• Situation
  • Vice deployment of PDF threatens MS core platforms
  • Customers are demanding PDF or PDF-like capabilities
  • MS needs to respond

• Adobe direction
  • PDF has developed into a platform
  • PDF is a page oriented format evolving into a reflow platform

• Customer needs
  • Managed – DRM & elaborate rights
  • Platform independence - viewable anytime, anywhere
  • Rich design & content – support of rich layout, video, animation & secure scripting
  • Mutable – edit and annotate dependent upon rights
  • Authoring – easy to create using existing tools

• MS response
  • MS needs to meet customers needs
  • Define the terms of engagement, do not take on PDF on Adobe’s turf
  • eBooks working with Avalon, Windows Printing, Office, XML-AF developing PDF response

• Recommendation
  • Develop next-generation electronic document format
  • Engage Adobe as XP & Tablet ISV
  • Engage Adobe as DRM ISV

— Issue
  • Do we read, write and/or extend PDF? (e.g. Publisher, Word, etc.)