PDF Days Europe 2025

PDF Association
Membership Benefits 101

Melina Tusch | Member Benefits Manager | PDF Association

Peter Wyatt | CTO | PDF Association

The technology

Benefits for PDF technologists

Be in the "first class"

According to the Standardization Administration of the People's Republic of China:

First-class companies do standards.
Second-tier companies do technology.
Third-tier companies do products.

一流的企业做标准,
二流的企业做技术,
三流的企业做产品

CHINA BRIEFING
From Dezan Shira and Associates

What is the China Standards 2035 Plan and How Will it Impact Emerging Industries?

July 2, 2020   Posted by China Briefing   Written by Alexander Chipman Koty   Reading Time: 5 minutes

Available language 🇩🇪 🇬🇧

China is set to release an ambitious plan to write global standards for the next generation of technology, a move that could have enormous implications for tech industries worldwide.

The China Standards 2035 plan will lay out a blueprint for China's government and leading technology companies to set global standards for emerging technologies like 5G internet, the Internet of Things (IoT), and artificial intelligence, among other areas. It will work in concert with China's other industrial policies – namely the controversial Made in China 2025 policy – as the country's leaders seek to become global leaders in high-tech innovation.

PDF association

Why participate in industry technical activities?

- Early access to information and drafts from ISO and other liaison organizations
  - ISO TC 171 (PDF), ISO TC 130 (Print), ISO TC 42 (Photography), ISO/IEC JTC 1 SC 34
  - APTech, ETSI, ICC, NVAccess, TWAIN, UK Association for Accessible Formats
- Open forums for technical discussions
  - More flexible and agile than ISO - upstream from ISO
- Gain an understanding and insight when resolving errata
- Influence PDF Association publications and web resources
- Influence the development of PDF technology
- Network with other members, share information, and learn

Technical communities

Technical Working Groups

- PDF TWG
- PDF/A TWG
- PDF/UA TWG
- PDF Reuse TWG
- Rich Media TWG
- Imaging Model TWG
- 3D PDF TWG
- PDF/R TWG
- PDF Forms TWG
- Cryptography & Provenance TWG
- Deriving HTML from PDF TWG

Liaison Working Groups

- PDF Accessibility LWG
- PDF/UA Processor LWG
- LaTeX Project LWG
- PDF Forensics LWG
- DocRM LWG
- 3D PDF User LWG
- EA-PDF LWG
- Print Product Metadata LWG

Communities

PDF Association Working Group chairs
will provide an update in the next session.

Ballsaal/Plenum
1615 CET

Joining communities

Scroll, scroll, scroll …

YOUR COMMUNITIES

Melina Tusch

Each community operates its own mailing-list, calendar, GitHub repos, Google Docs workspace and other resources.
Check (or uncheck) the box next to each available PDF Association communities to sign up for (or remove yourself from) the community.
Note: Access to each community's private GitHub repo requires you to add a GitHub user name to your PDF Association user profile.

PDF Association communities

- ☑ 3D PDF TWG
- ☑ 3D PDF User LWG
- ☑ Cryptography and Provenance TWG
- ☑ Deriving HTML from PDF TWG
- ☑ DocRM LWG
- ☑ EA-PDF LWG
- ☑ Imaging Model TWG
- ☑ LaTeX Project LWG
- ☑ Partners
- ☑ PDF Accessibility LWG
- ☐ PDF Digital Signatures TWG
- ☑ PDF Forensics LWG
- ☑ PDF Forms TWG
- ☑ PDF Reuse TWG

PDF Association communities

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- ☑ EA-PDF LWG
- ☑ Imaging Model TWG
- ☑ LaTeX Project LWG
- ☑ Partners
- ☑ PDF Accessibility LWG

Publications ("industry" and "ISO")

- **Industry publications**
  - Specifications, Technical Notes, Application Notes, Best Practice Guides, Test Suites, etc.
  - Errata
- **ISO publications**
  - Published standards and specifications
    - ISO 32000 and PDF 2.0 extensions, ISO 14289 available at no cost
    - Other ISO standards for PDF available from the PDF Association's online shop
  - Drafts and work-in-progress documents ("N-documents")
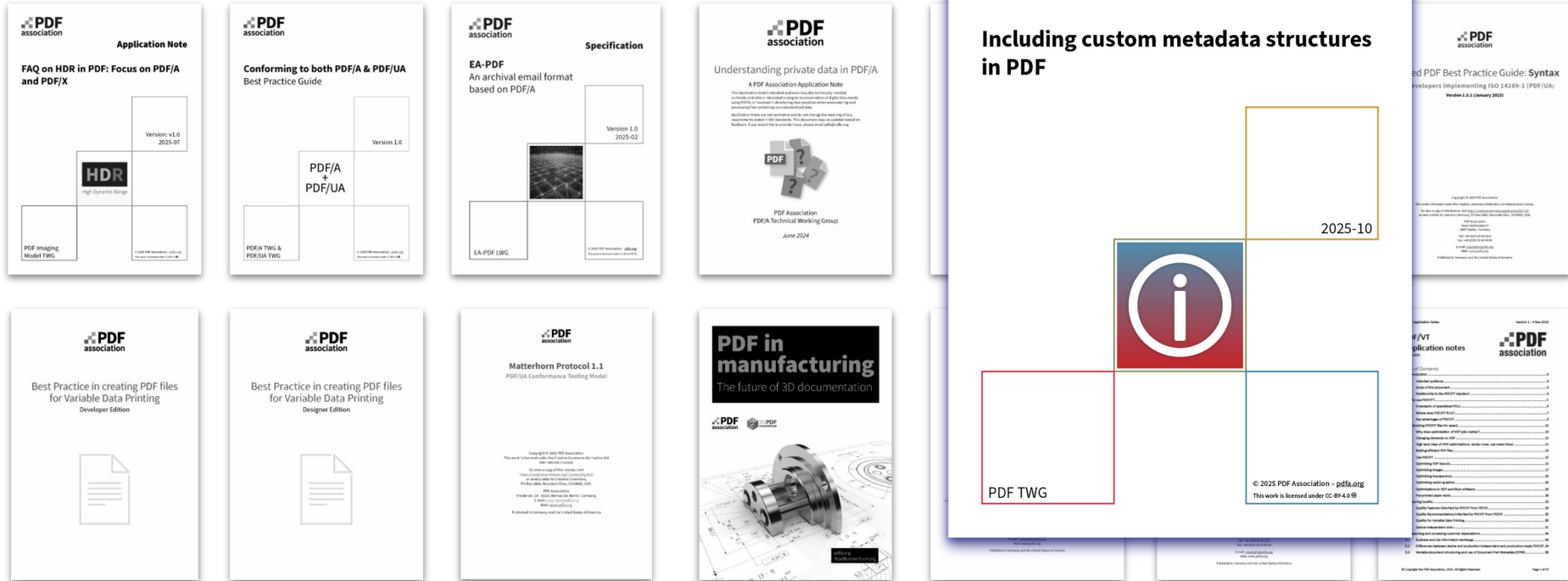- **Other content**
  - Articles, glossaries, web resources, cheat sheets, XMP templates, …
  - Public and private GitHub repositories

Industry publications

Application Note
FAQ on HDR in PDF: Focus on PDF/A and PDF/X
Version: v1.0 2025-07
HDR High Dynamic Range
PDF Imaging Model TWG

Conforming to both PDF/A & PDF/UA
Best Practice Guide
Version 1.0
PDF/A + PDF/UA
PDF/A TWG & PDF/UA TWG

Specification
EA-PDF
An archival email format based on PDF/A
Version 1.0 2025-02
EA-PDF LWG

Understanding private data in PDF/A
A PDF Association Application Note
PDF Association
PDF/A Technical Working Group
June 2024

Use of standard Print Product Metadata (PPM) with PDF
Application Note
PDF Association
Print Product Metadata LWG
Version 1.0
May, 2024

Well-Tagged PDF (WTPDF)
Using Tagged PDF for Accessibility and Reuse in PDF 2.0
PDF Association
PDF Reuse TWG & PDF/UA LWG
Version 1.0.0
February 2024

Tagged PDF Best Practice Guide: Syntax
For developers implementing ISO 14289-1 (PDF/UA)
Version 1.0.1 (January 2023)

Best Practice in creating PDF files for Variable Data Printing
Developer Edition

Best Practice in creating PDF files for Variable Data Printing
Designer Edition

Matterhorn Protocol 1.1
PDF/UA Conformance Testing Model

PDF in manufacturing
The future of 3D documentation

PDF Declarations
A use of ISO 32000

Deriving HTML from PDF
A usage specification for tagged ISO 32000-2 files
Version 1.0 (June 2023)

PDF/VT Application notes

https://github.com/pdf-association/report-an-issue

Industry publications

Application Note

FAQ on HDR in PDF: Focus on PDF/A and PDF/X
Version: v1.0
2025-07
HDR
High Dynamic Range
PDF Imaging Model TWG

Best Practice Guide

Conforming to both PDF/A & PDF/UA
Version 1.0
PDF/A + PDF/UA
PDF/A TWG & PDF/UA TWG

Specification

EA-PDF
An archival email format based on PDF/A
Version 1.0
2025-02
EA-PDF LWG

Understanding private data in PDF/A
A PDF Association Application Note
PDF Association
PDF/A Technical Working Group
June 2024

Tagged PDF Best Practice Guide: Syntax
Developers implementing ISO 14289-1 (PDF/UA)
Version 1.0.1 (January 2023)

Application Note

Including custom metadata structures in PDF

2025-10

PDF TWG

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Best Practice in creating PDF files for Variable Data Printing
Developer Edition

Best Practice in creating PDF files for Variable Data Printing
Designer Edition

Matterhorn Protocol 1.1
PDF/UA Conformance Testing Model

PDF in manufacturing
The future of 3D documentation

PDF/VT
Application notes

ISO drafts and process documents

Scroll, scroll, scroll …

ISO DOCUMENT ACCESS

Industry publication process

APPROVAL PROCESS

Step 1: WG initiation (*2 weeks*)

Step 2: Member comment period (*2 weeks*)

Step 3: Interest group approval
(*WG decision, 2 weeks*)

Step 4: IP review
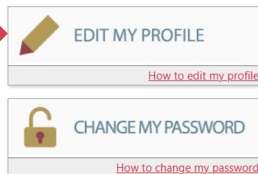(*optional, BoD decision, 60 days*)

Step 5: Partner member review (*2 weeks*)

Step 6: Publication!

- Process oversight by Board of Directors

- WG may author in any tool - *focus on core content!*

  - Google Docs, Microsoft Word, MarkDown, AsciiDoc, Metanorma

- PDF Association will create high-quality PDF

  - Reflow, branding, artwork, PDF/UA

- Open licensing

  - Creative Commons Attribution 4.0 International
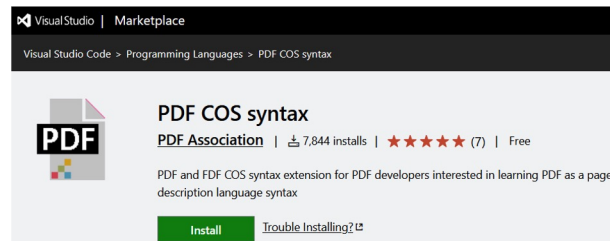
- Attribution determined by WG

https://github.com/pdf-association/

- **Growing use of GitHub across all our communities**

  - *Not just for code! Documents, discussions, issues, test files, data, …*

  - 39 repositories

- **Need to link GitHub username with your PDF Association member profile**

  - Via "Edit my profile"

- **Private repos limited to respective TWG and LWG membership**

  - Join a TWG/LWG → automatically gain access to all private repos

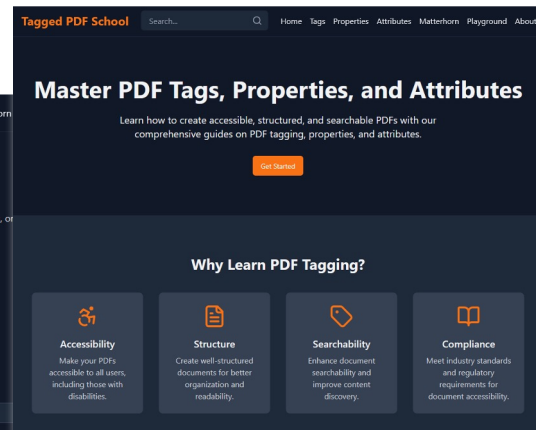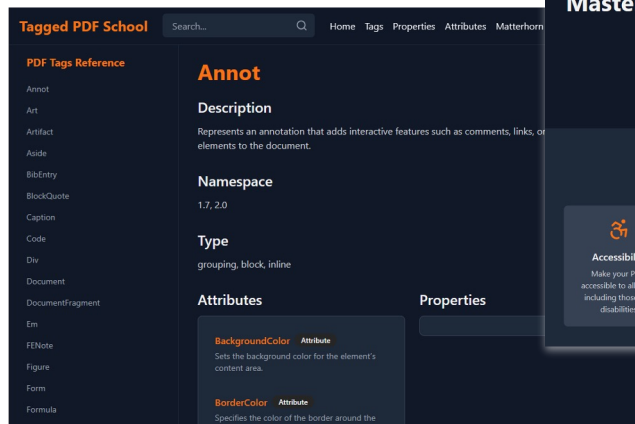 - "Write" permission to encourage collaboration

RELATED BENEFITS

EDIT MY PROFILE
How to edit my profile

CHANGE MY PASSWORD
How to change my password

PDF association

Other technical resources

- Cheat sheets

- XMP extension schema templates

- Presentation archive

- One-stop web resources

  - Archival: https://pdfa.org/archival-pdf/

  - Accessibility: https://pdfa.org/accessibility/

- Glossaries

- Visual Studio Code plugin

- Educational and informative articles

- *… (feel free to propose new resources for development!)*

Coming soon…

- Application Note: "*Including custom metadata structures in PDF*"
  - Helping 3rd parties leverage PDF: ONIX, Accessibility discoverability, XBRL, …

- PDF Accessibility APIs Mapping (PDF-AAM)
  - Collaboration with W3C

- More PDF Accessibility Techniques

- New cheat sheets

- "Tagged PDF School"
  - Interactive web learning resource

The PDF marketplace

Benefits for software and services providers

Brand positioning

- The PDF Association member logo

  - Highlights your engagement in PDF's worldwide technical community

  - Associates your organization with ISO standards and standards-development

- Use the logo…

  - … on websites

  - … in email

  - … in marketing collateral

  - … on social media

  - … in videos

Customers spotting the **PDF Association member logo** on a members website

Customers <u>not</u> spotting the **PDF Association member logo** on a members website

Brand positioning

- Appear in the Member list: https://pdfa.org/member/

  - SEO – increase your visibility in the marketplace

  - Member pages expose your focus, products, personalities and content on a vendor-neutral 3rd party site

  - Ensure that your company is represented where buyers look

PDF association
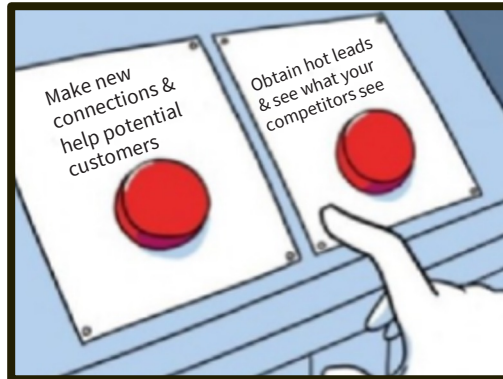
Product and service showcases

- Ensure your products are visible alongside your competitors

- Increase awareness of your products

- Improve your SEO with in-links from pdfa.org

- PDF Association articles link to our website resources such as product showcase and feature support lists

Your news and ideas… on pdfa.org!

- Members ensuring an up-to-date company description and individual profiles (especially for chairs and content authors)

- Members posting company and product news (which then appears in the monthly newsletter!)

- Members posting thought-leadership content ("articles") (appears at the top of the newsletter and on pdfa.org home page)

- Members doing all of the above

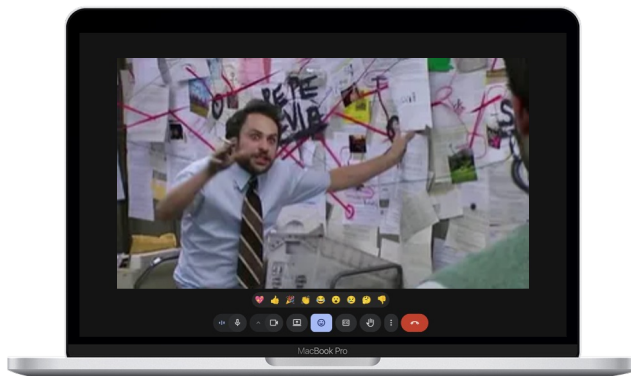# Why sign up for the Solution Agent?

Marketing Communities (MWGs)

PDF Technology MWG

- Promote PDF technology and the technical work of the PDF Association

- Supporting enhanced awareness of new content from the TWGs and LWGs

PDF/UA MWG

- helping the PDF industry develop resources to help drive marketplace awareness and understanding of tagged PDF and PDF/UA in particular

Demonstrating leadership

- **Chair working groups**

  - Be recognized on the WG page

  - Be recognized on the Chairs page

- **Champion a project, publication or resource**

- **Write articles**

- **Win the annual PDF Champion award**

- **… get your developers involved!**

BE THE LEADER

Sponsorship opportunities

- PDF Days
- PDF Week
    - Coffee Break
    - Lunch
- ISO Standards
    - Core PDF 2.0
    - PDF/UA (accessibility)
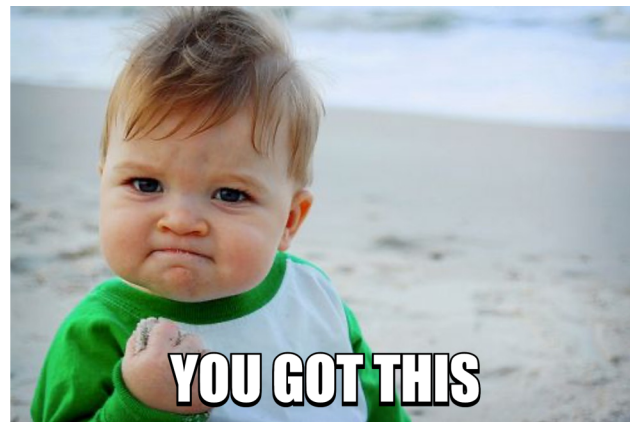   - PDF/A (archival)
    - Others ??

Events

- **PDF Days**
  - Visibility
  - Networking
  - Business intelligence
- **PDF Week**
  - Twice a year
  - Locations around the world
  - Also a sponsorship opportunity!

Things to do when you get back

- Use the PDF Association Member logo

- Maintain your company description and individual profiles
(especially for chairs and content authors)

- Add your products to pdfa.org

- Maintain your content in the ever-growing feature support lists

- Post your company and product news

- Add colleagues

- Make sure your developers have access!

- Persuade your developers to engage 😄

PDF association

Thank you!

Any questions?

Contact:
member-benefits@pdfa.org
peter.wyatt@pdfa.org