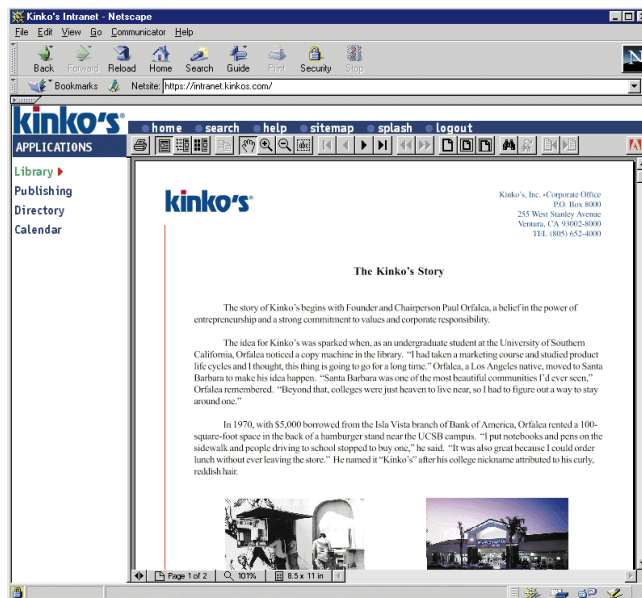


Kinko's, Inc.

Adobe Publishing and Graphics Software Enhance Customer Service and Document Production at Kinko's

Adobe® Acrobat®



Kinko's is taking advantage of Adobe Acrobat and PDF for a platform- and application-independent file format for streamlining print production processes for its customers' and its own publishing needs.

Key Benefits

- Adobe Acrobat speeds document printing and lowers production costs at Kinko's.
- Adobe PDF is the fastest, most cost-effective tool for exchanging documents between Kinko's and its customers.
- Because PDF files are compact, customers easily send PDF files via e-mail or FTP, eliminating the costs of delays of manually transporting materials.
- The number of last-minute changes from clients is reduced because customers now soft proof materials—view them on-screen—before sending them to Kinko's.
- PDF improves employee access to corporate materials by providing a platform- and application-independent format for online distribution.

Picture the owner of a small consulting firm standing in front of his company's only copier and rushing to produce 50 copies of a 100-page, full-color report for a major customer presentation. Failure, or at least a high level of frustration, is almost guaranteed.

But with the help of Kinko's, he and thousands of other small-business owners can compete successfully against bigger, better-equipped rivals. Powerful copiers, high-end computer rentals, and advanced desktop publishing services stand ready to serve customers at each location. Basically, any tool that enhances document production and lowers costs is part of Kinko's arsenal, which helps explain the company's widespread use of Adobe Acrobat and the full suite of Adobe graphics software.

Embracing Adobe Acrobat

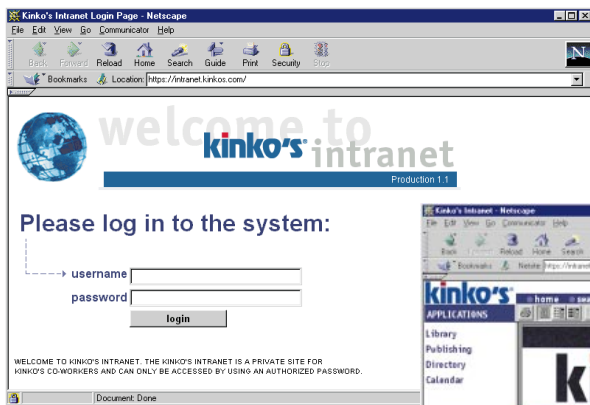
An increasing number of Kinko's customers submit print jobs in Adobe Portable Document Format (PDF). With PDF, clients can send a single platform- and application-

independent file that contains all elements of a layout, including text, graphics, photos, and color.

"PDF is reaching the mass market as the best tool for streamlining print publishing," says John Ellis, computer services product manager. "The days of receiving paper-copy originals or multiple files with photos, text, and graphics are disappearing; we're now seeing more print jobs in PDF that come in by e-mail or FTP. It's by far the fastest, most cost-effective way to share documents electronically."

Using Adobe Acrobat, customers convert documents from native applications (e.g., Microsoft® Word, Adobe PageMaker®, QuarkXPress) to PDF files in a few quick steps. The newly created PDF files look exactly as intended for printing and can be delivered online to Kinko's in minutes, eliminating the costs and delays of manually transporting materials. Once received, Kinko's simply opens the PDF files and begins printing.





At Kinko's, hundreds of corporate documents such as policies and procedures, human resource materials, newsletters, and other internal communications are available in PDF via the corporate intranet. Current versions of these documents, previously available only in paper copy via manual distribution processes, are now available in PDF to anyone in any part of the company at any time.

The advantages—faster turnaround, fewer problems, lower costs—of using Adobe Acrobat are proven, so much so that Kinko's encourages customers to submit print jobs in PDF. "Work is finished faster because the compact PDF files are easier to set up and print. With PDF, we also know that materials from customers are accurate; the pages look the same on screen as they do on paper so customers can soft proof documents before sending them to us. The improved workflow lets us complete jobs in substantially less time," says Ellis.

Adobe PDF Inside and Outside the Company

Adobe Acrobat is not only changing how information is exchanged between Kinko's and its customers, it's also changing how materials are shared among Kinko's co-workers. Hundreds of PDF files containing corporate documents, including policies and procedures, human resource materials, memos, and other internal communications, can be accessed instantly over Kinko's corporate intranet. Previously, this information was printed and routed on paper



"For us, it comes down to how efficiently we respond to customer needs. Adobe products help us refine document production and print services, as well as our internal communications—and ultimately deliver better services to clients at the lowest possible cost."

John Ellis
Product Manager for
Computer Services
Kinko's, Inc.

to co-workers in offices nationwide, a process that required time and money each month.

"PDF improves co-worker access to materials by giving us a universal digital format for distributing information," Ellis explains. "It's not feasible to install every document creation program, font, and graphic on co-workers' desktops; application-independent PDF files get around that obstacle. Compact

PDF files also travel quickly over networks and are cheaper to manage. For instance, a manual that is 4 MB in Adobe PageMaker might be only 400 KB in Adobe PDF."

From Start to Finish

Kinko's use of Adobe software extends far beyond Acrobat. Adobe PageMaker, Illustrator®, Photoshop®, and Adobe Font Folio™ are standard on all systems that are used by Kinko's desktop publishing specialists or rented hourly to customers.

"Adobe software is our preference for document creation because it's easy to use, does a great job of managing colors, and simplifies the process of producing error-free PostScript® or PDF files. For many of our projects, Adobe software supports the entire workflow, from initial layout to printing."

Ellis adds that the popularity of Adobe software is a big benefit. "Chances are our customers and co-workers are familiar with one or more Adobe tools," he says. "Since the products share a common look and feel, the skills users gain with one product can be transferred easily to another.

"For us, it comes down to how efficiently we respond to customer needs. Adobe products help us refine document production and print services, as well as our internal communications—and ultimately deliver better services to clients at the lowest possible cost."

Kinko's, Inc. Systems At-A-Glance

Software

Adobe Acrobat
Adobe Font Folio
Adobe Illustrator
Adobe PageMaker
Adobe Photoshop
Mac OS
Windows® 95 and Windows NT®

Hardware

Pentium® II-based PCs
Apple Power Macintosh G3 computers

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704 USA

Adobe Systems Pty. Ltd.
Level 5, 18-20 Orion Road
Lane Cove, NSW 2066
Australia

Adobe Systems Europe Limited
Adobe House, Mid New Cullins
Edinburgh EH11 4DU
Scotland, United Kingdom

Adobe Systems Co., Ltd.
Yebisu Garden Place Tower
4-20-3 Ebisu, Shibuya-ku
Tokyo 150-6017 Japan

World Wide Web
www.adobe.com

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