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# PDF Magic Demo Guide

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Welcome to the **PDF Magic** demo.

“Thanks for taking the time to look at our software. We hope you like it as much as we liked bringing it to you.” – *the guys here at A-W Software who pretend to be management*

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Our contact information & how to order **PDF Magic**.



# PDF Magic Demo Guide

## What does PDF Magic do?

PDF Magic was designed to save you a great deal of time when building complex, link-filled PDF files, by automating the process to a great extent.

If you're reading this, you should have some form of access to a full copy of Adobe Acrobat, because PDF Magic is pretty useless without it. You should also, at this point, be pretty familiar with the process of converting a file (usually a page layout document) into a PDF file. If you're not, go and practice now; and then come back. Without a working knowledge of the PDF creation process, much of what follows won't make sense. It would also help you to realize what an amazing tool PDF Magic can be if you had some experience creating links manually; but it's not absolutely essential.

We love the PDF format, and wouldn't consider any way of getting from here (a layout file) to there (a PDF file) other than by using Adobe Acrobat. Even we, however, have to admit that doing anything other than simply distilling to a flat, boring PDF can sometimes be a monster headache. Sure, you can have all kinds of links (web, e-mail, sound, movie, navigation etc.) in your PDF file. You can even make slide shows from them, after a fashion. But let's look, for a minute, at what it takes to do all of that.

Suppose we produce a sixty-four page catalog for our company to print. Now we'd like to produce a PDF version as well. Since our catalog has the URL for our company's web site on every page, we'd like for them to be active web links. That's sixty-four links. We'd also like links next to some of the products, so people can go to the site for more detailed information. Let's call that another hundred or so links. We'd want a Table of Contents page, with links to each product section. Call that twenty or so more. We'd also like a link on each product page, back to the Table of Contents. Say, another sixty or so. Then we want to add some movie links, so our customers can revolve a product 360 degrees, and see it from every angle. Call that another ten. What an Amazing PDF catalog we'd have then, with more than 250 links. Now let's look at what it takes to make that happen.

How do we get our PDF catalog, with just over 250 links? That's where the headache part comes in. Assuming that you haven't bought a lot of expensive Acrobat plug-ins (using Acrobat as it was installed), it would go something like this ...



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First we convert the layout file to a PDF using Distiller. Then we open it in Acrobat, and get the Link Tool. Then we go through, page by page, and manually create each and every link. All of them. One at a time. What's that you say? Master Pages? Sorry, no Master Pages. Well, can't we just Copy and Paste the links? Nope, that won't work either. What's worse, every one must be eye-balled as to size and position. Since Acrobat is not intended to be a layout program, there is no way to say that a certain link should be at X,Y coordinates with a height of something and a width of something else. Just click and drag, and get as close as you can get.

So how long does all that take? That depends on how good you are, and how fast you work in Acrobat. We've been doing it for a while, and we're pretty good at it. It would take us about two to three hours. For some, it could take four or five hours (or longer). A long time, of course, but well worth it when you consider the end results. What happens though, if just before deadline, someone way up the food chain decides that all the sections have to be changed around, a few of the products need to be removed, others need price changes, and there are a few last minute additions, as well? (Of course, that never happens ...) We would just open up the layout file, make the changes and then distill again, right? OK, but what happens to all of those links we spent hours creating? That's right, they're all gone. Back to square one.

For some reason, that just didn't work for us. Apparently, it just doesn't work for most of you either; since we just never see catalogs like the one we described above. Or manuals, brochures, or marketing pieces either. Have you?

What we need, we thought, is a way to make the link one time. A way to make the link an exact size, that we can position in exactly the right place. A way to use that one link over and over. Maybe even a way to put a link, say the home page URL link we need on every page, on our layout document's Master Page. That way the link would automatically appear on each and every page.

Find something like that, we thought, and we'll be in business. So we searched and we searched ... and we came up empty. What we did find were lots and lots of plug-ins for Acrobat. Many were expensive, some were very reasonable. Many did one, or even more, of the things we were looking for. Unfortunately for us, none did them all. Even more unfortunate, was that all of them (by definition) were designed to be used inside of Acrobat in a finished PDF file. That meant that every time the source file (layout document) was run through Distiller, all the extras would then have to be put back in. Every time. For some reason, that just didn't work for us.



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What we really wanted (and needed) was a way to put all of those goodies into our layout file, rather than in the finished PDF file. That way, every time we distill the file into a PDF, all of the links are already there. In addition, we wanted the links to not only function, but to be indistinguishable from those that are created manually within Acrobat itself. That way, if we needed to make just one or two minor tweaks to the PDF file, we could do it within Acrobat, using Acrobat's tools. To top it all off, we also wanted links that could be used over and over again without having to recreate them.

Perhaps a plug-in for our page layout application? The only problem there is that we convert documents from a wide array of applications into PDF files. Buying a PDF Link plug-in for each (if they even existed, that is) would be far too expensive. We wanted to be free to use this system with any layout application, or even a word processor application. Gee, we didn't want much, did we?

Needless to say, we just couldn't find such a system on the market. Now that would be the point when normal, sensible people would just give up and get on with life. Since we're neither normal nor sensible, and more than just a little stubborn, we decided that if such a system didn't exist ... we'd just have to make one ourselves. So we did. That's PDF Magic.

PDF Magic gives us the ability to build PDF links into EPS graphics created in either Adobe Illustrator, or Adobe Photoshop. That way the Next Page button graphic that we place in our layout file will actually take the viewer to the next page when they click on it in the PDF file. The same graphic can be used over and over, in any application that can place a native EPS file.

That not only enables us to make ridiculously complex PDF files, it lets us do it in nearly no time at all.



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## Transition Graphics

OK, so the software lets us make Link Graphics for our layout files. But what about the cool transition effects that make a multi-page PDF work like a slide show? Sure, any multi-page PDF can be viewed as a slide show in Full Screen mode ... but the user controls that, and the options are somewhat limited.

What can the PDF Magic system do for me?

Part of the PDF Magic system is what we call Transition Graphics. Like Link Graphics, these can be placed in your source document (probably a layout file). Once the source doc. has been distilled into a PDF file, the transitions will be in place. What's more, they'll work in any view (not just Full Screen mode) ... and you'll have control, not the viewer.

PDF Magic Professional (Mac or PC) comes with 160 of these Transition Graphics.

PDF Magic LE (Mac Only) comes with 6 Transition Graphics.

This Demo version has one included (a one second wipe from left to right named "WILR010.eps").

There are six basic types of transitions: Blinds, Box, Dissolves, Glitters, Splits, and Wipes.

With various alternatives (In to Out, Top to Bottom, etc.), there are a total of sixteen different transition effects possible; and each comes in ten different time durations (the duration is how long it takes for the transition effect to happen). To use one of these Transition Graphics, you simply place a small graphic box on the page you wish to be displayed with that transition. Place within that box whatever transition effect you would like it to have, distill the file ... and there you are! Try it out, it's very cool.

## View Graphics

View Graphics are very similar to Transition Graphics, with one key difference. Where a Transition Graphic controls how the page is drawn (a Wipe for example), a View Graphic controls the view percentage at which the PDF file will open. Sure you could set this in Acrobat in a finished PDF file ... but it's so much easier to simply have that set every time, in advance, by placing a View Graphic in your source document.

PDF Magic Professional (Mac or PC) comes with 32 of these View Graphics.

PDF Magic LE (Mac Only) comes with 2 View Graphics.

This demo includes one View Graphic - View at 150% (V150PER.eps). Place this on one page of your source document (we like to use page one, but it doesn't really matter); and once distilled, the resulting PDF will automatically open at 150 %.

[More information on View Graphics, and a Transition Graphic demo PDF are available at the web site.]





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## What can I do with the demo?

Just about everything ... except actually outputting most kinds of Link Graphics. (That's what we call the file that contains both the original EPS art and the Acrobat Link.) The demo will allow you to save only one kind of Link Graphic. That's a Navigation link set for Next Page. Other than that, you're good to go.

You can save Link Option Sets to the Preset Pop-up menus. You can save Favorites in the individual Link Tabs. You can set your preferences. You can try the Choose buttons found in several tabs. Take it out for a spin.

The only time the Save button will be active, however, is when you have the Link options set to "Next Page" (found in the Navigation tab). Feel free to try all four of the Click State options (only one at a time, of course). Use your own graphics: Photoshop EPS files or Illustrator EPS files (saved with no preview). Or, you can use the graphics included with this demo: [NEXTSYM.eps \(PS\)](#) or [NEXT.eps \(AI\)](#). These can be found in the Source Graphics folder in the same folder as the demo software.

## How do I do this?

First, if the demo is on a locked volume (a CD-ROM for example), you'll need to copy it to an unlocked volume (one of your hard drives is good). Just drag the entire PDF Magic™ 1.0 Demo folder over.

Then double-click the software ([figure 1](#)) to launch it. Once you have done that, you should see the [CHOOSE SOURCE](#) window ([figure 2](#)). The first time out, you'll need to choose a Non-Magic source (because you haven't made any Link Graphics yet, of course). Then feel free to play around all you want. When you're ready to output a Link Graphic, just come back here and go on to the next page.



figure 1

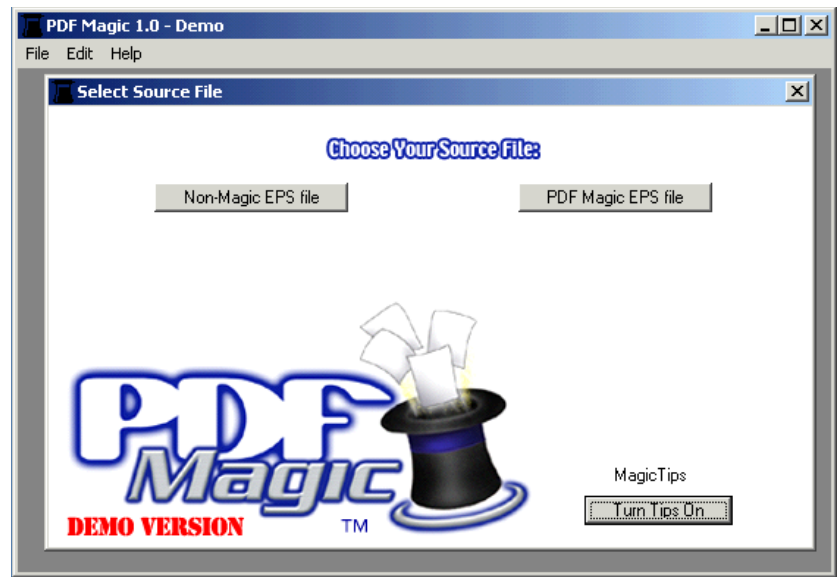


figure 2



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Once you have your source graphic selected, you'll be in the main **NON-MAGIC SOURCE** window. (figure 3)

Choose the Navigation tab, and click the button next to the "Next Page" option. Now select your Click State option ( Push, Outline, Inverse, or None). Click the Save As button, select where you'd like to save your new **PDF Magic** Link Graphic, and give it a name. That's it. You've just created your first Link Graphic.

## What do I do then?

Now you have two options:

1. Now that you're back to the Choose Source window, you could make another Link Graphic (and this time you could choose the Magic Source button, and select the Link Graphic you just made).
2. Switch to an application that can make multi-page documents, and place a native EPS file. (Any layout program should do ... many other types of application will work as well.) Create several pages, place your new Next Page Link Graphic on each page except the last (where a next page button would just be silly), and add whatever else you'd like. Then follow the standard procedure for converting that file to a PDF (print the file to a PS file and run it through Distiller). Open the PDF file in Acrobat Reader (or Acrobat), and see how nicely all of your next page links work. Cool, isn't it?

This is the same procedure that you'd use for any type of Link Graphic, View Graphic, or Transition Graphic (except you can't make the last two ... they come bundled with the software).

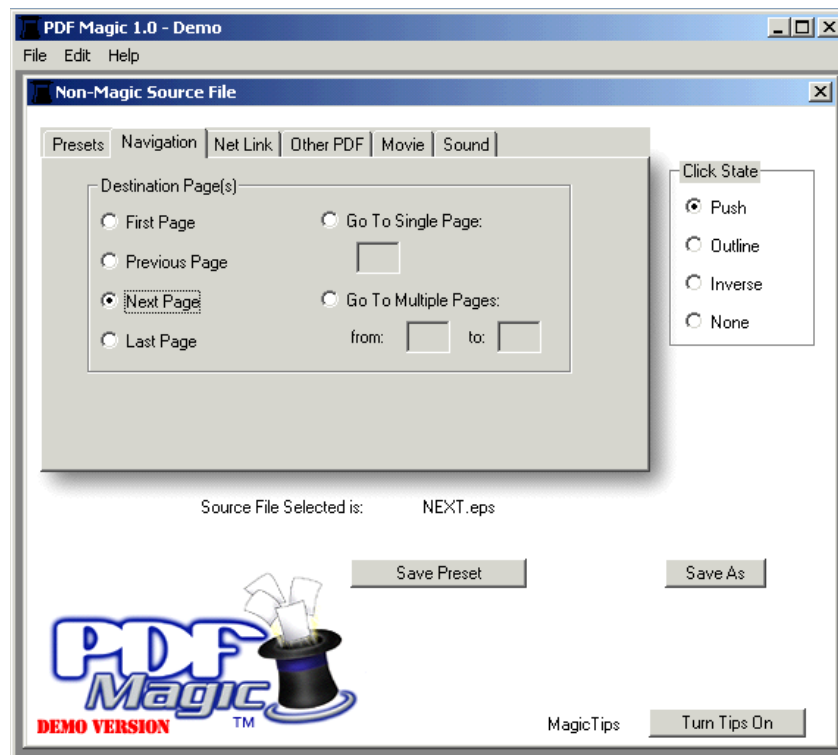


figure 3



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## Contact Info.

When you're ready to order PDF Magic (once you've seen how excellent it is), you'll find an order form (PDFM\_Order.pdf) in the folder with the demo. (If you can't find it, the form is available at our web site.)

If you have any questions, or would just like more information about PDF Magic, visit our web site at:

[www.pdfmagic.com](http://www.pdfmagic.com)

If you have questions concerning Site Licenses or Educational Discounts please e-mail us at:

[sales@pdfmagic.com](mailto:sales@pdfmagic.com)

If you have any technical problems with the PDF Magic demo, please send an e-mail to:

[support@pdfmagic.com](mailto:support@pdfmagic.com)

If you'd just like to give us some feedback / suggestions, we'd love to get them at:

[comments@pdfmagic.com](mailto:comments@pdfmagic.com)

