Welcome to Adobe™Acrobat™

You're using Acrobat Reader to view a Portable Document Format (PDF) file created by someone else. But you can do much better with Acrobat 2.0 for Macintosh.®

By upgrading to Acrobat 2.0, you can create your own PDF files. That gives you complete control over how your documents look, how they're used, and who uses them—at all times.

To find out more, click on any of these buttons.

Don't miss the Special Offer on Acrobat 2.0. Exclusively for Apple Customers!

Add value to your documents Find information instantly

Acrobat at work

Speed up workgroup projects

Protect your data

Apple customer special offer

Make information more accessible

Acrobat 2.0 lets you create PDF files so you can start putting your documents to work electronically and make information more accessible. With the PDF Writer driver included in Acrobat Exchange, you can "print" a PDF file from common business applications, such as word processing and spreadsheet—and send it to anyone for use on Macintosh, Windows, DOS and UNIX® computers.

"Acrobat is the most complete solution to the problem of delivering electronic literature-on-demand capabilities to the field sales organization."

Scott Davison, General Manager of Sales Information Systems, Medior, Inc. Software Developer

Make documents easier to browse



You can add navigation features such as links and bookmarks to PDF documents, making them faster and easier to skim through than paper documents. In fact, when you click on the Next button at the bottom of this page, you're using links in this document to move from topic to topic.



Click on the Bookmark icon in the menu bar above to display the bookmarks for this file. With Acrobat 2.0, you can create links and bookmarks that instantly take you to related information, even in other PDF files or other applications. For example, you can link to a QuickTime™ movie or to your word processor.

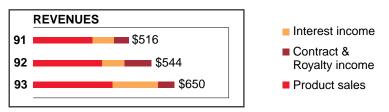
Make the most of existing documents





Acrobat lets you reuse information by copying and pasting formatted text and graphics like the chart below into other applications, and by using pages from other Acrobat files to make new documents. Click on the Thumbnail icon in the menu bar above to display the thumbnails for this file.





On the left side of the screen, you'll see mini-pages called thumbnails. In Acrobat 2.0, you can easily use them to re-order, move, insert, delete or replace pages within or between PDF documents. It's a great way to make use of existing information without a lot of extra effort.

Integrate with existing applications

With its open architecture, Acrobat software adapts to your needs and applications. It supports Lotus Notes®/FX, OLE, DDE, AppleEvents and AppleScript,™ so you can easily incorporate it into your application environment. And you can get started with Acrobat now, because it works with your existing file servers, applications and e-mail software.





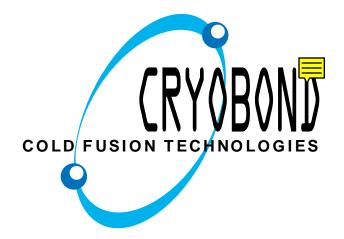


Read multi-column documents easily on-screen

N

Because what's designed for print is not necessarily optimal for on-screen viewing, Acrobat 2.0 provides Article Threads, which let you easily read a multi-column document on-screen. To see article threads at work, click on the Next button below.





PROSPECTUS SUPPLEMENT TO PROSPECTUS DATED JANUARY 19,1994

9,500,000 Shares

CRYOBOND INC.

COLD FUSION TECHNOLOGIES Common Stock (par value \$.162/3 per share)

Common Stock (par value \$.162/3 per share) All of the shares of Class A Common Stock, par value \$.001 per share ("Common Stock"), offered hereby are being offered by Cole National Corporation, a California corporation (the "Company"). Prior to the offering, there has been no public market for the Common Stock. See "Underwriting" for a discussion of the factors considered in determining the initial public offering price.

The shares of Common Stock offered hereby have been authorized for listing on the New York Stock exchange, subject to official notice of the issuance thereof, under the symbol "CBI"

These securities have not been approved or disapproved by the federal securities and exchange commission or any state securities commission nor has the federal securities and exchange commission or any state securities commission passed upon the accuracy or adequacy of this prospectus. any willful representation to the contrary is a serious criminal offense.

(1) The Company and certain stockholders of the Company have agreed to indemnify the under-writers against liabilities under the Securities Act of 1933 as amended. See "Underwriting"

- (2) Before deducting expenses payable by the Company estimated at \$700.000.
- (3) Certain stockholders of the Company have granted to the several Underwriters options, exercis-able within 30 days of the date hereof, to purchase up to 750,000 additional shares of Common Stock solely to cover over-allotments, if any. If such options are exercised in full, proceeds to such selling stockholders will be \$8,370,000 which amount is net of an underwriting discount of \$630,000. The Company will not receive any of the proceeds form the sale of shares of Common Stock by such selling stockholders. See "Selling Stockholders" and "Underwriting."

The Company

CryoBond, which generated approximately 48% of the nations electricity is the third largest provider of energy products and fusion services in the United States. As of January 29, 1994, CryoBond operated 774 power plants in the United States and other host nations along with 12 free orbiting power stations under the name "Power Transcom Inc." Effective January 30, 1994, CryoBond acquired the operations of an additional 107 facilities within the United States. CryoBond offers comprehensive management con-sultation to major employers and health care providers through its managed assets program. CryoBond's product line includes a broad selection of services and accessories at all levels of energy retail and wholesale.





Find information instantly

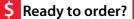




Acrobat gives you in taccess to information. Full-text search across multiple documents lets you instantly retrieve exactly what you're looking for. Search for single words, whole phrases and other information across thousands of documents on your computer or on a network.

"The search capabilities of Acrobat are great.
Clients expect fast turnaround and quick
retrieval of copy. Acrobat helps us meet and
exceed those expectations. Using Acrobat, our
clients' ads are first to market and this definitely
helps give them a leg up on the competition."

Chris Miller, Director of Macintosh Computing, Capps Studio/Leo Burnett Company



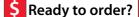
Speed up workgroup projects



Multi-user Notes let workgroups easily review documents electronically to reduce review time. Recipients can merge notes from multiple PDF files into a single PDF file for review. Double-click on the notes below.

"By moving PDF files through e-mail, we collaborate easily and effectively, even though we're physically separated."

Buck & Pulleyn, Advertising Agency



Protect your data

The security features in Acrobat 2.0 provide an excellent way to control access to documents, more easily and efficiently than is possible with paper. You can password-protect your PDF file or give users read-only access to a file by enabling or disabling features such as print, save, and the ability to make any changes or select text and graphics.

Open the Document:	•••••
Change Security Options:	•••••
·· Do Not Allow	
□ Printing	
🔀 Changing the Docu	ıment
Selecting Text and	l Graphics
🛚 Adding or Changin	g Notes
Selecting Text and	l Graphics
Canc	al OK

How to order

To create your own PDF files, put Acrobat 2.0 to work for you today by ordering now for just \$117 U.S. That's a \$78 saving on the regular \$195 price.

Acrobat 2.0 for Macintosh includes:

- Acrobat Exchange and the PDF Writer for creating your own PDF files.
- Acrobat Search for full-text search of files indexed with Acrobat Catalog.
- Acrobat Reader 2.0 for Macintosh and Windows that you can distribute freely. Also, Acrobat Reader 1.0 for DOS and UNIX are included FREE of charge.

In North America:

To order, call 1-800-521-1976. To get the special price, you must mention offer number 9-03-02-9.

Print and fax the order form to 1-408-655-6096.

(To access the order form, click the \$ button.)

Or mail the order form to: Adobe Systems Incomporated P.O. Box 6458, Salis, CA 93912-6458

Outside North America:

For a list of Adobe Authorized Resellers who can provide local currency pricing, click on one of the first three buttons below.



Special Offer for Apple Customers! Get Adobe Acrobat for just \$117.

,	,			Н	CI	O	Da	at	Z)!									
Acrobat 2.0 i own PDF file contained in	es; Acrol any dod	s Acro bat S cume	oba ear ent i	t Ex ch, nde	cha whi xed	ange ich I I wit	e an ets h A	nd tl me crol	ne qu bat	PD ickl Ca	F W ly fi	nd og;	deta and	aile I Ac	d in	fori	mat Rea	ion der	2.0	
which I can s All for just \$1													and	рп	nt r	iiy i	יוטר	- 1116	35.	
Order Inform	nation																			
First Name (Plea					L MI		Las	t Na	⊥ me	1										
1 1 1 1	. ,		ı	1	ı	ı	1	1	ı	ī	ı	1	1	1	ı	ı	ı	ı	ı	1
Company Name																				_
							1	1				L								
Address (No P.C	D. boxes p	olease))																	
A -l -l (ti								1												
Address (continu	•																			
Citv												_								
	1 1 1			1	1	1	1	I	1	1	1	ı		1				1		1
State/Prov Zip/						_	_	Col	untry	/										
	1				1															
Daytime Telepho								_												
Order Inform	nation																			
Quantity Program										Price (\$117 U.S).										
		A	dob	e A	crol	bat	2.0	for	Ма	cin	tos	h®			\$					
Shipping																				
				_ ~											\$	7.5	0			
Sales Tax (A													٨		\$	7.5	0			
Sales Tax (A MD, MI, MN,	MO, NO	* NJ	, NN	/I,* N	ΙΥ,	ОН	I, PA	* R	I, T				۹,		\$	7.5	<u> </u>			
Sales Tax (A MD, MI, MN, WA* and WI r	MO, NO esident	; NJ s add	, NN l ap	/I; N pro	IY; pria	OH ate s	l, PA sale:	x,* R s ta	RI, T x.	N,*	TX	* V/)	\$	7.5	60_			
Sales Tax (A MD, MI, MN, WA* and WI r In these state	MO, NC esident es, inclu	; NJ s add ide sl	, NN d ap hipp	/I,* N pro ping	IY; pria	OH ate s	l, PA sale:	x,* R s ta	RI, T x.	N,*	TX	* V/)	_	7.5	60			
Sales Tax (A. MD, MI, MN, WA* and WI r In these state (Canadian or	MO, NC esident es, inclu	; NJ s add ide sl	, NN d ap hipp	/I,* N pro ping	IY; pria	OH ate s	l, PA sale:	x,* R s ta	RI, T x.	N,*	TX	* V/)	\$	7.5				_
Sales Tax (A MD, MI, MN, WA* and WI r In these state (Canadian of Total	MO, NC resident es, inclu rders ac	c; NJ s add ide sl dd \$5	, NN d ap hipp	/I,* N pro ping	IY; pria	OH ate s	l, PA sale:	x,* R s ta	RI, T x.	N,*	TX	* V/)	_	7.5				
Sales Tax (A. MD, MI, MN, WA* and WI r In these state (Canadian of	MO, NC resident es, inclu rders ac	c; NJ s add ide sl dd \$5	, NN d ap hipp	//; N pro ping	IY; pria	OH ate s	l, PA sale:	x,* R s ta	RI, T x.	N,*	TX	* V/)	\$	7.5	50			_ _ _
Sales Tax (A MD, MI, MN, WA* and WI r In these state (Canadian of Total	MO, NO residents es, inclu rders ac formation	c; NJ s add ide sl dd \$5	, NN d ap hipp .00)	//,* N pro ping	IY; pria cos	OH ate s st w	l, PA sale: hen	x* R s ta n fig	RI, T ix. urir	ng (TX Sal	,* V/	ax.		\$			ank)		_
Sales Tax (A. MD, MI, MN, WA* and WI r In these state (Canadian of Total Payment Inf Check/Mon (Make payar)	MO, NO residents es, inclu rders ac formation	s add s add ide sl dd \$5	, NN d ap hipp .00)	ems	IY*, pria cos	OHate s	l, PA sale: hen	s ta s fig	RI, T ix. urir	ng (TX Sal	,* V/	ax.		\$			ank)		_
Sales Tax (A. MD, MI, MN, WA* and WI r In these state (Canadian of Total Payment Inf Check/Mon (Make paya) Visa N	MO, NC residente res, inclu rders ac formatic ey Order able to Ac MasterCa	s addide slidd \$5	, NM d ap hipp .00)	M* N pro ping)	IY,* pria cos	OHate s	l, PA sale: hen orate	ed in	n U.	ng :	TX Salo	,* V/	ax.		\$ \$ \$	U.S	S. ba	1	1	
Sales Tax (A. MD, MI, MN, WA* and WI r In these state (Canadian of Total Payment Inf Check/Mon (Make payar)	MO, NC residente res, inclu rders ac formatic ey Order able to Ac MasterCa	s addide slidd \$5	, NM d ap hipp .00)	M* N pro ping)	IY,* pria cos	OHate s	l, PA sale: hen orate	ed in	n U.	ng :	TX Salo	,* V/	ax.		\$ \$ \$	U.S		1	1	
Sales Tax (A. MD, MI, MN, WA* and WI r In these state (Canadian of Total Payment Inf Check/Mon (Make paya) Visa	MO, NC residente res, inclu rders ac formatic ey Order able to Ac MasterCa	s addide slidd \$5	, NM d ap hipp .00)	M* N pro ping)	IY,* pria cos	OHate s	l, PA sale: hen orate	ed in	n U.	ng :	TX Salo	,* V/	ax.		\$ \$ \$	U.S	S. ba	1	1	

For fast service, call 1-800-521-1976. You must mention offer number 9-03-02-9. Or print and fax this form to 1-408-655-6096. Or mail to:

Adobe Systems Incorporated P.O. Box 6458 Salinas, CA 93912-6458

Outside the USA and Canada, contact your local Adobe distributor.

For a list of Adobe Authorized Resellers, click on one of the first three buttons below.

E Europe

L Latin America

A Asia-Pacific



Offer ID: 9-03-02-9

Return to menu

Purchase orders and C.O.D.s not accepted. Allow 4-6 weeks for delivery. Adobe, the Adobe logo and Acrobat are trademarks of Adobe Systems Incorporated which may be registered in certain jurisdictions. Macintosh is a registered trademark of Apple Computer, Inc.

Copyright © 1994 Adobe Systems Incorporated. All rights reserved.

Distributors

ors

Great Britain

MicroWarehouse Limited
Citygate
6 Bridge Court
Dublin 8
Ireland
Tel: +353 1 679 0055

Fax: +353 1 679 0055 Fax: +353 1 679 0064

Principal Distribution Limited
Todd Hall Road
Carrs Industrial Estate
Haslingden, Rossendale
Lancashire BB4 5HU
Great Britain
Tel: +44 706 831831

Fax: +44 706 832568

Top Log Limited
Top Log House
Knaves Beech Business Centre
Loudwater, High Wycombe
Bucks HP10 9QY
Great Britain
Tel: +44 628 819 444
Fax: +44 628 819 356

Germany

Computer 2000 GmbH Baierbrunnerstrasse 31 D-81301 München Germany

Tel: +49-89-786075 Fax: +49-89-78040237

IQ Products GmbH Freischützstrasse 92 D-81927 München Germany

Tel: +49-89-9928910 Fax: +49-89-99289150

Letraset GmbH Mergenthalerstrasse 6 D-60352 Frankfurt Germany

Tel: +49-69-4209940 Fax: +49-69-42099450

Merisel GmbH Peter-Henlein-Strasse 2-4 D-82140 Olching Germany

Tel: +49-81-422910 Fax: +49-81-423890 Prisma GmbH Neumann-Reichardt Strasse 27 D-22013 Hamburg Germany Tel: +49-40-688600

Fax:+49-40-68860401

France

Diva Micro Systèmes Bâtiment Coli 78140 Vélizy France

Tel: +33-1-34651819 Fax: +33-1-30706310

Ingram Micro Sarl B.P. 221 59812 Lesquin Cedex France Tel: +33-20-885800

Tel: +33-20-885800 Fax: +33-20-885888

Distributors

Netherlands

P-Ingeniérie 19-21 rue du 8 Mai 1945 94117 Arcueil Cedex

France

Tel: +33-1-47404000 Fax: +33-1-47404020

Polaris Informatique 2 rue du Kéfir Sénia 343 94310 Orly Cedex France

Tel: +33-1-49794550 Fax: +33-1-46867977

Unlike

19-21 rue du 8 Mai 1945 94117 Arcueil Cedex

France

Tel: +33-1-47404105 Fax: +33-1-47404101 Axxam Hettenheuvelweg 47c 1101 BM Amsterdam ZO The Netherlands Tel: +31 20 691 1298 Fax: + 31 20 696 0539

Computer 2000 N L Pikeursbaan 15 7411 GT Deventer The Netherlands Tel: +31 5700 44666 Fax: +31 5700 44388

Grafitech Desktop Systems BV Weltevreden 2a 3731 AL De Bilt

The Netherlands

Tel: +31 30 210800 Fax: +31 20 200266

Ingram Micro BV Mississippidreef 87 3503 RB Utrecht The Netherlands Tel: +31 30 651800

Fax: +31 30 624230

Belgium

Computer 2000 / Axxam NV Essenestraat 15 B-1740 Ternat Belgium

Tel: +32-2-5838311 Fax: +32-2-5826712

Ingram Micro D NV Leuvensesteenweg 11 B-1932 Zaventem Belgium

Tel: +32-2-7229511 Fax: +32-2-7251511

Sparkle
Fontshop Division
Maaltecenter, Blok-C
Derbystraat 247
B-9051 St. Denijs Westrem Gent
Belgium

Tel: +32-2-2202620 Fax: +32-2-2208092

Distributors

Switzerland

Also ABC Trading AG Grabenhof CH-6010 Kriens

Tel: +41 (0)41-49 7300 Fax: +41 (0)41-49 7996

Computer 2000 AG Lettenstrasse 11 CH-6343 Rotkreuz

Tel: +41 (0)42-65 9000 Fax: +41 (0)42-65 9025

SWIP Handels AG

CH-8153 Rümlang/Zürich Tel: +41 (0)1-818 8888 Fax: +41 (0)1-817 1120

Austria

Computer 2000 GmbH Wilhelminenstr. 91/11fl

A-1160 Wien Austria

Tel: +43-1-409010 Fax: +43-1-40901390 Merisel Computer Products GmbH

Traviatastrasse 35

A-1230 Wien Austria

Tel: +43 1 616 9797

Fax: +43 1 616 979720

Prisma Express Distributions GmbH

Autokaderstrasse 29

A-1210 Wien

Austria

Tel: +43 1 27 05 2710 Fax: +43 1 27 05 275

Czech Republic

Macron Spol s.r.o. Nad Petruskou 1 420 00 Praha 2 Czech Republic

Tel:+42-2-6911914

Fax: +42-2-6911910

TH'System AS 28 Rijna St. 86 700 01 Ostrava Czech Republic Tel: +42-69-6112350 Fax: +42-69-6113742 Hungary

Kontakt Design Studio

Fö Utca 7

H-1011 Budapest

Hungry

Tel: +36 1 2019191 Fax: +36 1 2010130

Italy

Delta Srl.

Via Brodolini, 30 21046 Mainate (VA)

Italy

Tel: +39 332 803111 Fax: +39 332 860781

Modo Srl.

Via Masaccio, 11 42100 Reggio Emilia

Italy

Tel: +39 522 512828

Fax: +39 522 516822

Europe

Distributors

4

Spain

Computer 2000 EspaÑa S.A. Constitucieón, 1 planta 4° 08960 Sant Just Desvern Barcelona

Spain Tel: +34 3 499 91 11 Fax: +34 3 499 91 12

Delsia González Dávila, 22 28031 Madrid Spain

Tel: +34 1 380 05 68 Fax: +34 1 380 10 13

GTI

Parque Empresarial San Fernando Edificio Europa 2º planta 28831 San Fernando de Henares Madrid

Spain
Tel: +34 1 677

Tel: +34 1 677 95 95 Fax: +34 1 677 96 96

Portugal

Proleógica S.A. Rua Alto do Montijo, N°15 Alfragide 1495 Lisboa

Portugal Tel: 351 1 416 96 00 Fax: 351 1 417 50 05

South Africa

HNR Computers 8 Desmond Street Kramerville 2148 PO Box 2067 Gallo Manor 2052 South Africa Tel: +27 11444 0225 Fax: +27 11444 0233

Denmark

Eskofot Grafiske Systemer A/S Industriparken 35-37 DK-2750 Ballerup Denmark

Tel: +45-44-974400 Fax: +45-44-972121

Sweden

Scribona Computer Products

Box 1374 171 27 Solna Sweden

Tel: +46 8 7343400 Fax: +46 8 7349922

Finland

Dava Oy Valimotie 21 FIN-00380 Helsinki Finland Tel: +358-0-56161

Fax: +358-0-56168255

Iceland

Apple-Umbodid Skipholti 19 PO Box 424 105 Reykjavik Iceland

Tel: +354 1 624800 Fax: +354 1 624818

Europe

Distributors

5

Norway

Software Plus A/S Nydalen Park Gjerdrumsvei 8 N-0186 Oslo Norway

Tel: +47 22 952520 Fax: +47 22 183716

Latin America

Distributors

Mexico

Dicom

Laguna de Términos No. 249

C.P. 11320 México, D.F.

Mexico

Tel: 525 203 4038 Fax: 525 203 6997

MacWare S.A. de C.V.

Pitágoras # 1143-E Col. del Valle

México, D.F. 03100

Mexico

Tel: 525 559 6333 Fax: 525 575 0916

Brazil

MultiSoluções Informática Ltda

Av. Brig. Faria Lima, 2223 - 6°Andar

01451-001 São Paulo

Brazil

Tel: 55 11 816 6355

Fax: 55 11 210 6294

Next

Hong Kong

PacRim Technologies 3/F Connaught Commercial Building

185 Wanchai Road

Hong Kong

Tel: 852 832 9322 Fax: 852 838 3603

Korea

Bb Communications, Inc. 118 Changchung-dong 1 ka

Chung-gu, Seoul South Korea

Tel: 82 2 268 2677 Fax: 82 2 268 2678

Singapore

PacRim Systems Pte Ltd 6 Harper Road #03-03 Leong Huat Building Singapore 1336

Tel: 65 283 7770 Fax: 65 283 0922

Japan

K.K. Matrix

1-18-18 Rokkakubashi

Kanagawa-ku

Yokohama 221 Japan

Tel: 81 45 423 4400

Fax: 81 45 423 4410

Marubeni Corporation

4-2 Ohtemachi 1-Chome

Chiyoda-ku Tokyo Japan

Tel: 81 33 282 3713

Fax: 81 33 282 3307

Otsuka Shokai Co., Ltd.

2-12-2 Misaki-cho

Chiyoda-ku

Tokyo 101 Japan Tel: 81 3 5257 9192

Fax: 81 3 3261 9117

Software Too Corporation

Tango 33 Bldg. 3F.

3-25-11 Higashi

Shibuya

Tokyo 105 Japan Tel: 81 3 3797 5778

Fax:81 3 3797 5799

SystemSoft Corporation 3-10-30 Teniin

Chuo-ku

Fukuoka,810 Japan

Tel: 81 92 722 4857

Fax: 81 92 732 4854

Taiwan

PacRim Technologies Taiwan

3F. No.350

Fuhsing N. Rd.

Taipei, Taiwan

Tel: 886 2 517 0690 Fax: 886 2 517 0689

Australia

InfoMagic Australia Pty Ltd Austlink Corporate Park

Minna Close

Belrose, NSW 2085

Australia

Tel: 612 930 3900

Fax: 612 450 0077

Asia-Pacific

Distributors

Merisel Pty Ltd 4 Sirius Road Lane Cove, NSW 2066 Australia Tel: 612 882 8888 Fax: 612 882 8844

New Zealand

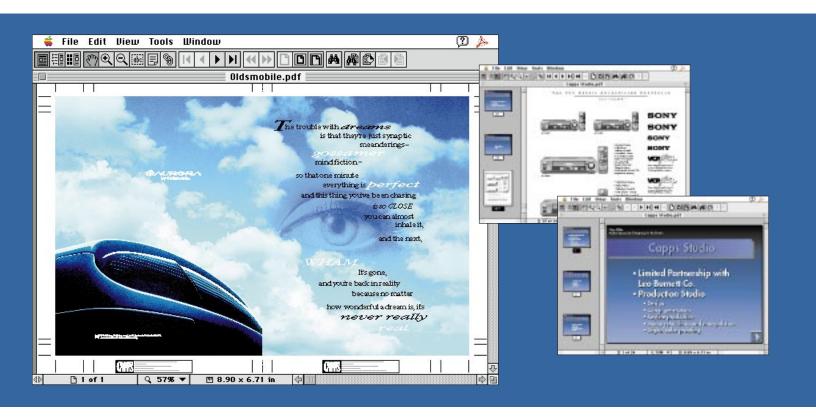
Software New Zealand 2 B Target Court Glenfield, Auckland New Zealand Tel: 64 9 443 2524 Fax: 64 9 443 2528

Adobe, the Adobe logo, Acrobat and the Acrobat logo are trademarks of Adobe Systems Incorporated which are registered in certain jurisdictions. Mac and Macintosh are registered trademarks and AppleScript and QuickTime are trademarks of Apple Computer, Inc. Lotus Notes is a registered trademark of Lotus Development Corporation. NetWare is a registered trademark of Novell, Inc. UNIX is a registered trademark in the United States and other countries, licensed exclusively through X/Open Company, Ltd. Windows is a trademark of Microsoft Corporation. All other brand or product names are trademarks or registered trademarks of their respective holders.

© 1994 Adobe Systems Incorporated. All rights reserved. 9/94.



Adobe Acrobat



Capps Studio Ltd.



Chris Miller, director of Macintosh computing, Capps Studio.

Production Studio Serves Clients Like Never Before, Thanks to Adobe Acrobat

When Capps Studio Ltd. looked into supplementing its clients' traditional review process with an electronic one, it evaluated many different options. After in-depth testing, Capps chose Adobe Acrobat Software to make it happen.

Capps Studio, based in Chicago, is a limited partner of the Leo Burnett Co. advertising agency and provides services for clients including Kellogg, Kraft, Nintendo, Oldsmobile, Phillip Morris, Reebok, Sony and United Airlines. Chris Miller, director of Macintosh® computing for Capps, expects the new process to reduce the time

and money needed to bring an ad from concept to print.

"Using Acrobat software, savings can be passed on to our clients without sacrificing image quality," says Miller. "Portable Document Format files preserve the quality of the image perfectly. So what clients see now is the same quality they saw before with hard copy proofs, plus electronic proofs can cost a lot less to distribute."

Improved Time to Market

As Capps evaluated remote electronic proofing it saw the potential for saving





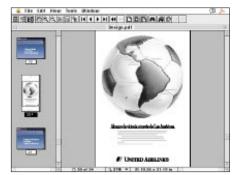
time, for example, by sending files in Portable Document Format (PDF) to clients for comment instead of relying on faxes and hard copy sent by overnight mail. This streamlined approach cut hours and sometimes days from the proofing process by eliminating the need for couriers, express mail, stat production and other timeconsuming steps.

In addition, the size of PDF files allow them to be more efficiently transmitted electronically. "PDF files are typically 50 percent smaller than the files created with a document communication program we tried previously," says Miller. "This means files can be transmitted much faster, and thus are less costly than traditional or other electronic means."

According to Miller, Acrobat software ensures that the quality of the electronic proofs are as good as the originals. "Ad clients are accustomed to seeing hard copy proofs that look exactly like the finished product. With the other program, clients complained about the proof quality." When Capps started using Acrobat software, clients were favorably impressed with the image quality of the electronic PDF proofs, which appear exactly as they did on the artist's computer.

More Effective Communication

The new electronic review process will improve communication between Capps and its clients. Acrobat software let the agency go digital without the worry of platform compatibility issues. To design and create ads, the studio uses Apple® Macintosh computers, a wide array of sophisticated drawing and layout programs, and a large library of fonts. Many of Capps' clients have Macintosh computers, but many also have PCs that run DOS or Windows™. Using Acrobat, Capps sends proofs as PDF files that can be viewed



PDF of United Airlines advertisement.

by clients regardless of the type of computer or software they are using.

In addition, clients can comment on the work without actually changing the original, giving the agency more control over the editing process. Acrobat software also helps clients consolidate comments they have made to an ad, and helps Capps to keep track of which member of the client team made each comment and then prioritize changes accordingly.

"We used to spend two days making one change to an ad," says Miller. "With Adobe Acrobat, we can make two changes in one day. Acrobat allows us to provide a faster time to market, and this can give our clients a competitive edge."

Electronic Advertisement Delivery

Capps creates ad slicks and clip art in PDF files for Oldsmobile dealers. Previously, the agency sent stats to dealers, which then created ads by manually cutting and pasting the necessary elements. Now dealers use Acrobat to open and print PDF files of the ads they need. In the future, dealers will be able to make simple edits to the PDF files using Adobe Illustrator™ 5.5 for the Macintosh. "Using the program's ability to edit PDF files, dealers can change prices or make other small edits," says Miller, "while still maintaining the integrity of corporate logos and colors. This saves dealers money, because

they don't have to reinvent the wheel every time. And it gives clients peace of mind, knowing that the corporate look and feel will be preserved."

Keeping Track of Ads

Miller says clients frequently need copies of ads for company presentations and other occasions. Currently, Capps archives all jobs in their native file formats, but with the edit and search features in Acrobat the company may change that. With Acrobat software, Capps doesn't have to worry about which font, application or software version was used to create the document in order to open, view and modify it later.

"Keeping track of ads would be easier with Acrobat, because we could do a search using several different fields and keywords," says Miller. "Acrobat allows us to look up a PDF file of an ad using the art director's name, the creation date or other criteria, rather than requiring an exact job number.

"The search capabilities of Acrobat are great. "Clients expect fast turnaround and quick retrieval of copy. Acrobat helps us meet and exceed those expectations. Using Acrobat our clients' ads are first to market and this definitely helps give them a leg up on the competition."

Capps Studio Systems at-a-Glance

Hardware
Power Macintosh™
Macintosh Quadra®
Macintosh Ilfx
Macintosh Ilci
Macintosh Ilsi

Macintosh PowerBook® Macintosh PowerBook Duo™ Software Acrobat Distiller™

Acrobat Exchange
Acrobat Reader
Adobe Dimensions™
Adobe Illustrator
Adobe Photoshop™
Adobe Streamline™
Aldus® FreeHand®
QuarkXPress®

Adobe Systems Incorporated

1585 Charleston Road, P.O. Box 7900, Mountain View California 94039-7900 USA

Adobe Systems Europe B.V. Europlaza, Hoogoorddreef 54a, 1101 BE Amsterdam Z.O. The Netherlands

Adobe Systems Japan Swiss Bank House, 4-1-8 Toranomon, Minato-ku Tokyo 105 Japan For more information on Adobe products call 1 (800) 833-6687.

Adobe, the Adobe logo, Acrobat, Adobe Dimensions, Adobe Illustrator, Adobe Photoshop, Adobe Streamline and Distiller are trademarks of Adobe Systems Incorporated which may be registered in certain jurisdictions. Aldus and FreeHand are registered trademarks of Aldus Corporation. Apple, Macintosh, Macintosh, Quadra and PowerBook are registered trademarks and PowerBook are trademarks of Apple Computer, Inc. Windows is a trademark of Microsoft Corporation. QuarkXPress is a registered trademarks of their respective holders.