

Membership has its privileges

- How software developers, nonprofits and government agencies use the PDF Association



In this presentation

- What is the PDF Association
- Mission and history
- Present-day structure
- Activities
- A tour of online presences
- Governance
- Membership benefits
- Nonprofits and government
- Getting stuff done
- New services!
- Contacting us
- Your ideas!
- Your questions



- A non-profit organization based in Berlin, Germany
"Association for Digital Document Standards" (ADDS)
- 111 commercial and 31 individual members from 22 countries
(April, 2018)
- 20 non-profit organizations, including the Library of Congress
and the US National Archives and Records Administration, are
"liaison members"
- The meeting-place of the PDF industry and the learning-place
for developers implementing PDF technology



The PDF Association's mission

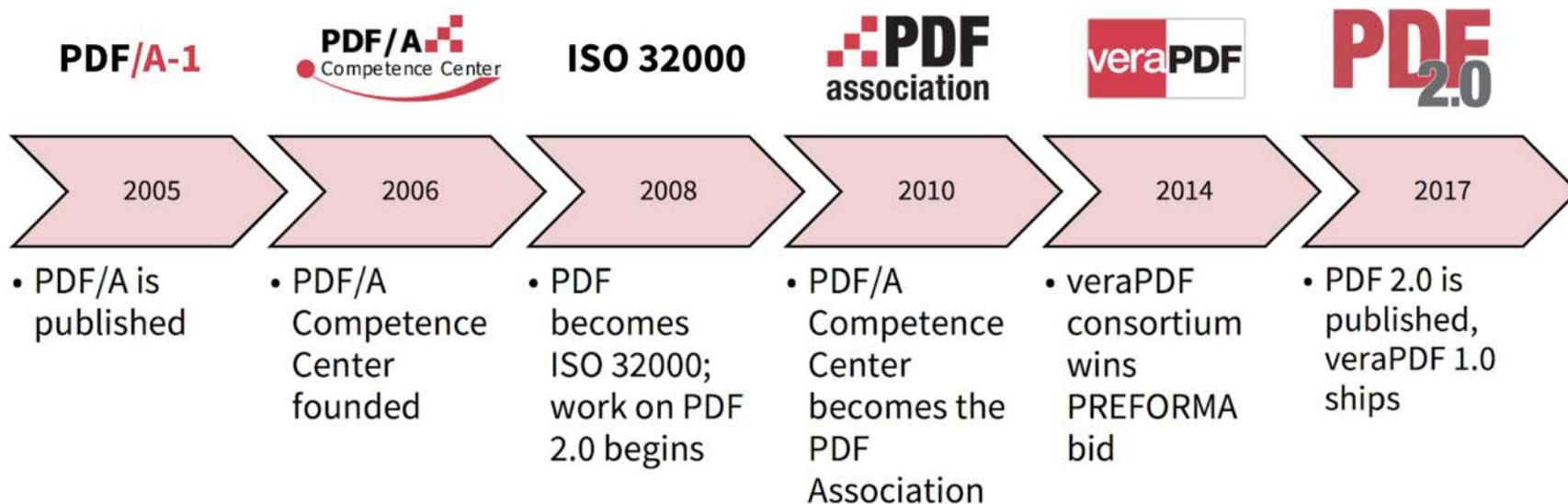
**“To promote the adoption and implementation of
International Standards for PDF technology.”**



International standards for PDF technology

- ISO 15930 (PDF/X)
- ISO 19005 (PDF/A)
- ISO 24517 (PDF/E)
- ISO 32000 (PDF)
- ISO 14289 (PDF/UA)
- ISO 16612-2 (PDF/VT)
- More coming soon!





Supporting adoption and implementation

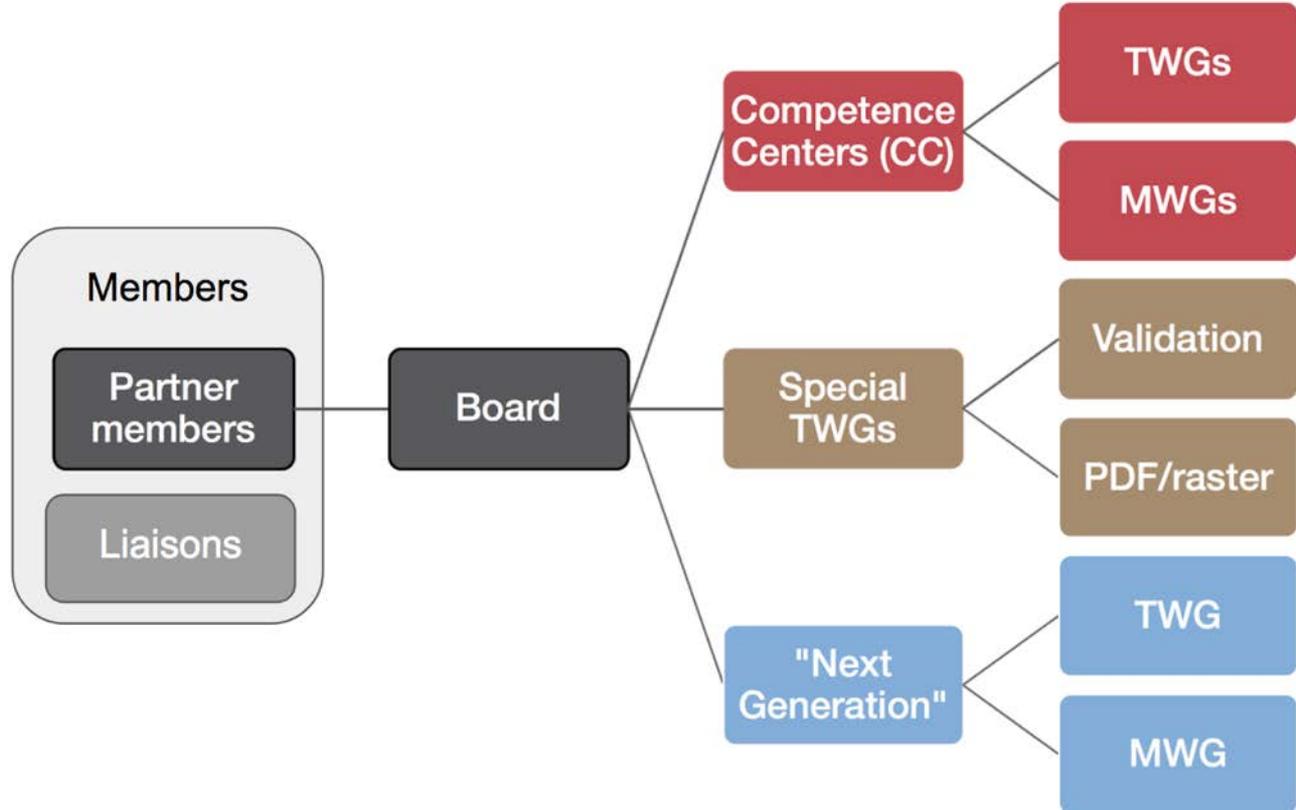
- Technical Working Groups
- Technical notes
- Application notes
- Test Suites
- Reference Suites
- Best-practice documents
- Technical conferences
- Participation in ISO committees
- Open-source validation software



How **non-profits and gov. agencies** use the PDF Association

- Stay up-to-date on developments in core technologies
- Make proposals for specifications or advisory content specific to their domains
- Develop informal liaisons with industry members to address their questions
- Seek expert opinion on matters relating to PDF technology
- Find partners for software projects (e.g. veraPDF)





Organization **activities**

- Technical
 - Standards drafts and comments
 - Interop workshop(s)
 - Publications (for developers)

- Marketing
 - Events
 - Movies
 - Publications (for users)
 - Specialized marketing initiatives
 - Platform for members' commercial and educational content



Website

- Articles
- Publications
- News
- Member profiles, products, content

Intranet

- ISO drafts
- Working Group meetings and minutes

Jira

- Interop workshop
- ISO comments (coming soon)

YouTube

- Session videos
- Meeting recordings (private)

Social Media

- LinkedIn
 - Groups
- Xing
- Facebook
- Twitter

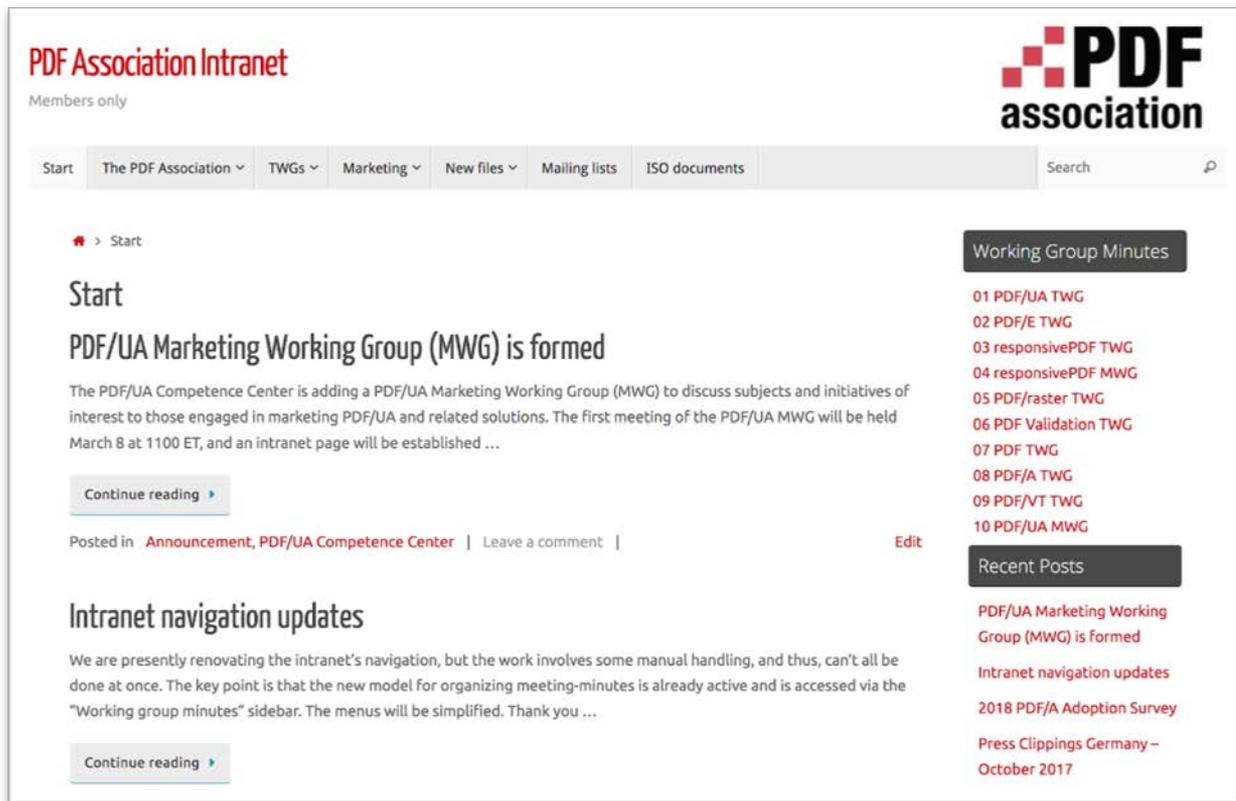




The screenshot shows the PDF Association website homepage. At the top left is the PDF Association logo. To its right are social media icons for Facebook, Twitter, YouTube, LinkedIn, and VK. Further right are language selection options for English and German. Below the logo is a navigation menu with links for Articles, Competence Centers, Publications, Events, The Latest, Members, and PDF Association, followed by a search bar. The main content area features a large banner image of a tablet displaying 'PDF 2.0' in red text, with a calculator and documents in the background. Below the banner is the article title 'PDF 2.0: The worldwide standard for electronic documents has evolved' by Duff Johnson, dated August 30, 2017. To the right of the banner is a 'News' section with three articles: 'PDF Days Europe 2018: the preview' (April 5, 2018), 'PDF most popular target for conversion' (April 1, 2018), and 'PDF standards are not mutually exclusive' (March 15, 2018). Below the news section is a 'Featured Event' for 'PDF Days Europe 2018'. On the left side, there is a section titled 'The PDF Association is...' which describes the organization as an initiative of the Association for Digital Document Standards (ADD5) e.V., founded in September 2006. Below this is a 'Recent articles' section featuring 'PDFpackage - a lightweight content management platform' by Duff Johnson, dated April 5, 2018, with a small image of a gift box labeled 'PDF'.

Duff Johnson,
Executive Director
PDF Association





The screenshot shows the PDF Association Intranet homepage. At the top left is the PDF Association logo. Below it, the text "PDF Association Intranet" and "Members only" is displayed. A navigation bar contains links for "Start", "The PDF Association", "TWGs", "Marketing", "New files", "Mailing lists", "ISO documents", and a search box. The main content area features a "Start" section with a heading "PDF/UA Marketing Working Group (MWG) is formed" and a paragraph of text. Below this is a "Continue reading" button. To the right of the main content is a sidebar with a "Working Group Minutes" section containing a list of 10 items, and a "Recent Posts" section containing three items. At the bottom left of the main content area, there is another "Continue reading" button.

PDF Association Intranet

Members only

Start The PDF Association TWGs Marketing New files Mailing lists ISO documents Search

Start

PDF/UA Marketing Working Group (MWG) is formed

The PDF/UA Competence Center is adding a PDF/UA Marketing Working Group (MWG) to discuss subjects and initiatives of interest to those engaged in marketing PDF/UA and related solutions. The first meeting of the PDF/UA MWG will be held March 8 at 1100 ET, and an intranet page will be established ...

Continue reading

Posted in [Announcement](#), [PDF/UA Competence Center](#) | [Leave a comment](#) | [Edit](#)

Intranet navigation updates

We are presently renovating the intranet's navigation, but the work involves some manual handling, and thus, can't all be done at once. The key point is that the new model for organizing meeting-minutes is already active and is accessed via the "Working group minutes" sidebar. The menu will be simplified. Thank you ...

Continue reading

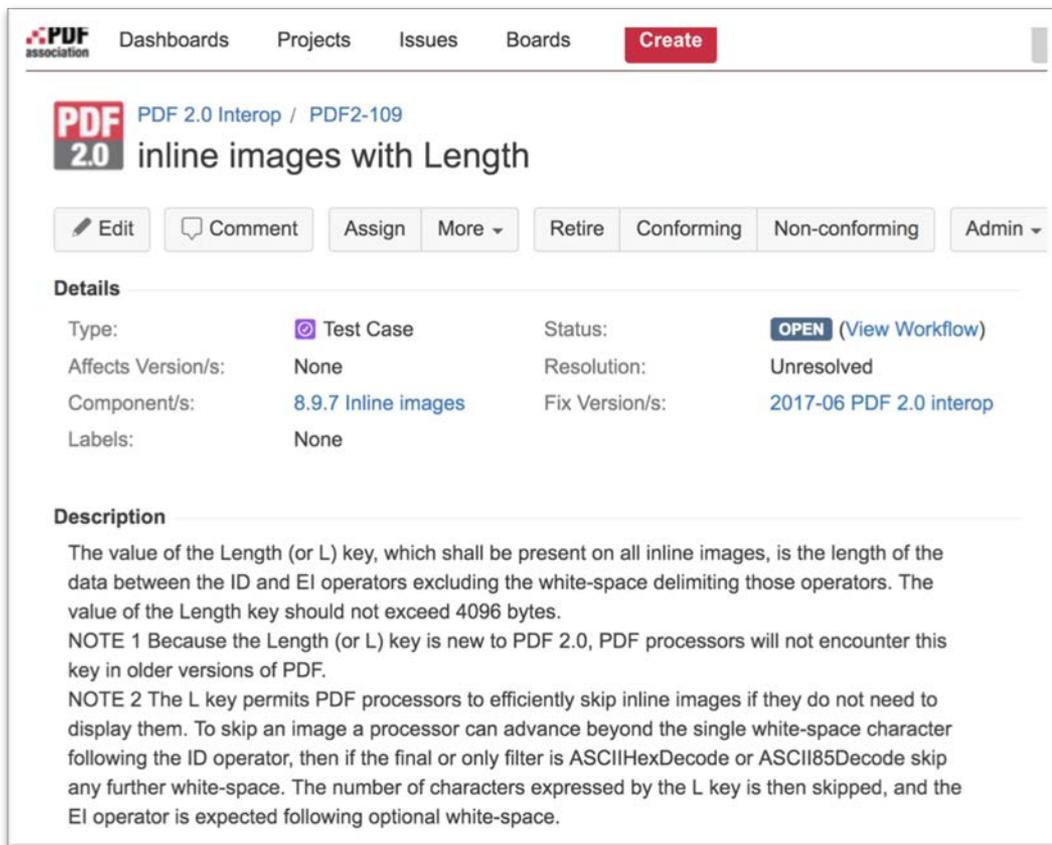
Working Group Minutes

- 01 PDF/UA TWG
- 02 PDF/E TWG
- 03 responsivePDF TWG
- 04 responsivePDF MWG
- 05 PDF/raster TWG
- 06 PDF Validation TWG
- 07 PDF TWG
- 08 PDF/A TWG
- 09 PDF/VT TWG
- 10 PDF/UA MWG

Recent Posts

- [PDF/UA Marketing Working Group \(MWG\) is formed](#)
- [Intranet navigation updates](#)
- [2018 PDF/A Adoption Survey](#)
- [Press Clippings Germany – October 2017](#)





The screenshot shows a Jira issue page for 'PDF 2.0 Interop / PDF2-109'. The issue title is 'inline images with Length'. The issue is a 'Test Case' with a status of 'OPEN'. It is associated with component '8.9.7 Inline images' and fix version '2017-06 PDF 2.0 interop'. The description explains the 'Length' key in PDF 2.0 and includes two notes about its usage and processing.

PDF Association Dashboards Projects Issues Boards **Create**

PDF 2.0 PDF 2.0 Interop / PDF2-109

inline images with Length

[Edit](#)
[Comment](#)
[Assign](#)
[More](#)
[Retire](#)
[Conforming](#)
[Non-conforming](#)
[Admin](#)

Details

Type:	Test Case	Status:	OPEN (View Workflow)
Affects Version/s:	None	Resolution:	Unresolved
Component/s:	8.9.7 Inline images	Fix Version/s:	2017-06 PDF 2.0 interop
Labels:	None		

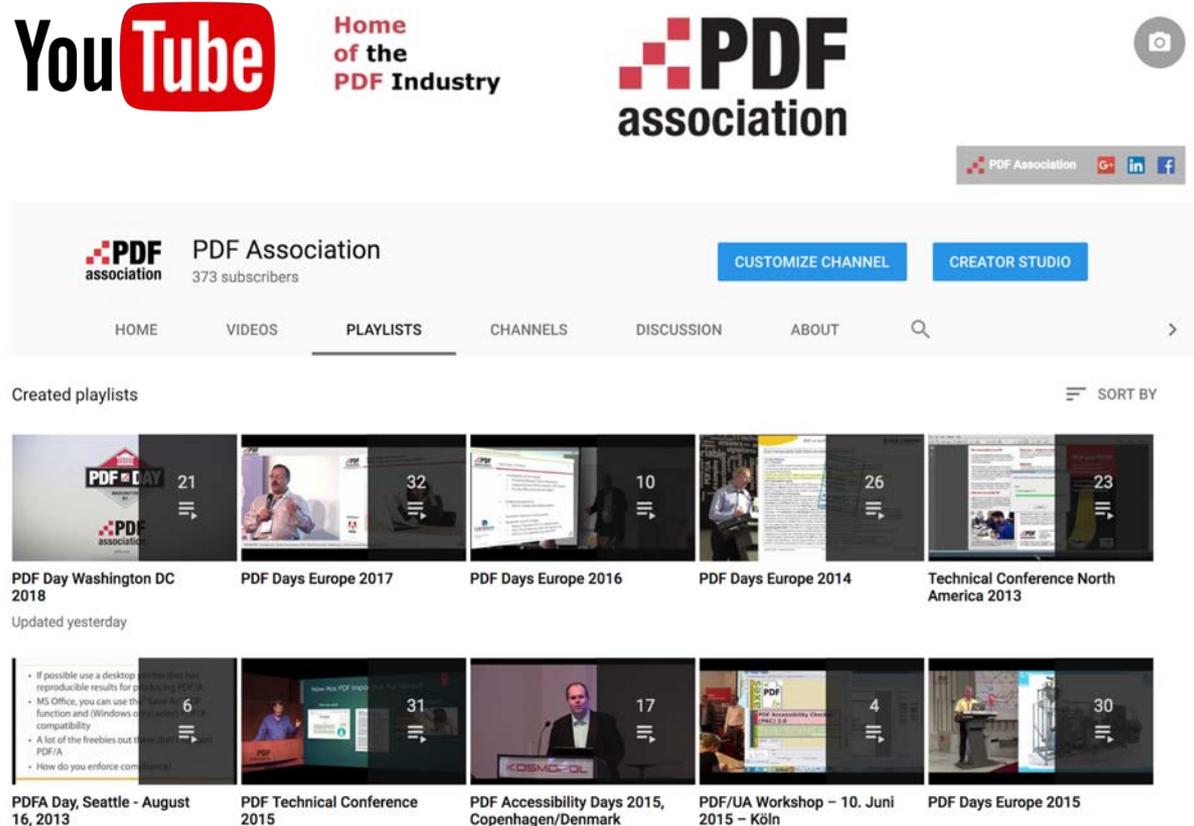
Description

The value of the Length (or L) key, which shall be present on all inline images, is the length of the data between the ID and EI operators excluding the white-space delimiting those operators. The value of the Length key should not exceed 4096 bytes.

NOTE 1 Because the Length (or L) key is new to PDF 2.0, PDF processors will not encounter this key in older versions of PDF.

NOTE 2 The L key permits PDF processors to efficiently skip inline images if they do not need to display them. To skip an image a processor can advance beyond the single white-space character following the ID operator, then if the final or only filter is ASCIIHexDecode or ASCII85Decode skip any further white-space. The number of characters expressed by the L key is then skipped, and the EI operator is expected following optional white-space.

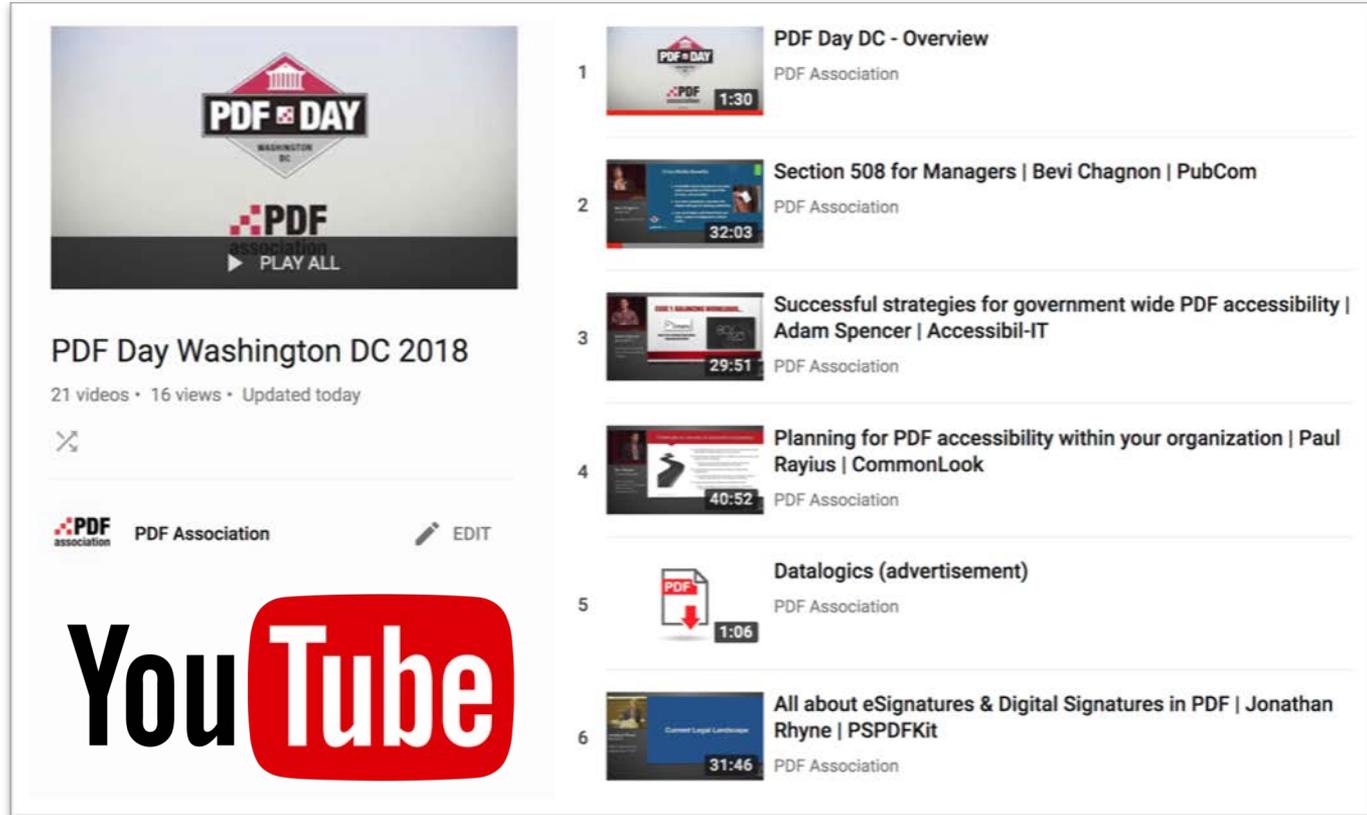




The screenshot shows the YouTube channel page for the PDF Association. At the top, there are logos for YouTube, 'Home of the PDF Industry', and the PDF Association itself. Below these are social media icons for Google+, LinkedIn, and Facebook. The channel name 'PDF Association' is displayed with '373 subscribers'. Navigation tabs include HOME, VIDEOS, PLAYLISTS (which is selected), CHANNELS, DISCUSSION, and ABOUT. A search icon is also present. Under the 'Created playlists' section, there are five video thumbnails with their respective video counts: 'PDF Day Washington DC 2018' (21), 'PDF Days Europe 2017' (32), 'PDF Days Europe 2016' (10), 'PDF Days Europe 2014' (26), and 'Technical Conference North America 2013' (23). Below this, under 'Updated yesterday', there are five more thumbnails: 'PDF Day, Seattle - August 16, 2013' (6), 'PDF Technical Conference 2015' (31), 'PDF Accessibility Days 2015, Copenhagen/Denmark' (17), 'PDF/UA Workshop - 10. Juni 2015 - Köln' (4), and 'PDF Days Europe 2015' (30).

Duff Johnson,
Executive Director
PDF Association





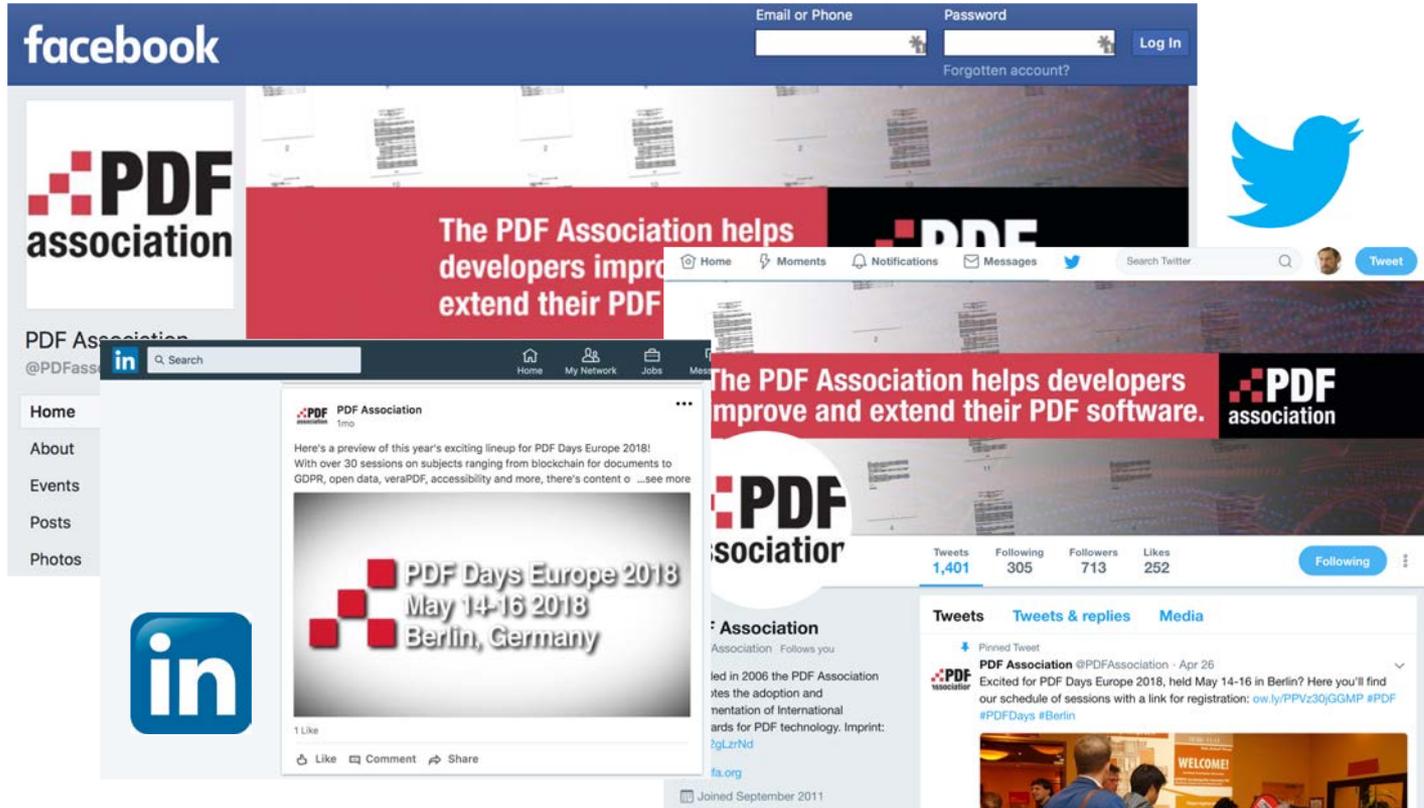
PDF Day Washington DC 2018
21 videos • 16 views • Updated today

PDF Association

You Tube

- 1 **PDF Day DC - Overview**
PDF Association
1:30
- 2 **Section 508 for Managers | Bevi Chagnon | PubCom**
PDF Association
32:03
- 3 **Successful strategies for government wide PDF accessibility | Adam Spencer | Accessibil-IT**
PDF Association
29:51
- 4 **Planning for PDF accessibility within your organization | Paul Rayius | CommonLook**
PDF Association
40:52
- 5 **Datalogics (advertisement)**
PDF Association
1:06
- 6 **All about eSignatures & Digital Signatures in PDF | Jonathan Rhyne | PSPDFKit**
PDF Association
31:46





The image is a collage of social media content for the PDF Association. At the top left is the Facebook login bar with fields for 'Email or Phone' and 'Password', and a 'Log In' button. Below this is a Facebook post from the PDF Association with a red banner that reads 'The PDF Association helps developers improve and extend their PDF software.' To the right is a Twitter profile card for @PDFAssociation, showing 1,401 tweets, 305 following, 713 followers, and 252 likes. Below the Twitter card is a tweet from the PDF Association: 'Excited for PDF Days Europe 2018, held May 14-16 in Berlin? Here you'll find our schedule of sessions with a link for registration: ow.ly/PPVz30/GGMP #PDF #PDFDays #Berlin'. In the center is a LinkedIn post from the PDF Association: 'Here's a preview of this year's exciting lineup for PDF Days Europe 2018! With over 30 sessions on subjects ranging from blockchain for documents to GDPR, open data, veraPDF, accessibility and more, there's content o...see more'. Below the text is a graphic for 'PDF Days Europe 2018 May 14-16 2018 Berlin, Germany'. The LinkedIn post has 1 Like and options to Like, Comment, and Share. At the bottom right of the LinkedIn post is a small note: 'Joined September 2011'.

Duff Johnson,
Executive Director
PDF Association



Organization **governance**

- **Members**
 - Participate in Working Groups
 - Elect Board of Directors

- **Working Groups**
 - Self-organizing to produce formal content
 - Staff provides: logistical and publishing support

- **Partner members**
 - Review formal content developed by Working Groups
 - Eligible for invitation to the Board of Directors

- **Board of Directors**
 - Establishes policies and procedures
 - Determine activities and priorities



Membership benefits: **technical**

- Technical resources for developers and product managers
- A vendor-neutral meeting-place to discuss shared interests
- Participation on an equal footing in industry working groups
- Mechanisms to develop common understandings



Membership benefits: marketing

- A 3rd party “dot org” identity
- Industry-oriented activities
- Opportunities to demonstrate leadership
- Vendor-neutral information to support the marketplace and lift all boats



Getting stuff **done**

- Company and product listings on pdfa.org
- Accessing the intranet and Jira
- Leading and participating in Working Groups
- Membership in Google Groups
- Membership in LinkedIn Groups
- Sponsorship and speaking at events
- Publishing articles on pdfa.org



What's coming soon!

- Interop Workshop 24/7/365
- Jira-based commenting on ISO specifications
- New procurement and decisionmaker -oriented content
- More movies and webinars
- Editorial calendar





Executive Director

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Time to hear **from you!**

- What works about the PDF Association?
- What would you like to see?
- What could be done better?
- What should be abandoned?
- What **MUST** be done better, or else?



Thank you!

Any questions?

