

Reviewer's Guide



PDFpen v.5



PDFpenPro v.5

Contents:

What is PDFpen?

What's New in PDFpen?

What's the Difference Between PDFpen
and PDFpenPro?

How Does PDFpen Compare
to Other PDF Editing Tools?

Getting Started with PDFpen

Customer Testimonials

Current version: 5.0 (released September 9, 2010)

System Requirements: Mac OS X 10.6 or later

Pricing: PDFpen: \$59.95 (Family Pack: \$74.95)

PDFpenPro: \$99.95 (Family Pack: \$119.95)

Upgrades: \$25 to upgrade; \$40 to upgrade from
a previous version of PDFpen to PDFpenPro 5.0

(free upgrades for purchases made after February 14, 2010)



Smile

For additional information and review licenses, please contact:

Jean MacDonald, Partner, Marketing/PR

Smile

jean@smilesoftware.com

503-226-6346

Press kit available at:

<http://www.smilesoftware.com/PDFpen/PDFpen5-presskit.zip>

What is PDFpen?

PDFpen is the affordable PDF editing tool that allows you to:

- add text, images, signatures and markup to PDFs
- edit and delete text in an original PDF
- move, copy, resize and delete images in the original PDF
- OCR scanned documents
- redact or erase text
- fill out and save forms



PDFpen is \$59.95 for a single-user license and \$74.95 for a Family Pack (up to 5 computers in one household).

Who uses PDFpen?

PDFpen is for anyone who needs more powerful editing capabilities than those offered by Preview, but not the full range of printing, collaboration and security tools offered by Adobe Acrobat (at over 7 times the price). PDFpen is especially popular with publishers, medical and law offices, contractors, and teachers.

What's New in PDFpen 5: Key Features

- Redact or erase text, including OCR text
- Search and replace text
- Search and redact text
- Forms support list widgets and http submit button
- OCR enhanced to handle colored text on a colored or shaded background
- Deskew scanned document pages for improved OCR
- Change resolution and color depth of a single image or scanned document to reduce PDF file size
- Faster operation, better capacity to handle larger documents

What is the difference between PDFpen and PDFpenPro?

PDFpenPro lets you do everything that PDFpen does, plus:

- Convert websites into multi-page PDFs (**new in PDFpenPro 5**)
- Create and edit cross-platform interactive PDF forms
- Create and edit Table of Contents



PDFpenPro is \$99.95 for a single-user license and \$119.95 for a Family Pack (up to 5 computers in one household). Upgrades from any version of PDFpen to PDFpen Pro 5 are \$40.

How Do PDFpen and PDFpenPro Compare to Other PDF Editing Tools?

For a detailed comparison chart, see the **PDF Editing Tools Comparison Chart** (p. 5).

Preview 4 (Apple; included with Mac OS X)

While Preview includes some editing capabilities, it lacks PDFpen's ability to perform OCR (Optical Character Recognition), add or correct text, edit images, add signatures, redact sensitive information, or save PDF forms.

For those who want to convert a website into a multi-page PDF, or create a Table of Contents or an interactive cross-platform PDF form, PDFpenPro provides those additional capabilities.

Acrobat Pro 9 (Adobe; \$449)

Acrobat Pro can do almost everything that PDFpen and PDFpenPro can do and more, with a much higher price tag. Acrobat offers several print production features (such as color separations), document identity and collaboration tools that are not available in PDFpen or PDFpenPro.

Both versions of PDFpen have a built-in library of proofreaders' marks, which Acrobat does not have.

Note: Acrobat Standard (\$299) is not available for Mac OS X.

PDFClerk Pro 3 (SintraWorks; €35, approx. \$50)

PDFpen's editing and mark-up abilities exceed those of PDFClerk Pro, particularly the ability to correct text, redact sensitive information, edit images in the original PDF, and OCR scanned documents. Notes and comments cannot be edited directly.

PDFClerk Pro does offer tools for layout and printing, including complex imposition, that are not available in PDFpen or PDFpenPro.

Skim 1 (Open source; free)

Skim's PDF editing tools are limited to adding text, images, comments, highlighting and shapes. There is no ability to correct text or edit images in the original PDF. Common tasks like adding, deleting and reordering pages, or combining PDFs are not available in Skim.

OCR Software

Version 15.5 of the OmniPage OCR engine, which is recognized for its accuracy, is included in PDFpen 4.5 and later.

Getting Started with PDFpen


PDFpen comes with extensive documentation, available under Help in the program. You can [view the latest help online](#). There is also an excellent [video tutorial](#).


The Help is the best guide to everything that PDFpen can do. For those who want to jump right in, here are a few tips.


Opening a PDF or creating a new one

To use PDFpen's powerful editing features, you'll want to open an existing PDF (File > Open). You can create a blank PDF in PDFpen by opening a new document (File > New > Blank Document) and inserting a page (Edit > Insert Blank Page).


Working with text and images in the original PDF


 Use the Select Text tool to select text for correcting, mark-up and copying. **OCR** (Optical Character Recognition) can be performed on scanned text documents to make the text selectable (Edit > OCR). There is a sample scanned text document in the press kit. <http://www.smilessoftware.com/PDFpen4-presskit.zip>


 Once text is selected, it can be corrected or deleted by clicking on the Correct Text button.

 Use the Edit tool to select an image, which can then be moved, resized, copied or deleted.

Adding text, graphic objects, images, and signatures


 Use the Text tool to add a text box.


 Scribble and drawing tools allow you to insert objects.

 Click on the Insert button to add an image, or just drag and drop the image on the document.

If you want to make the background of a signature image transparent, choose Edit > Make Transparent Image.

Marking up text and adding annotations

 Click and hold the Highlight button to access highlighting, underscore, and strikethrough.

 Notes and Comments annotations are available by clicking and holding the Text tool.

Getting Started with PDFpen (continued)

Working with PDF documents



Click the Sidebar button to open the Sidebar. By default, the Sidebar displays thumbnails of all the pages in the PDF.

To reorder pages, simply drag and drop the thumbnails in the Sidebar. To delete pages, select them and press Delete on your keyboard. Combine PDFs by dragging the thumbnails of one document into another.

Searching and Table of Contents



Click on the pop-up menu button in the bottom of the Sidebar and choose Search Results. A search field appears at the top of the sidebar. Enter search terms and the pages that contain those terms will appear in the Sidebar.

Click on the Sidebar pop-up menu and choose Table of Contents to view.

PDFpenPro features

PDFpenPro has all the power of PDFpen, plus:

Convert websites to multi-page PDFs

From the menu, choose File > New > New from HTML will bring up the dialog box for generating a PDF from a website, complete with hyperlinks.

Form Creation



In PDFpenPro, the toolbar includes a group of form elements tools:

- Text Field
- Checkbox
- Radio Button
- Choice Field
- List Field
- Submit Button

Table of Contents Creation



With Table of Contents displayed, click on the Action Button in the Sidebar to build a Table of Contents.

The menu has four options: Add Table of Contents Entry, Remove Entry, Promote and Demote.

PDF Editing Tools Comparison Chart	PDFpen 5	PDFpenPro 5	Acrobat Pro 9	PDFClerk Pro 3	Preview 4
	\$59.95	\$99.95	\$449	\$45 (€35)	Incl. w/ OS X
Text and Images					
Add text	✓	✓	✓	✓	✓
Correct text in original PDF with editable text blocks	✓	✓	✓	-	-
Optical character recognition (OCR)	✓	✓	✓	-	-
Redact or replace text, incl. OCR text	✓	✓	✓	-	-
Add images, including scanned signatures	✓	✓	✓	✓	-
Move, resize, copy, and delete images in original PDF	✓	✓	✓	-	-
Make image background transparent	✓	✓	-	-	-
Draw ellipses and rectangles	✓	✓	✓	✓	✓
Draw freeform scribbles, polygons, and rounded rectangles	✓	✓	✓	✓	-
Library to store frequently-used text, images, scribbles, and signatures	✓	✓	-	-	-
Forms					
Fill out PDF forms	✓	✓	✓	✓	✓
Create cross-platform PDF forms	-	✓	✓	✓	-
Advanced form features: pop-up menus, buttons, data submission	✓	✓	✓	✓	-

PDF Editing Tools Comparison Chart (continued)	PDFpen 5	PDFpenPro 5	Acrobat Pro 9	PDFClerk Pro 3	Preview 4
Mark-up					
Add notes, comments, and highlighting	✓	✓	✓	✓	✓ *
Add underscore and strikethrough	✓	✓	✓	✓	✓
Add and edit hyperlinks	✓	✓	✓	✓	✓
Built-in proofreading marks library	✓	✓	-	-	-
Document Editing, Printing, Security					
Save PDFs directly to Evernote	✓	✓	-	-	-
Insert, remove, and reorder pages	✓	✓	✓	✓	✓
Table of contents creation	-	✓	✓	✓	-
Selective printing of comments	✓	✓	✓	✓	-
Comment modification history	-	-	✓	-	-
Document identity services	-	-	✓	-	-
Import HTML websites	-	✓	✓	-	-
Import Microsoft Word documents	✓	✓	✓	-	-
PDF document compression	-	-	✓	-	-
Multimedia preview: video, audio, 3D	-	-	✓	-	-
Scripting live calculation, document actions	-	-	✓	-	-
AppleScriptable	✓	✓	✓	✓	-
* Preview can create notes, but not comments.					

Winner, Macworld Eddy Award

"PDFpen goes well beyond Preview's PDF processing power, yet it offers some of the same features you'll find in the much more costly Acrobat Pro." - *Rob Griffiths, Macworld*



What PDFpen Users Say

"There have been days when PDFPen has made me want to weep with joy. Among the many other uses, it saves me constantly when I have to sign documents on the road or when I'm otherwise away from a fax machine. If you are a manager, in sales, or in any other professional role that involves moving critical documents around quickly, you really should not be living without this little application."

- *Greg Snyder, VP Sales, BackBeat Media*

I just wanted to tell you that PDFPen is one app that I use each and EVERY day!

For a myriad of tasks, from filling out reports for my Virtual Assistant clients, to editing my own PDFs and screen shots. It helps me in so many ways and is most assuredly my favorite Mac OS X application!

- *Taryn Merrick, Merrick Management and Media Services*

"I have modified PDF files with Acrobat in the past but have always felt a little uneasy. **The beauty of PDFpen (apart from its delightfully low price) is the simple graphic interface where you can see it all happening.** Great work, folks."

- *Geoffrey Heard, The Worsley Press, Melbourne, Australia*

"Thank you for the amazing program. It saves me so much time. I use Acrobat on my PC at work and it is awful compared to PDFPen. And other PDF editors I have tried at work don't even come close. I email my work documents to myself so I can open them on my Mac at home when I need to work with PDFs."

- *Jeff Van Dam, Bowie, MD*

You are the best! What wonderful support. Thank you so much for all the "how to" emails and the video support. You make this program so easy to learn. I write a newsletter and was sent a form to insert in a pdf format. I wanted to add to the bottom "Created by..." and you people made it a snap with your support."

- *Rose Marie T., Redondo Beach, CA*