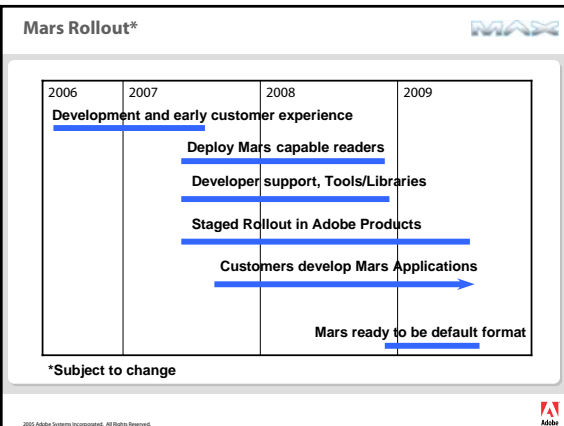


- ### Key Objectives
- Openness
 - File format and content based on open standards
 - Engage with the XML world
 - Developers know XML
 - Mars uses familiar concepts and technology
 - Leverage existing know-how and tools
 - Build on the confidence in Adobe and PDF
 - People know and trust Adobe PDF
 - Take leadership position
 - Mars leverages huge PDF ecosystem



- ### Getting Started with Mars
- Plug-in Available with Acrobat 8.0 Beta
 - Scalable Vector Graphics (SVG)
 - <http://www.w3.org/Graphics/SVG/>
 - <http://svg.org/>

MAX

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