

## 5 visions of a PDF future

### **A PDF Association Panel Discussion**

Moderated by Matt Kuznicki, PDF Association Chair



# Agenda

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- Setup and introduction
- Let's have some vision in 3 minutes apiece!
- Discuss



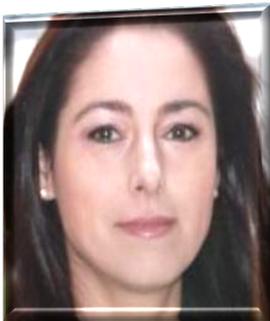
# The future of PDF

- In 1993, PDF was born
- In 2018, PDF is 25 years old, and the dominant final-form electronic document format used worldwide
- In 2043, PDF will be 50
  - Will we still use PDF? If not, what will replace PDF?
  - What role will PDF have? How will it change?
  - Will PDF's key value proposition(s) ever go out of style?
  - What technologies does PDF need in order to grow?
  - In a blockchain world, are PDF's core features still relevant? Or more relevant?
  - Will PDF rise above its lowest-common-denominator roots?
  - Will PDF live forever?



## 5 visions of a PDF future

www.pdfa.org



**Catherine  
Andersz**

• PDFTron



**Richard  
Cohn**

• Adobe



**Harald  
Grumser**

• Compart



**Carsten  
Heiermann**

• Foxit Europe



**Duff  
Johnson**

• PDF  
Association



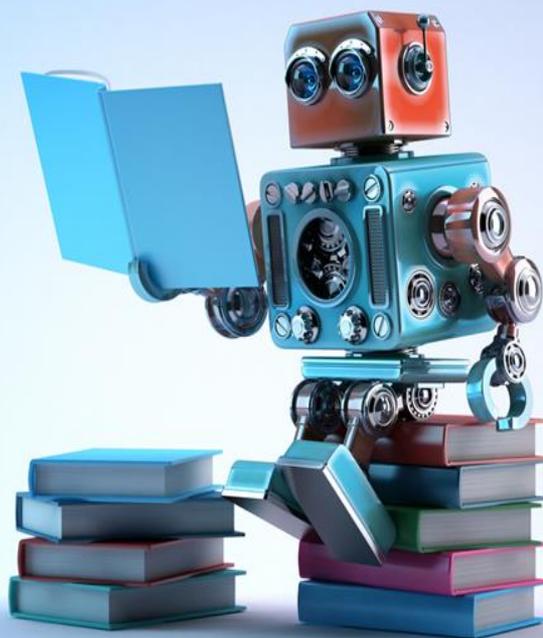
## Teasers!

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- Catherine Andersz: “Transcend”
- Richard Cohn: “Structure”
- Harald Grumser: “HTML will not replace PDF”
- Carsten Heiermann: “Interoperability”
- Duff Johnson: “PDFpackage”



# “Transcend the Page” - A Vision of a PDF Future



# PDF in 20 years – one vision

“PDF: interoperable connection point”

Carsten Heiermann



CEO Foxit Europe &  
Board Member PDF Association

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Post robot-war apocalypse.

→ who cares about PDF?



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Or, if we are a little more lucky:



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## The world in 20 years

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- AI
- Autonomous robots do the hard work
- Including autonomous driving
- Post work-for-life-paradigm
- Based on 100% clean energy
- Only an elite voluntary workforce
- 100% sharing and 100% service society
  
- Big wealth, tremendous GDP
- Highly fragmented services and tons of service providers
- Huge amounts of daily micro transactions



Carsten Heiermann  
CEO Foxit Europe &  
Board Member PDF Association



Bad news: transactional taxes.



Carsten Heiermann  
CEO Foxit Europe &  
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## PDF in 20 years

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- PDF: compatible connection point
  - between fragmented systems
  - Transport format
  - Exchange hub
  - Middleware (like ZUGFeRD)
- “Offline and visible evidence”
  - For tax and other records
  - Human readable renditions of data
    - In an otherwise “machine world”
- The constant in a volatile business
  - Monthly statements for my ton of transactions



Carsten Heiermann  
CEO Foxit Europe &  
Board Member PDF Association



# “PDFpackage” – Duff Johnson

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- The need for “documents” is not going away
- PDF is not enough
- Other formats are not PDF



## “PDFpackage” – Duff Johnson

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- HTML / CSS / JavaScript delivers experiences, not documents
- Databases and blockchains are useful, but aren't documents



# “PDFpackage” – PDF in 2043



## “PDFpackage” – Duff Johnson

- A lightweight content management platform
- A PDF rendering PLUS
  - Machine-readable data
  - On-board metadata
  - Arbitrary attached files
  - Rich interactive features
  - Navigation and accessibility features
  - Powerful encryption and authentication
  - Rich re-use capabilities



## “PDFpackage” – Duff Johnson



- More subtle (but no less critical!) features
  - Content may be reliably deleted
  - Readily interoperable with “external” content and workflows
  - Technology-neutral; just the rendering and the framework
  - Vendor-neutral; all aspects of the end-user’s experience are technically transparent

