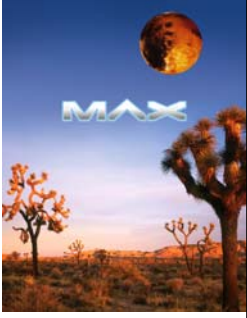



# Mars Rising:

A first look at XML friendly PDF


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## Agenda

- About PDF
- What Is Mars?
- Key Objectives
- Rollout
- How to get started

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## People Love PDF Because...

- Everyone can view it using the free Adobe Reader
- Perfect reproduction of author's intent
- Content protection
- Compact files, efficient access
- Interactive Forms
- Review & Markup
- etc. etc.

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## What More Could We Want?

- More emphasis on tools and developers
- More integration with open standards
- More "Government-friendly"
  - Governments embrace open standards
- Move to XML
- PDF caught in the crossfire; how open is it?


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## What does PDF look like?

```


PDF 1.4
1 0 obj
<< /Type /Catalog
  << /Outlines 2 0 R
  /Pages 3 0 R
  >>
  >>
endobj
2 0 obj
<< /Type /Outlines
  /Count 0
  >>
endobj
3 0 obj
<< /Type /Pages
  /Kids [4 0 R]
  /Count 1
  >>
endobj
4 0 obj
<< /Type /Page
  /Parent 3 0 R
  /Resources << /Font << /F1 << /Type /Font
  /Subtype /Type1
  /BaseFont /Helvetica
  /Encoding /MacRomanEncoding
  >>
  >>
  >>
endobj
5 0 obj
<< /Length 73 >>
stream
BT
/T1 12 Tf
72 200 Td
Hello World!
ET
endstream
endobj
  
```

Annotations: **Header** (lines 1-3), **X-Ref** (lines 4-5), **Trailer** (lines 6-7)

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## What Is Mars?

- A representation for PDF documents based on XML and other standards in a ZIP package.
  - Developer-friendly, more open
  - Enable use of standard tools
  - Forward looking
- Better platform for integration today and innovation tomorrow

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### Document Structure - PDF

**PDF Document**

Document objects are represented mostly in a PDF-specific format.

The overall file requires a PDF Library to read and write.

- PDF PDF-specific format
- COS PDF-specific format

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### Mars: An XML Representation of PDF

**Mars Document**

Document objects are represented using applicable standards, linked, and packaged using ZIP format.

The backbone ties all of the pieces together.

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### Demonstration

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### 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

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### Mars Rollout\*

2006	2007	2008	2009
Development and early customer experience			
	Deploy Mars capable readers		
	Developer support, Tools/Libraries		
	Staged Rollout in Adobe Products		
	Customers develop Mars Applications		
		Mars ready to be default format	

\*Subject to change

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### 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/>

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MAX

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