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## Why PDF?

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Adobe's Portable Document Format (PDF) is a reliable file format for storing line art, images, and text (including all required fonts) for pages. Once created, a PDF file can be shared and reused among many different people or processes. Since a PDF file can be viewed on-screen or over the Web, it is simple to preview the content prior to making finished output.

There are two key differences between PostScript and PDF formats:

PostScript is, essentially, a programming language. PDF is a page description language, making interpretation much more repeatable and reliable.

An entire PostScript file must be interpreted to obtain the content of a single page. In a multi-page PDF file, the content for each page is independent. If changes are made to a single page, only that page needs to be reinterpreted.

PDF is the internal format for all of Prinerger's digital masters. Through the refining process, PostScript files are interpreted, a display list is created, and from that display list, a digital master PDF file is constructed.

### Methods for Creating PDF Files

Acrobat Distiller is the industry standard for generating PDF files for print publications. An error-free PostScript file is generated first from applications such as QuarkXPress or Adobe PageMaker. Distiller is the PostScript engine that acts as software RIP. When a file is distilled the file can be printed or imaged on a PostScript-compatible device. Distiller is a proven stable application for generating PDF files.

### Exceptions to Generating PDF Files

Adobe Acrobat PDFWriter is a printer driver that may be selected when printing. However, due to its limitations Victor Graphics does not recommend creating PDF files with this printer driver. In addition to this application, there are numerous free PDF Writers and PDF options now available from within MicroSoft software applications. Victor Graphics does not accept any PDF file generated from Microsoft Office or Microsoft Publisher. These software applications do not provide the necessary PostScript data during a RIP and result in missing or substituted fonts and cause textflow.

Export to PDF commands from publishing software also create PDF files. However, QuarkXPress requires an added extension in order to generate a PDF file. This doesn't generate reliable PDF files for imaging and print production and Victor Graphics, Inc. does not recommend using this method.

When sending proofs to Victor Graphics text files should be sent as PDF files that have been distilled using Adobe Distiller. Additionally, graphic files should be sent separately in their native application. When sending files for the actual print job please send both text files and graphic files in their native applications. For detailed information on packaging files to send to Victor Graphics please refer to the File Transfer Guide.