

2006: The Year in Review

New technologies for a changing print industry

As the year ends, it is traditional to reflect, celebrate, and look ahead. A year ago, many of you were just becoming acquainted with Adobe Creative Suite 2, which now feels like an old friend. The addition of Adobe® Acrobat® 8 Professional made Adobe Creative Suite 2.3 even better. Momentum in Print, a unique conference, brought together thought leaders in the print industry to discuss where they think the industry is going and where it's been. Adobe made waves when it announced the Adobe PDF Print Engine, predicted to revolutionize the print workflow.

converts files to your specifications. Acrobat 8 Professional also includes enhanced support for JDF automation, support for the new PDF/X-4 and PDF/A formats, and a quick and easy way to package multiple PDF files together while retaining their individual settings. For an overview of new features of interest to print service providers, see *Read Me Now* 2006: issue 7.

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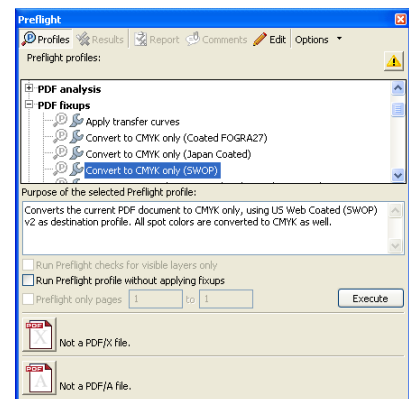
Adobe® Acrobat® 8 Professional, Adobe Creative Suite 2.3, the Adobe PDF Print Engine, and Adobe Acrobat Connect all offer great opportunities for print professionals. At the Momentum in Print conference last January, it was clear that there are many challenges in the print industry; successful businesses are those that expand services, build strong relationships with customers, and take advantage of new technology. Adobe continued to develop and improve technology for print professionals in 2006, and those technologies will provide greater opportunities for innovation in the coming year.

ADOBE ACROBAT 8 PROFESSIONAL

This version of Acrobat takes a great leap forward, with a preflight feature that not only identifies problems, but fixes them and

Preflighting

Use one of the preset preflight profiles to analyze and fix a PDF file, or customize a preflight profile to check for specific file attributes.



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For example, you might modify a copy of a standard PDF/X preflight profile to include a check for image resolution. After you run a profile that applies fixups, Acrobat reports any changes it made to the file, as well as any problems it identified. To learn more about preflighting with Acrobat 8 Professional, read *Read Me Now* 2006:issue 8.

JDF automation

Job Definition Format (JDF) enables you to streamline workflows by embedding important information about how a file should be printed. You can create JDF templates for customers, providing an easy way for them to create reliable PDF files that meet your specifications. The JDF file can contain both the PDF creation preset file for your workflow and a customized preflight profile. JDF files let you track the status of jobs, reduce costly errors, and increase production and profitability.

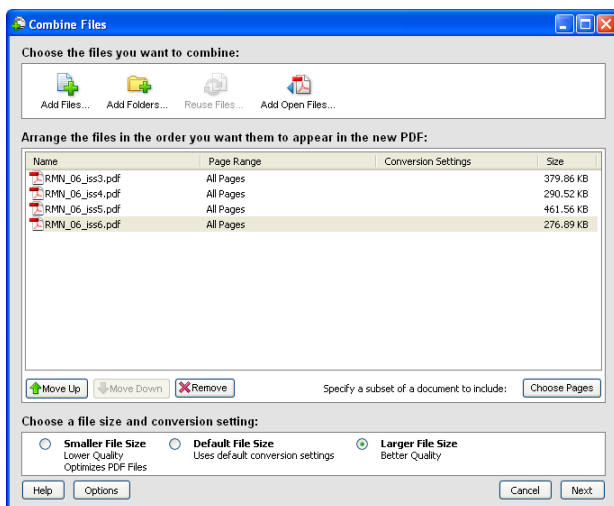
Review cycle improvements

New features in Acrobat 8 Professional make it easier for reviewers to communicate clearly with each other and with the person initiating the review. Shared reviews take place on a common server, such as a network folder, a shared workspace on a SharePoint server, or a folder on a Web server. Reviewers see each others' comments, so they can resolve issues, reconcile conflicting opinions, and answer other reviewers' questions without requiring multiple review cycles.

It's easier to include Adobe Reader users in reviews, as well as to enable them to digitally sign documents and to save form data in PDF files. Just choose Advanced > Enable Usage Rights in Adobe Reader, and then save the PDF file. To learn more about using Acrobat in review cycles, see *Read Me Now*, 2006: issue 5.

PDF packages

You can organize, distribute, and manage files more easily by assembling them into PDF packages. A single PDF package could combine, for example, a press-ready PDF file, a low-resolution proof, and a digitally signed submission form for distribution. When you create a PDF package, each document retains its own settings. PDF packages can be viewed in Acrobat 8 Professional or Adobe Reader 8.



Support for PDF/X-4 and PDF/A

Acrobat 8 Professional extends its support of PDF/X formats to PDF/X-4 and PDF/A. PDF/X-4, an ISO standard that specifically addresses the use of live transparency, layers, and optional content, will be ratified in 2007. The PDF/A standard, supported in draft form in earlier versions of Acrobat, has been ratified and is used for archiving documents to preserve their visual appearance over time.

ADOBE CREATIVE SUITE 2.3

Adobe's collection of industry-standard print production and design software now includes Adobe Acrobat 8 Professional and Adobe Dreamweaver 8.0, the industry-leading web development tool, which will replace Adobe GoLive in future versions of the suite. Acrobat 8 Professional is fully integrated with the other components in the suite, including Version Cue CS2.

You can now synchronize color management settings across Adobe Acrobat 8 Professional, Adobe Photoshop®, Adobe InDesign®, and Adobe Illustrator® using a single setting in Adobe Bridge. This synchronization ensures that colors look and output the same from all color-managed Adobe applications. In Acrobat 8 Professional, color management is turned on by default.

Acrobat 8 Professional includes transparency flattener presets similar to those in InDesign and Illustrator. For most professional printing, Adobe recommends the High Resolution preset. However, you can create a custom flattener preset to serve your production workflow.

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The Adobe Solutions Network (ASN) manages programs to educate and prepare businesses that support users of Adobe products. If you are a Print Service Provider, Trainer, Developer, System Integrator, or Value-Added Reseller, and would like to learn more about the ASN, please visit <http://partners.adobe.com> for details.

Past Issues of ReadMe Now: You can download past issues of this newsletter from a special ASN area on Adobe's Web site: <http://partners.adobe.com/asn/service/private/techbenefits.jsp>

ASN Customer Services E-mail: asnprovider@adobe.com

Resources for service providers: <http://www.adobe.com/asnprint>

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KEEP CURRENT!

Throughout the year, Adobe has released updates to address issues or take advantage of new technologies in several of its applications. Visit www.adobe.com/downloads/updates to download the latest updates for applications.

Additionally, Adobe released security patchers for Adobe Creative Suite 2 and Adobe Illustrator CS2; the patchers are available on the update site.

Current versions of Adobe products are:

Acrobat 8.0

Adobe Stock Photos 1.0.8

Bridge 1.0.4

Camera Raw 3.6

FrameMaker 7.2p158 (Windows)

Illustrator 12.0.1

InCopy 4.0.4

InDesign 4.0.4

PageMaker 7.0.1

Photoshop 9.0.2

ADOBE PDF PRINT ENGINE

This year, Adobe announced the Adobe PDF Print Engine, printing software technology for native PDF processing and output. The PDF Print Engine promises efficient, effective PDF and JDF print workflows, without the compromises and conversions that have been necessary to date. Adobe's printing solution partners have embraced the PDF Print Engine—which has received rave reviews from the industry press, as well—and are developing innovative printing systems to take full advantage of the native PDF workflow it makes possible, including more accurate soft-proofing applications.

The PDF Print Engine processes PDF files natively, preserving the integrity of the original file and the designer's intent. Its integral use of Job Definition Format (JDF) files to capture and process information lets the PDF file remain device-independent until late in the workflow. This makes the Adobe PDF Print Engine ideal for a workflow that unifies digital and offset processes.

Adobe provides the Adobe PDF Print Engine as a software developers kit (SDK) to its printing solution partners, who are building the next generation of PDF workflow solutions: RIPs, preview applications, proofing software, and workflow solutions. How the Adobe PDF Print Engine fits into your workflow depends on the products you use. Some

Adobe partners may integrate the Adobe PDF Print Engine into existing print workflow solutions, while others will launch new products. Several partners demonstrated early versions of their Adobe PDF Print Engine solutions at Graph Expo in October 2006.

For more information about Adobe PDF Print Engine, visit Adobe's website at www.adobe.com/products/pdfprintengine/.

ACROBAT CONNECT

Adobe released Adobe Acrobat Connect, a communications product that makes it possible for you to hold online meetings, share screens as you discuss them, and share other content. Acrobat Connect is a new version of a former Macromedia product called Breeze.

Acrobat Connect enables two forms of online communication: live web conferencing capabilities and on-demand, pre-recorded communications, including self-paced training courses and self-running presentations. Acrobat Connect communications are delivered using the ubiquitous Flash Player, available on 98% of all computers that are connected to the Internet.

To try Acrobat Connect, click the Start Meeting button in the Acrobat 8 Professional task bar. When you register, you can access a free trial of the software. For a monthly subscription rate, you'll be connected directly into your Acrobat Connect personal meeting room, which you can use at any time to communicate with colleagues or customers.

For more information about Acrobat Connect, visit www.adobe.com/products/acrobatconnect/.

MOMENTUM IN PRINT

Early in 2006, Adobe sponsored Momentum in Print, a symposium for print professionals. The conference was a one-of-a-kind opportunity for print service providers to talk with each other and with industry thought leaders about the future of the printing industry, and about how printers can build strong businesses in the face of competition from electronic media.



Frank Romano, Rochester Institute of Technology, spoke about challenges and opportunities for the printing industry.

General sessions, tutorials, and forums focused on present and future challenges and opportunities in the printing industry. As printers face higher costs, increasing competition from electronic media, and the realities of an outsourcing world, successful businesses have to embrace change. A recurring theme at Momentum in Print was that print shops have to build stronger relationships with their customers, offer expanded services, and take advantage of new technologies.

An advisory panel of industry professionals helped shape Momentum in Print, including leading print service providers, in-house enterprise printing managers, trade association members, noted academics, and consultants serving the industry. General sessions, which included presentations from Frank Romano, Professor Emeritus of the Rochester Institute of Technology, and Gary Cosimini of Adobe, offered information about what's new and where the industry is going. Additionally, more than 30 tutorials and panel sessions featured insights from print, IT, and business leaders.

You can view the general session presentations, flip through slides from many of the tutorials, and listen to podcasts of conference seminars at <http://www.adobe.com/print/events/momentum.html>.

Inside Print Radio debuted its show from the floor of the conference, where co-hosts Scott Sheppard and Rick Littrell interviewed presenters and participants. To listen to their broadcasts, visit <http://www.osxfaq.com/radio/print/index.ws>, and scroll down to "Adobe Momentum in Print Conference" under the January 2006 heading.

RESOURCES FOR LEARNING MORE ABOUT ADOBE APPLICATIONS

For Adobe-specific information, prepared expressly for service providers, turn first to the Adobe Solutions Network (ASN). Many of these resources can be reached through quick links on the ASN membership login page (<https://partners.adobe.com/asn/main.do>).

Print Resource Center: www.adobe.com/studio/print/index.html

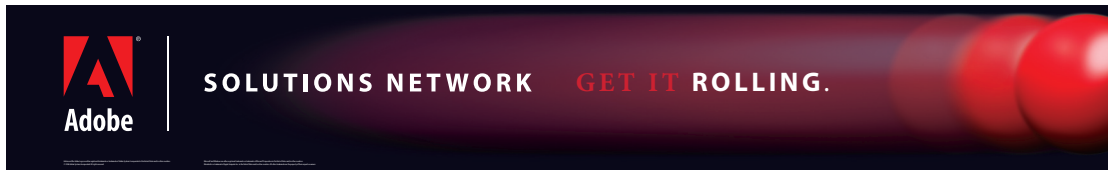
Past issues of Read Me Now: <https://partners.adobe.com/asn/benefits/rmn/topic.html>

Adobe Knowledgebase: www.adobe.com/support/

Adobe User-to-User Forums, including service providers' forums: www.adobe.com/support/forums/main.html

Adobe technology centers: www.adobe.com/devnet/
eSeminars about Adobe Creative Suite specifically for print service providers: www.adobe.regsvc.com/pspondemands/

Adobe seminars: <http://www.adobe.com/events/main.jsp>



GET IT ROLLING.




Adobe Solutions Network

Renew your ASN membership today to continue receiving unlimited technical support, free software, access to mailing lists of registered Adobe users, and more. Additionally, Premium ASN members can co-host local seminars for the design community and their own employees. To renew, visit www.rollwithasn.com.

Technical Solutions

technical news and known issues for ASN service providers

Information about each of these issues is available in Adobe's online technical support database. The links will take you directly to the "living documents"—information that is kept current by Adobe Technical Support staff. Issues that are platform-specific are preceded by MAC or WIN. You can read about issues that have the Adobe logo  next to them by clicking the URL. To search for information about other issues in the technical support database, visit <http://www.adobe.com/support/main.html>. For tips on searching the database, visit <http://www.adobe.com/search/searchtips.html>.

Creative Suite Solutions

Error "...Model subsystem..." when you start Help Center from any CS2 application

<http://www.adobe.com/support/techdocs/332006.html>

Issue

When you start the Help Center from an Adobe Creative Suite 2 application (Illustrator, InDesign, GoLive, Photoshop, or Acrobat), you receive one of the following error messages:

- "Model subsystem error: 1016"
- "Adobe Help Center cannot start. model subsystem returned this error: 1105"
- "Model Subsystem 1146: Adobe Help Cannot Start"
- "Model subsystem error: 1017"
- "Adobe Help cannot start: Model subsystem error returned this error: 1030"
- "Adobe Help Center cannot start. model subsystem returned this error: 1"

Solution 1

Download and install the latest version of Adobe Help Center from the Adobe website:

- Windows: www.adobe.com/support/downloads/product.jsp?product=107&platform=Windows
- Mac OS: www.adobe.com/support/downloads/product.jsp?product=107&platform=Macintosh

Solution 2 (Windows only)

Copy the help package for the application that is missing Help content to the Package folder for the Help Center.

1. Navigate to the root folder of the application.
2. Copy the help package (ZIP) for the application:
 - Acrobat_7.0_en-us.zip
 - GoLive_8.0_en-us.zip
 - Illustrator_12.0_en-us.zip
 - InDesign_4.0_en-us.zip
 - Photoshop_9.0_en-us.zip

Note: The CreativeSuite_2.0_en-us.zip file contains help content for Adobe Version Cue, color management, Adobe Bridge, Adobe Stock Photo, keyboard shortcuts, and other topics.

3. Paste the help package to the Package folder in the Program Files\Adobe\Adobe Help Center\AdobeHelpData folder.
4. Restart Adobe Help Center.

Solution 3

Delete the Adobe Help Center database and cache files.

1. Delete the contents of the Cache folder (not the folder itself), in the following location:
 - Windows: Program Files/Adobe/Adobe Help Center/AdobeHelpData
 - Mac OS: Library/Application Support/Adobe/AdobeHelpData
2. Delete the adobeassistance folder in the following location:
 - On Windows: Program Files/Adobe/Adobe Help Center/AdobeHelpData/Database
 - On Mac OS: Library/Application Support/Adobe/AdobeHelpData/Database

Solution 4

Remove and then reinstall the application missing Help content.

 **MAC:** Troubleshoot installation problems for Adobe Creative Suite 2.x on Mac OS X

<http://www.adobe.com/support/techdocs/331299.html>

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Illustrator® Solutions

MAC: Error “The application Illustrator has unexpectedly quit...” when you use Pathfinder commands or the knife tool in Illustrator CS2 (Intel-based Mac and Mac OS X 10.4.8)

<http://www.adobe.com/support/techdocs/333449.html>

Issue

When you use Pathfinder commands, or the knife tool in Illustrator CS2, the application crashes with the following error message, “The application Illustrator has unexpectedly quit. Mac OS and other applications were not affected.”

Details

You are running Illustrator CS2 on an Intel-based Mac running OS X 10.4.8.

Solution 1

Restart Illustrator with the Appearance palette hidden:

1. Start Illustrator, and choose Window > Appearance to deselect the palette.
2. Quit and restart Illustrator.

Note: You can show the Appearance palette after you restart Illustrator. In subsequent working sessions, you may have to repeat Solution 1.

Solution 2

Run Illustrator in Mac OS X v10.4.7 or earlier.

Error “Fail to install due to an error” when you install Illustrator CS2 12.0.1 update

<http://www.adobe.com/support/techdocs/332379.html>

Issue

When you install the Illustrator CS2 12.0.1 update, you receive the error message “Fail to install due to an error,” and the update does not install.

Details

You moved or renamed an Illustrator CS2 file or files, such as the Read Me file or foreign language files, before running the updater.

Solution

Reinstall Illustrator CS2, and then install the updater again.

Background information

The 12.0.1 updater checks for the files that it is replacing before it installs. If the files have been moved or renamed, the update does not install correctly.

InDesign® Solutions

Registration window appears a second time at the end of the installation (InDesign CS2)

<http://www.adobe.com/support/techdocs/328217.html>

Issue

After you install InDesign CS2, InDesign displays the registration window again and the window won't accept your serial number.

Solution

Click Cancel to dismiss the registration window.

Background information

Although you entered personalization information at the start of the installation process, the registration window opens a second time at the end of the InDesign installation process. You do not need to enter this information a second time.

PageMaker® Solutions

Error “Could not send PostScript to Normalizer” when you create PDF files (PageMaker 7.0.2 on Mac OS)

<http://www.adobe.com/support/techdocs/330336.html>

Issue

When you create a PDF file from Adobe PageMaker 7.0.2 on Mac OS, PageMaker returns the error message, “Could not send PostScript to Normalizer.”

Solution 1

In PageMaker, print to a PostScript file. Then use Distiller to create the PDF file:

Note: You need to have a copy of Acrobat Distiller installed in order to complete the following steps.

1. In PageMaker, save the document, and then choose File > Print.
2. Choose a PostScript Printer Description (PPD) from the PPD menu. If the PPD menu does not appear, you do not have a PostScript printer selected.
3. Click Options, and then select Write PostScript to File.
4. Select Normal, EPS, or For Prepress.
5. Specify the file name, and then click Save.
6. Open the resulting PostScript (.ps) file in Distiller and create a PDF file. See your Acrobat Distiller documentation for details.

Solution 2

In PageMaker, print to a PostScript file and then use Preview to create the PDF file:

Note: When you create a PDF through Preview, some of the features selected in the Export PDF dialog box (for example, hyperlinks) might be disregarded.

1. In PageMaker, save the document, and then choose File > Print.
2. Choose a PostScript Printer Description (PPD) from the PPD menu. If the PPD menu does not appear, you do not have a PostScript printer selected.
3. Click Options, and then select Write PostScript to File.
4. Select Normal, EPS, or For Prepress.

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5. Specify the file name, and then click Save.
6. Open the resulting PostScript (.ps) file in Preview and create a PDF file. Preview is located in the Applications folder on your Mac. For information about using Preview, see Mac Help.

For further information on PageMaker development plans please refer to the FAQ for Adobe PageMaker Users www.adobe.com/products/index/sign/pdfs/pm_up_faq.pdf.

Photoshop® Solutions

MAC: Automate menu commands are missing, Help is dimmed, and brushes appear as cross hairs (Photoshop CS, CS2 and Photoshop Elements 4.0 on Mac OS)

<http://www.adobe.com/support/techdocs/327602.html>

Issue

One or more of the following display issues occurs in Adobe Photoshop:

- Contact Sheet II, Picture Package, and Web Photo Gallery commands are missing from the Automate submenu.
- Extract, Liquify, Pattern Maker, Filter Gallery, and Filter categories are missing from the Filters menu.
- Photoshop Help is dimmed.
- Selected brushes that are larger than 25 pixels display as cross hairs.
- File format options in the Save As dialog box are limited.

In Photoshop Elements, Attach to Email, Contact Sheet, and Create Web Photo Gallery under the File menu are among the menu options that are dimmed.

Solution 1

Create an alias of the Photoshop or Photoshop Elements 4.0 application, and then move the alias to the desktop or another location from which you can start Photoshop:

1. Move the Adobe Photoshop [version] file from its current location to the Applications/Adobe Photoshop folder, or the Photoshop Elements 4.0 file from its current location to the Applications/Adobe Photoshop Elements 4.0 folder.
2. Select the Photoshop or Photoshop Elements 4.0 application icon and choose File > Make Alias.
3. Move the alias you created to the desktop or other location.

Solution 2

Remove and reinstall Photoshop or Photoshop Elements:

1. Move the Applications/Adobe Photoshop or Photoshop Elements 4.0 folder and all Photoshop and Photoshop Elements aliases to the Trash.

Note: You must empty the Trash before you reinstall Photoshop or Photoshop Elements.

2. Reinstall Photoshop or Photoshop Elements.

3. (Optional) Create a desktop alias for Photoshop by following steps 2 and 3 from Solution 1 above.

Background information

If you move the Photoshop application file from its folder, then the application file can't access filters, plug-ins, and Help files from within the Photoshop or Photoshop Elements folder, and these items won't appear in Photoshop or Photoshop Elements.

MAC: Error "files in the Adobe Application Support folder... are missing" when you start Photoshop on Mac OS

<http://www.adobe.com/support/techdocs/333517.html>

Issue

When you start Adobe Photoshop CS or CS2 on Mac OS, Photoshop displays the error message, "One or more files in the Adobe Application Support folder, necessary for running Photoshop, are missing. Please run the Photoshop installer and re-install Photoshop."

Solution 1

Copy the Adobe Unit Types file in the Previous System folder to [hard disk] /Library/ScriptingAdditions.

Solution 2

Create a new ScriptingAdditions folder, and then reinstall Photoshop:

1. Create a new folder in [hard disk] /Library and name it Scripting-Additions.
2. Remove and reinstall Photoshop.

Solution 3

Make sure there is not a space in the ScriptingAdditions folder name.

Background information

If you use the Archive And Install method to upgrade to Mac OS X v10.3 or v10.4 after installing Photoshop in a previous version of Mac OS X, then the system doesn't copy the Adobe Unit Types file to the ScriptingAdditions folder. Reinstalling Photoshop restores the Adobe Unit Types file, which enables you to start Photoshop.

WIN: Photoshop CS2 or the Editor of Photoshop Elements 4.0 freezes when you click on a menu item after startup on Windows

<http://www.adobe.com/support/techdocs/332798.html>

GEAR UP!



Leverage the power of the Adobe brand with stock merchandise or pair the Adobe logo with your own for customized gear. Shirts, notebooks, coffee tumblers, pens, and even golf balls can help you promote your business.

Authorized and Premium ASN members, log into the ASN members-only site at <https://partners.adobe.com/asn/main.do> and click "Order ASN and co-branded promotional items."