-minute changes easily.

A walk down a supermarket aisle reveals a world of vivid colors and images: yogurt cups with nature scenes, toothpaste tubes with the brightest smiles, and colorful soda cans with designs of all shapes and sizes. It is a product marketer's dream—or quite possibly a nightmare. After all, how do you wrap the perfect image around a can or tube without distorting it and its message in any way? It is a problem that SS Studios, a premier supplier of prepress services for cylindrical packaging, has helped hundreds of companies solve over the years.

Central to SS Studios' success is the recognition that cylindrical packaging presents customers with challenges that require expert advice and close collaboration. "Artwork is never really complete when we receive it," says Marco Cappuccio, digital technology manager at SS Studios. "We often have to rework images and then send

them back to clients for review. Fortunately, Adobe Acrobat and many of the features in version 4.0 allow us to streamline this process to get clients the results they want as quickly as possible."

### A Flexible, Widely Accepted Standard

Customers often do not realize there are problems with the artwork that they send to SS Studios. As far as they can tell, the layouts and fonts in designs are perfect, or at least appear to be, in the native applications. But SS Studios knows better. One of the first things the firm does with customer artwork is to convert it to Adobe Portable Document Format (PDF).

Converting designs from applications such as QuarkXPress or Adobe PageMaker® to Adobe PDF takes only a single step and requires no reauthoring—yet it catches critical errors immediately, ones that might otherwise be evident only after a file goes



to a raster image processor (RIP). “Discovering problems early—long before they go to a RIP—is key to speeding up the production process and keeping client costs down,” Cappuccio explains. The resulting designs in application- and platform-independent PDF files are returned, errors and all, to customers with comments about what needs to be done to prepare artwork for production.

### Shortcut to Adobe Illustrator and Adobe Photoshop

Once in PDF, designs are ready for editing in two of SS Studios’ favorite applications: Adobe Illustrator and Adobe Photoshop.

With Acrobat 4.0, SS Studios can open artwork or images directly in either application, correct errors found in original documents, and then magnify parts of a design within Acrobat to verify that everything is okay.

“Illustrator and Photoshop are ideal for editing detailed, graphically rich artwork,” Cappuccio says. “And the tight integration with Acrobat 4.0 makes it easy for us to use the applications to keep projects moving ahead on schedule.”

Revised designs are sent to clients for review and approval, a process greatly simplified by new annotation features in Acrobat 4.0. The latest version of Acrobat allows reviewers to electronically highlight, underline, circle, or strike through elements of a design and then pass comments on to others. For instance, reviewers can circle incorrect trademark symbols or highlight text that needs edits or realigning. Changes from each person are clearly visible throughout the proof, and users can sort and review a summary of edits at any time. In addition, keyboard shortcuts in Acrobat 4.0, which are similar to those in other Adobe software, further streamline the process of working with designs in PDF.

### Faster Turnaround, Fewer Errors

Two of the biggest benefits of Acrobat 4.0 for SS Studios are faster turnaround and fewer errors—which ultimately lead to more satisfied customers. Designs in PDF can be sent around the world in minutes, instead of the one or two days needed for manual delivery. This capability alone cuts days off the review cycle and significantly lowers the cost of handling materials. It also offers the advantage of involving customers sooner and more frequently in the review cycle.

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*“Adobe Acrobat 4.0 makes it as easy as possible for us to work with customers to produce quality, error-free designs. Consequently, we’re serving our customers faster and more efficiently—it’s the ideal tool for streamlining document review and approval.”*

Marco Cappuccio,  
Digital Technology Manager,  
SS Studios

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“Acrobat 4.0 allows customers to participate fully in review and approval,” explains Cappuccio. “Everything—from fonts to images to graphics—is contained in a single, compact PDF file. Customers can open proofs and see exactly how designs will appear in their finished form. If problems still exist with layout or trademarks, customers can mark up designs and return them to us immediately. PDF gives us an electronic proof that is easier and less costly to work with than paper.”

Prior to using Adobe Acrobat, SS Studios handled the review and approval cycle by sending paper-copy proofs to clients. It was an expensive and tedious process that made efficient communications difficult, and in some cases, impossible. For example, SS Studios often encountered problems sending materials to clients in Mexico, where customs officers routinely held up packages for days; when that happened, the only option was to wait and hope that production deadlines would not be missed.

### The Wave of the Future

SS Studios is currently looking at ways to further enhance customer service using Acrobat 4.0 support for Java technology. The idea is to embed Java functions within preflight proofs so that materials are e-mailed instantly back to SS Studios after customers enter comments. The only thing that customers will have to do is open PDF files and edit as needed—the rest will be done automatically.

“Adobe Acrobat 4.0 makes it as easy as possible for us to work with customers to produce quality, error-free designs,” concludes Cappuccio. “Consequently, we’re serving our customers faster and more efficiently—it’s the ideal tool for streamlining document review and approval.”

### SS Studios Systems At-A-Glance

#### Software

Adobe Acrobat 4.0  
Adobe Illustrator 8.0  
Adobe Photoshop 5.0.2  
Microsoft® Windows 98  
Mac OS 8.5.1

#### Hardware

Pentium® based PCs  
Apple Power Macintosh computers

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