

## About the PDF/A Conference

### PDF/A Conference

The 4<sup>th</sup> International PDF/A Conference, organised by the PDF/A Competence Center in Rome, features a gathering of the world's experts on PDF/A. Different tracks are offered, ranging from novice to industry-specific sessions. Furthermore, the PDF/A Competence Center has invited several well-known companies to present a wide range of use cases from different industries.

### ISO Standard PDF/A

PDF/A has been an ISO standard since 2005, governing the use of PDF format for the long-term archiving of electronic documents. The PDF/A standard is the result of more than three years of committee work by business representatives and members of different associations from around the world.

ISO 19005-1 defines "a file format based on PDF, known as PDF/A, which provides a mechanism for representing electronic documents in a manner that preserves their visual appearance over time, independent of the tools and systems used for creating, storing or rendering the files."

### PDF/A Competence Center

The ISO standard PDF/A is generating enormous interest in the market. The PDF/A Competence Center was founded as an international association to address the high demand for information about PDF/A and to promote the exchange of ideas and experience. The combined knowledge of numerous PDF/A experts is available to interested parties in one package. The association conducts events and seminars and contributes to further standardisation.

### Exhibition

The conference is accompanied by an exhibition of PDF/A-conforming products. Exhibitors as of April 2010:

- ▲ 4ITGroup S.r.l.
- ▲ Adobe Systems Europe
- ▲ C.M. Trading S.r.l.
- ▲ callas software GmbH
- ▲ cdm Europe
- ▲ Compart AG
- ▲ intarsys consulting GmbH
- ▲ Intrafind Software AG
- ▲ LuraTech Europe GmbH
- ▲ PDF Tools AG
- ▲ SEAL Systems AG

## Registration

Company \_\_\_\_\_

Billing address \_\_\_\_\_

ZIP code, city \_\_\_\_\_

Country \_\_\_\_\_

Name of participant \_\_\_\_\_

Email \_\_\_\_\_

Your reference \_\_\_\_\_

Registration fee (conference only): 890 € (price excluding 19% VAT)  
Early Bird until June 30<sup>th</sup>, 2010: 750 € (price excluding 19% VAT)  
Members of PDF/A Competence Center, AIIM, Aproged, and VOI receive a 20% reduction for conference and workshops.

Your preferred choice of tracks (not binding):

1<sup>st</sup> day:  Track 1  Track 2  Track 3

2<sup>nd</sup> day:  Track A  Track B  Track C

Workshops (one workshop 250 €, two 400 €)

Morning:  II PDF/A in pratica  Metadata  Scan  Digital-Born  
Afternoon:  Digital Signatures  Engineering  Accessibility

Please sign here: \_\_\_\_\_

Accommodation is not included in the registration fee and must be booked separately.

Please fax this form to +49 30 394050-99

Booking and cancellation deadline is September 22<sup>nd</sup>, 2010.

### Contact

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## 4<sup>th</sup> International PDF/A Conference

Rome

Fontana di Trevi, Centro Congressi  
September 29<sup>th</sup> - October 1<sup>st</sup>, 2010

Learn all about  
the ISO Standard PDF/A!

www.pdfa.org

## International PDF/A Conference

### Keynotes

**Betsy Fanning**, AIIM, Director of Standards is responsible for all of AIIM's activities in standards including the standards and technical reports produced by AIIM as ANSI (American National Standards) and industry specifications. She is also the secretary for ISO TC 171, Document Imaging Applications, Subcommittee 2, Application Issues. In addition to this, Betsy is the administrator for the U. S. Technical Advisory Group to TC 171 that represents the United States at the international meetings.

**Giovanni Battista Colombo** is Vice President of Assografici and President of Gruppo Stampa Digitale (the Digital Printing Group within Assografici). For over 30 years he has been part of ENIPG (National Body for Professional Education in Graphic Arts) for which he currently holds responsibilities at the national level.

**Stephen Levenson**, US District Courts, is one of the initiators of PDF/A and is currently the Judiciary Records Policy Officer in Washington. Stephen is the convenor of the ISO PDF/A committee and a member of the AIIM Standards Board of Directors.

### PDF/A Workshops

The pre-conference workshops cover special topics around PDF/A like metadata or signatures in PDF/A with experts in each area. The half-day hands-on workshops in small groups enable detailed discussions and hands on experience. The workshops can be booked separately or combined with the PDF/A Conference.

### PDF/A Tracks 1 to 3 on Thursday

The Thursday afternoon tracks address different areas of PDF/A. **Track 1** provides an introduction to PDF/A, and **Track 2** discusses legal and compliance issues. **Track 3** focuses on accessibility and metadata in PDF/A.

### Industry Tracks A to C on Friday

On Friday morning, experts and users present industry-specific topics. **Track A** is for archives and libraries. **Track B** covers the public administration. **Track C** focuses on business to customer issues (e.g. banks, insurances, telcos).

**Workshops · Wednesday, September 29th · Morning Sessions****II PDF/A in pratica**

In modo complementare rispetto alle presentazioni della Conferenza, questo workshop mostrerà esempi, strumenti e flussi di lavoro. Che cos'è il PDF/A? Come creare un file PDF/A? Come convertire da PDF a PDF/A? Utilizzi pratici del PDF/A e funzionalità di validazione.  
*Instructors: Alessandro Beltrami, TechnoSolutions; Damiano Viscardi, Soluzionisubito (in Italian language)*

**Scan to PDF/A**

This workshop covers all topics around scanning to PDF/A. General conversion and compression techniques with practical demos are discussed. A scan service provider's mass scanning approaches are presented as well as the classification possibilities for scanned documents.  
*Instructors: Carsten Heiermann, Thomas Zellmann, LuraTech Europe GmbH, Hans-Joachim Hübner, Senior Consultant, Satz-Rechen-Zentrum Hartmann+Heenemann GmbH & Co. KG*

**Digital-born PDF/A**

Office files, batch processing, tagged PDF, interactive documents, missing fonts or dynamic generation? This workshop presents the top ten problems when creating PDF/A from applications or databases – and how to solve them.  
*Instructors: Michael Karbe, President, Actino Software; Rolf Günter, Head of Business Development, Sales and Marketing, PDF Tools AG*

**XMP Metadata Primer**

Who uses XMP today? How do you use XMP in PDF/A, and how do you inspect, store and retrieve it? What about accuracy, persistence and privacy of XMP?  
*Instructors: Dietrich von Seggern, Business Development Manager, callas software GmbH; Olaf Drümmer, CEO, callas software GmbH*

**Workshops · Wednesday, September 29th · Afternoon****Engineering**

This workshop covers the special demands of engineering companies on PDF/A. These companies need flexible and reliable solutions for the conversion of files from different kinds of applications integrated in PDM solutions. Such customers look for possibilities to transfer features from CAD systems like layers, forms, security and 3D elements into the long-term archiving format. We will answer the question “What is possible and what is not?”  
*Instructors: Johannes Hesel, Vice President, SEAL Systems AG; Dr. Uwe Wächter, Product Management, SEAL Systems AG*

**Digital Signatures in PDF/A**

The workshop conveys a technical insight into the specification, implementation and use of digital signatures. Besides embedded signatures, the workshop will also focus on the emerging CAdES and XAdES standards as well as on the role of signatures in long-term archiving of documents.  
*Instructors: Dr. Bernd Wild, Managing Director, intarsys consulting GmbH; Domenico Barile, E-Mission S.r.l.*

**Accessibility**

Accessibility has been an integral part of the PDF/A standard from the beginning, reflected in the PDF/A-1a conformance level. Nevertheless PDF/A only enables accessible documents, and does not provide guidance on how to achieve a good or even reasonable level of accessibility. This workshop explains what makes a PDF/A really accessible and why accessibility matters for PDF/A, as well as how to prepare PDF/A documents with a reasonable degree of accessibility. In addition, an outlook will be provided on the upcoming PDF/UA standard, scheduled for completion towards the end of 2011.  
*Instructors: Olaf Drümmer, CEO, callas software GmbH; Michael Karbe, President, Actino Software; David Hook, Director Product Management, Crawford; Duff Johnson, CEO, Appligent Document Solutions*

*All workshops are held in English, except for one workshop in Italian language.*

**Conference Programme – Thursday, September 30<sup>th</sup>, 2010**

9:00	Registration, Exhibition		
10:00	<b>Welcome</b> - Harald Grumser, Chairman of the PDF/A Competence Center, and Francesco Tito, Chairman Italian Chapter		
10:30	<b>Keynote</b> - PDF/A in Italy, Giovanni Battista Colombo, Managing Director, STCC		
11:15	<b>Keynote</b> - PDF/A making inroads into the USA, Stephen Levenson, US District Courts and Convenor of the ISO PDF/A committee (invited)		
12:00	Lunch break, Exhibition		
	<b>Track 1: What you need to know about PDF/A</b> For novice to intermediate level attendees Programme chair: Johannes Hesel, Seal Systems AG	<b>Track 2: Legal Certainty</b> Safe and legal with PDF/A Programme chair: Dr Bernd Wild, intarsys consulting GmbH	<b>Track 3: Accessibility and Metadata</b> Beyond rendering page content - track, categorise, find, access PDF/A documents Programme chair: Olaf Drümmer, callas software GmbH
14:00	<b>PDF/A 101</b> <i>Introduction to PDF/A</i> Raffaele Bernardinello, ICT Director, C.M. Trading S.r.l. (in Italian language)	<b>PDF/A and Digital Signatures</b> <i>Bringing electronic signatures to PDF/A documents</i> Andrea Valle, Adobe Italy (in Italian language)	<b>Accessibility in PDF and Elsewhere</b> <i>Introduction</i> David Hook, Director Product Management, Crawford Technologies
14:45	<b>PDF/A from Document Management to the Graphic Arts</b> <i>PDF/A, PDF/X, PDF/E, PDF/VT, PDF/UA in a mixed environment</i> Alessandro Beltrami, TechnoSolutions (in Italian language)	<b>Electronic Invoices as PDF/A</b> <i>with respect to Italian legal requirements</i> Domenico Barile, E-Mission S.r.l.	<b>How to get Accessibility Right in PDF/A</b> <i>Practical guidelines</i> Duff Johnson, CEO, Appligent Document Solutions
15:30	Coffee break, Exhibition		
16:00	<b>Scan to PDF/A with OCR</b> <i>Paper becomes digital</i> Carsten Heiermann, Managing Director, LuraTech Europe GmbH	<b>Reproducibility of Archived Documents</b> <i>Standardised viewing or viewing a standard?</i> François Fernandes, Senior Consultant, levigo solutions GmbH	<b>XMP Metadata Primer</b> <i>How to archive standardised as well as company-specific metadata in PDF/A</i> Olaf Drümmer, Managing Director, callas software GmbH
16:45	<b>Archiving Digital Documents</b> <i>Conversion of digital-born documents to PDF/A</i> Dr. Hans Bärffuss, CEO, PDF Tools AG	<b>Archiving Emails with PDF/A</b> <i>In search for an email document format</i> Dr. Bernd Wild, Managing Director, intarsys consulting GmbH	<b>The Knowledge Map: How to take Advantage of XMP Metadata</b> <i>Connect information to knowledge in real-world scenarios</i> Manuel Brunner, Head of Projects and Services, Intrafind AG
17:30	<b>Closing session</b> - Wrap-up and hot topics from the first day, Carsten Heiermann, LuraTech Europe GmbH, and Silvio Bertante, E-Mission S.r.l.		
18:15	End of first conference day		
19:30	Evening event		

**Conference Programme – Friday, October 1<sup>st</sup>, 2010**

9.00	<b>Keynote - PDF/A-2</b> , Betsy Fanning, Director of Standards, AIIM		
	<b>Track A: Archives &amp; Libraries</b> Programme chair: Thomas Zellmann, LuraTech Europe GmbH	<b>Track B: Public Administration</b> Programme chair: Bernd Wild, intarsys consulting GmbH	<b>Track C: Business to Customer (e.g. banks, insurances, telcos)</b> Programme chair: Harald Grumser, Compart AG
10:00	<b>Relevance of PDF/A in Archives &amp; Libraries / Digital Preservation</b> <i>Retrospective digitisation with PDF/A</i> Hans-Joachim Hübner, Senior Consultant, Satz-Rechen-Zentrum Hartmann+Heenemann GmbH & Co. KG	<b>PDF/A at the Road and Transport Authority of Dubai</b> <i>Use Case/customer story</i> Sanat Kulkarni, eDocuMAN Fz LLC, Dubai	<b>PDF/VT</b> <i>Overview and relation to PDF/A</i> Stewart Rogers, Crawford
10:45	<b>Website Archiving to PDF/A</b> <i>Customer story: UBS</i> Rolf Günter, Head of Business Development, Sales and Marketing, PDF Tools AG	<b>PDF/A and PDF/X at UNI Italia</b> <i>Use Case/customer story</i> Damiano Viscardi, Soluzionisubito	<b>SAP and PDF/A</b> <i>Use case/customer story</i> Dr. Uwe Wächter, Product Management, SEAL Systems AG
11:30	<b>Anything to PDF/A?</b> <i>Recommendations, samples and best practice discussion</i> Thomas Zellmann, Managing Partner, LuraTech Europe GmbH	<b>PDF/A and Records Management</b> <i>Will it be the correct digital format for public administration?</i> Dominique Hermans, CEO, DO Consultancy Netherlands, SABIC	<b>Optimising PDF/A documents for Large Archives</b> <i>Aren't PDF/A files too big for massive archives?</i> Harald Grumser, CEO, Compart AG G
12:15	Lunch break, Exhibition		
14:00	<b>Receiving PDF/A in Public Administration</b> , Infocamere (invited)		
14:30	<b>Submitting PDF/A to the Public Administration</b> , Technosolutions, Donato, Stellabotte/CGN (invited)		
15:00	<b>Panel Discussion</b> , Betsy Fanning (AIIM), Massimo Maronati (ANORC), Hanns Köhler-Krüner (cdm Europe), Michael Fray (DIMO), Fausto Ceolini (Xplor) Moderators: Johannes Hesel & Olaf Drümmer		
15:40	Prize Draw		
16:00	End of second conference day		
	<i>Simultaneous translations from and to Italian or English are available for all conference presentations.</i>		