



TECHGEAR



The Surface Tablet (from \$499) is Microsoft's first-ever computer and features the new Windows 8 RT operating system. The tablet's standard cover includes a built-in kickstand and optional covers include keyboards.

WEBLINKS



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Google for Entrepreneurs

www.google.com/entrepreneurs/resources
Google's services for entrepreneurs and business owners make it easier to run a business using tools and apps you can access from anywhere in the world.

SocialMediaExaminer.com

Social media is here to stay, so it's important that law firms understand how to use these tools to market themselves and interact with current and potential clients. This site is a "must read" if you want to use social media effectively.

YouTube.com

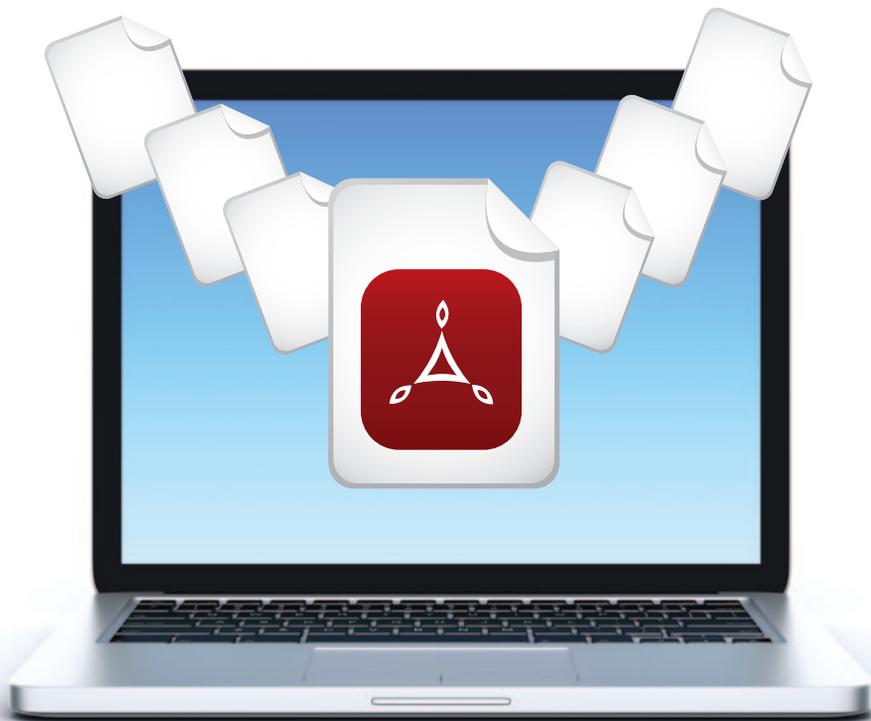
Almost everyone has used YouTube to watch outrageously funny videos about someone's pet cat, but most don't know that YouTube is now the No. 2 website for Internet searches. Attorneys should use YouTube to publish videos about their practice areas and incorporate those videos into their marketing strategies.

Amazon.com

I love the fact that Amazon is becoming a one-stop shop for online purchases. We even use it to buy household products. Kindle books are revolutionizing the publishing industry, and I'm working on my first book right now. Amazon makes it easy to be an author!

Adobe Acrobat XI

BY AL HARRISON



With the recent release of Acrobat XI, Adobe, as the PDF application market leader, delivers a PDF feature set perfectly suited for attorneys and support staff. Several new features coupled with improvements and enhancements continue to raise the bar for PDF excellence. New features include: editing of both text and images; extension of the secure protected mode from write-protection to read-protection; simpler and stronger encryption and other built-in defenses for eliminating electronic intrusions; more seamless exporting of Microsoft Office files to PowerPoint; converting webpages into PDF files via single click while sustaining all links; optimizing PDF files for Web and Mobile viewing; convenient and instantaneous creation of PDF and web forms; and in situ document e-signing.

Two of the most compelling features of Acrobat XI are a new PDF editing tool and enhanced protection and security.

PDF EDITING

In release XI, Adobe has enabled PDF editing in the spirit of conventional word-processor editing. But just how rigorously can you edit text and images in a PDF file? Delving into the Tools menu will help you appreciate this new PDF functionality.

Under the Acrobat Tools tab, you can invoke Edit Content to add, reformat, search, replace textual content, and move page elements. To edit an image, you can right-click atop the image and then you might, for example, opt to select Replace Picture and replace it with a preselected image. Once inserted within a PDF, the image may then be conveniently resized and modified.

While prior versions accommodated touch-up and refining features aimed at correcting typographical errors or word replacement, this protocol was cumbersome and unintuitive. Now, when the Edit Text and Images function is invoked,



every PDF paragraph is visually delimited by a rectangular border or frame. When you click within a delimited paragraph, the familiar resizing “handles” become visible to enable you to tweak the size of the rectangular border, if necessary, and to commence typing to edit text. Alternatively, you might invoke the Find-and-Replace function to change text as needed. Just as with conventional word processing, as you insert additional text, words are wrapped across line boundaries. Acrobat XI even allows you to modify paragraph alignment with corresponding justification choices. This is quite a quantum jump from the now seemingly pedestrian Typewriter tool.

But wait — there’s more.

On the right side of screen, you might click Content Editing Menu and then click the top icon corresponding to Edit Text and Images. This displays the Format panel with options reminiscent of common word processing icons, including font attributes (font type, size, color, bold, italics, and underline). Also displayed are text alignment options, superscript, subscript, flip vertical and flip horizontal, rotate clockwise or counterclockwise, and crop. Sound familiar? To edit text, you simply select a text string and then click the appropriate icon. A short cut for invoking the Edit Text and Images option is to locate your mousepointer anywhere in a document atop text and then right-click. Simply choose Edit Text and Images and you are ready to edit.

Incredibly, Adobe has implemented an even more precise level of formatting that allows typographic controls over kerning and spacing — akin to advanced layout and graphics applications. To access these controls, invoke the Edit Text and Images feature and click the “+” icon located to the right of the “Format” header title on the editing menu. You can also include additional text by clicking the Add Text cursor in the new location in the document. Then, drag the rectangular outline to form an appropriately sized text box and enter text.

Remember, in spite of its amazing editing renaissance, Acrobat is not a word-processing application and still has page layout limitations wherein paragraph editing is limited by pre-existing paragraph boundaries. Accordingly, when text is added or deleted, unlike a word processor, Acrobat does not automatically upwardly or downwardly adjust adjacent paragraphs located on the same page. Inter-paragraph spacing cannot be seamlessly floated as in conventional word processing. PDF format is inherently based on a sequence of objects having specific height and width dimensions and relative page positions. Thus, when more extensive paragraph transformation and text reflowing is needed, use word-processing software rather than Acrobat.

Acrobat XI also allows convenient image editing. To trigger image editing, just right-click atop an image to opt to rotate or flip the image, as appropriate, or replace the entire image. Similar to the text option, you can include an additional image by clicking the Add Image cursor in the new location in the document. Then, drag the rectangular outline to form an appropriately sized image box and insert the new image.

PROTECTIONS AND SECURITY

Acrobat XI has enhanced its security protection by incorporating read-only access into its protected mode that previously included only write protection. This protected-view mode is configured to prevent intruders from engaging in so-called screen-scraping attacks. It affords formidable defense in either Standard or Professional versions of Acrobat XI or the freely-available Acrobat Reader XI.

Adobe also has a Protection Tool that protects not only PDF opening, printing, copying, and editing, but also restricts access to its new editing functionality. Further, the PDF Protection Tool secures text and image content by controlling encryption, redaction, and metadata logistics.

By clicking the Protections tab, you invoke the Protections Tool, which includes options to Restrict Editing, Encrypt, and Redact, and to affect Hidden Informa-

tion (otherwise known as metadata). To properly limit the scope of access to a PDF, you must define a suitable password or key, which becomes intertwined within Adobe’s encryption infrastructure. As you enter a candidate key into the Password window, Acrobat classifies it as “Weak,” “Medium,” “Strong,” or “Best.” Password strength is a function of the combination of letters, numbers, and special characters in conjunction with character-string length. For example, a password consisting of a string of 8 characters with 4 integers, a special character, and 3 lower-case letters (1234\$abc) would be considered a medium-strength key. If this 8-character string included another special character and a capital letter (1234\$abc!Z), this would be considered a strong-strength key.

Once a suitably strong key is established, you may then invoke Change Settings in the Security tab to specify whether one or more of the following functions are allowed: printing, changing, content copying, page extraction, commenting, filling form fields, and e-signing. Besides enhancements to efficiently control the extent of metadata appearing in a PDF by invoking the Remove or Sanitize Document functions of the Hidden Information menu, you may also invoke the Redaction feature to protect confidential and privileged information.

Acrobat XI is available in a Standard version with list price of \$299 and upgrade price of \$139, and a Professional version with list price of \$449 and upgrade price of \$199. Acrobat Professional includes virtually all of the necessary tools to securely deliver confidential and privileged information electronically — via email, the Web, and the cloud. ✪



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