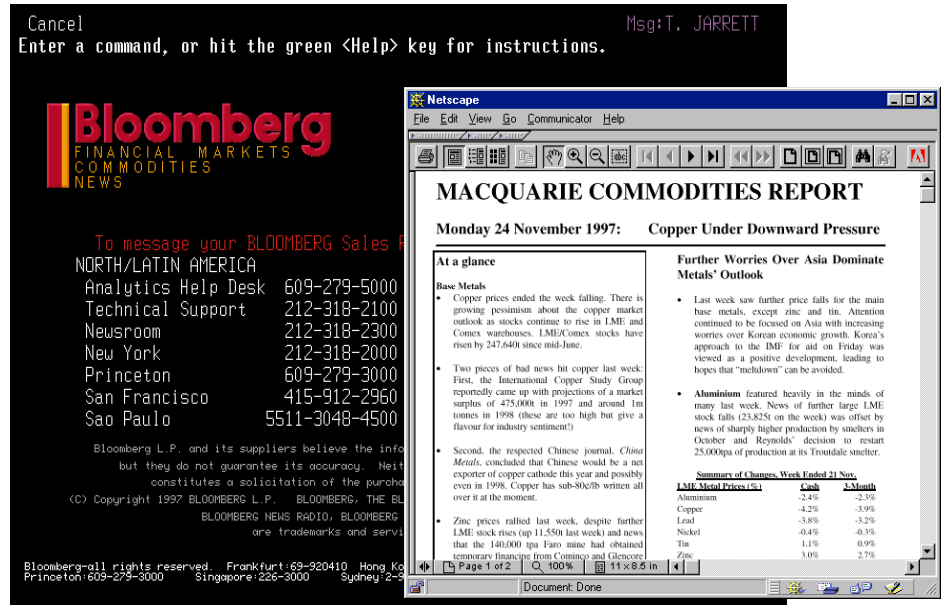


## ADOBE CUSTOMER SPOTLIGHT

# Bloomberg Australia

**Bloomberg Turns to Adobe Acrobat and Acrobat Capture to Deliver Time-Sensitive Materials to Investors Worldwide**

Adobe® Acrobat®  
Adobe Acrobat Capture®



Using Adobe Acrobat and Acrobat Capture, Bloomberg Australia is able to put critical market information into the hands of investors in a matter of minutes.

### Key Benefits

- Adobe Acrobat and Acrobat Capture software help Bloomberg deliver critical corporate news instantly to 250,000 investors worldwide
- Adobe PDF retains the exact look and feel of original documents, guaranteeing the accuracy of materials delivered over the Web
- PDF files can be downloaded and printed easily across multiple computing platforms
- Ease of converting files from any format to PDF prompted Bloomberg to expand its news service to include materials submitted by clients
- Fonts, images, colors, and layouts remain intact with PDF, making it the ideal format for delivering such high-profile documents as company annual reports

In the global securities market, immediate access to timely, accurate investment information means better buying decisions, and ultimately, higher returns. So while five or ten minutes might not seem long to most people, it's an eternity for an investor with millions of dollars on the line. Recognizing this, Bloomberg Australia established one of the financial industry's most innovative systems to deliver up-to-the-minute corporate news to professional investors worldwide.

By combining creative thinking with leading technologies, Bloomberg Australia gets critical market information into investors' hands faster than competing news services.

"In this business, speed and accuracy are everything," commented Trevor Jarrett, general manager of Bloomberg Australia. "And we can deliver exactly that using Adobe Acrobat, Adobe Acrobat Capture, and custom-built applications."

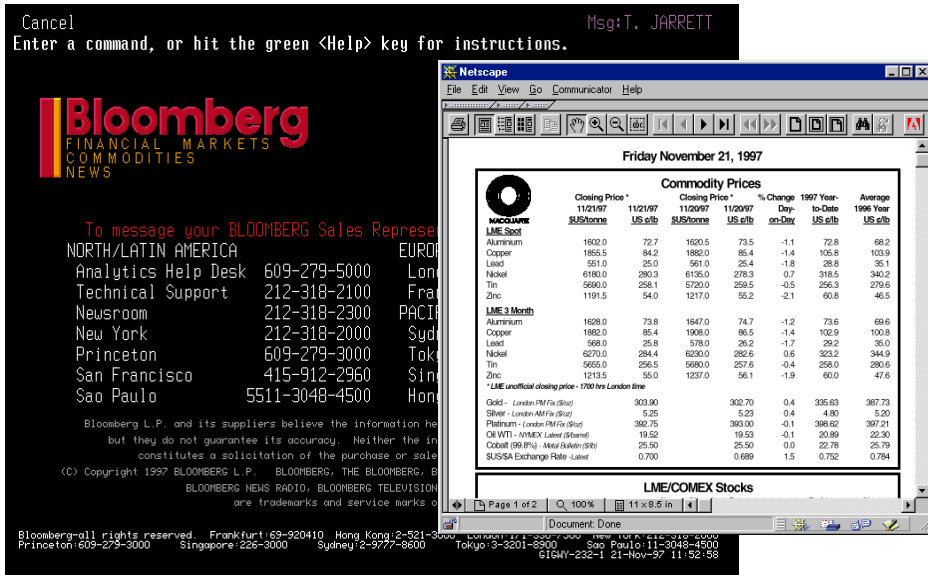
### Ahead of the Competition

By law, publicly traded Australian companies must submit press releases to the

Australian Stock Exchange (ASX) as soon as announcements are made. Jarrett recognized that—if the right technologies were used—the materials sent to the ASX could be leveraged to provide Bloomberg associates and clients with a valuable information resource. By loading corporate press releases as quickly as possible into the Bloomberg PC OPEN, a subscription-based service delivering financial information to more than 250,000 clients worldwide, Jarrett could give investors direct access to the industry's most timely news.

In early 1997, Bloomberg Australia began building a system to convert the 300-plus company announcements received daily by the ASX to files that could be placed on the Bloomberg PC OPEN. Using Adobe Acrobat, Adobe Capture, and in-house developed applications, Jarrett created the system to automatically read press releases stored as TIFF files from ASX's FTP server, bring them into Adobe Acrobat Capture, convert them to Adobe PDF, and then place





online resource for information. “No other service comes close to matching the depth and breadth of materials on the Bloomberg PC OPEN,” Jarrett noted.

Since Bloomberg started accepting documents from customers five years ago, millions of pages containing stock pricing and history, corporate overviews, and industry analyses have been converted to PDF and placed on the Bloomberg PC OPEN. Some of the electronic files from clients are output to PostScript® files which are converted to PDF using Acrobat Distiller and then placed on the system’s server. Faxed materials are also converted to PDF using Acrobat Capture.

In the future, Bloomberg Australia is looking to expand services to include delivering corporate annual reports over the Bloomberg PC OPEN. “Businesses currently spend thousands of dollars each year getting these reports to investors worldwide,” said Jarrett. “By distributing annual reports as Adobe PDF files over the Bloomberg PC OPEN, companies would not only save thousands of dollars in print and distribution costs but would also have an instant audience of more than 250,000 financial investment professionals. Adobe PDF guarantees the look and feel of the original document so there’s nothing—except delays and expense—for companies to lose.”

More information about Bloomberg can be found at [www.bloomberg.com](http://www.bloomberg.com).

Additional information on Adobe is available at [www.adobe.com](http://www.adobe.com).

### Bloomberg Systems At-A-Glance

**Hardware:**  
Pentium® processor-based PCs running Windows NT®

**Software:**  
Adobe Acrobat  
Adobe Acrobat Capture  
Adobe Photoshop

**Bloomberg can deliver financial reports to investors as PDF files which retain the exact look and feel of the original documents.**

the completed files on The Bloomberg PC OPEN.

“With Adobe Acrobat and Acrobat Capture, we’re distributing financial news to investors worldwide in seconds,” Jarrett explained. “The documents delivered as PDF files are 100 percent accurate and contain the exact fonts, images, and layout as the news announcements released by companies moments earlier. And some of the PDF files, such as company annual reports and the ASX daily diary, are fully text searchable, making it easier for clients to get what they need quickly.”

### A Standard for Worldwide Delivery

At Bloomberg offices in Tokyo and Princeton, New Jersey, Adobe Acrobat and Acrobat Capture are also used to prepare company news for distribution over the Bloomberg PC OPEN. But, in the U.S. and Japan, the variety of ways companies release corporate news makes it difficult to build an automated system similar to Bloomberg Australia’s. Instead, employees in Tokyo and Princeton scan press releases and process them with Acrobat Capture. The resulting electronic files are converted to PDF using Acrobat Distiller® and then placed on

the Bloomberg PC OPEN. “Here, too,” Jarrett commented, “speed and the ability to retain the integrity of each document are critical.”

According to Jarrett, the volatility of the financial markets makes delays in accessing materials unacceptable. For this reason, Bloomberg provides each new subscriber to the Bloomberg PC OPEN a detailed user manual and software package with all the tools—including the Adobe Acrobat Reader—necessary to gain quick access to information. “The system is set up to be easy to use so investors can get what they need immediately,” he said. “Adobe Acrobat plays an important role by allowing us to deliver documents to multiple computing platforms without difficulty. Using Acrobat Reader, our clients can download and print materials in seconds.”

### Easy Expansion of Online Services

The ease of converting documents from Microsoft® Word, Microsoft Excel, Adobe Photoshop®, QuarkXPress, and other applications to Adobe PDF prompted Bloomberg to encourage customers to submit their own information to the system. The result: the financial industry’s most comprehensive

Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704 USA  
Adobe Systems Europe Limited  
Adobe House, Mid New Cutlins  
Edinburgh EH11 4DU  
Scotland, United Kingdom  
Adobe Systems Co., Ltd.  
Yebisu Garden Place Tower  
4-20-3 Ebisu, Shibuya-ku  
Tokyo 150 Japan  
World Wide Web  
[www.adobe.com](http://www.adobe.com)

Adobe, the Adobe logo, Acrobat, Acrobat Capture, Distiller, Photoshop, and PostScript are trademarks of Adobe Systems Incorporated. Microsoft, and Windows NT are either trademarks or registered trademarks of Microsoft Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners.

This spotlight contains illustrations of how customers use Adobe products and the results achieved. Many factors contributed to the results and benefits described. Adobe and/or its customers do not guarantee the same or similar results for other customers.

© 1997 Adobe Systems Incorporated. All rights reserved. Printed in the USA. CS1492 12/97