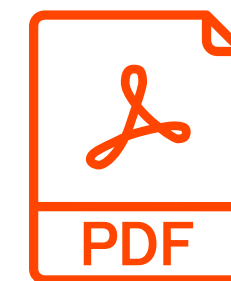


**WE
ARE** INDUSTRY-LEADING
DIGITAL PRODUCTION STUDIO
PURPOSE-BUILT FOR
HEALTHCARE COMMUNICATIONS

COMPETITIVE EDGE

Interactive PDF Example



INTRODUCTION

Developed by Adobe in the early '90s, the PDF format now includes interactive features such as multimedia elements and interactive forms, enhancing user engagement while maintaining compatibility across devices.



ENHANCED NAVIGATION

INTERACTIVE FORMS

MULTIMEDIA INTEGRATION

DYNAMIC FEATURES

Enhanced Navigation

Interactive PDFs feature web-like functionalities, including customizable buttons and hover effects, improving user immersion and navigation by linking to internal or external content.

Hyperlinks and navigation controls in Interactive PDFs allow for efficient content exploration and direct communication via interactive contact details.



Get in touch!



Access our website

ENHANCED NAVIGATION

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Interactive Forms

Interactive PDFs streamline data collection through embedded forms with checkboxes, radio buttons, and text fields, facilitating immediate information sharing via email.

Full Name

E-mail

Choose One

Yes

No

Multiple selection

Option 1

Option 2

Option 3

Full Message

This was just a test, but on a real document you'd have a potential lead/client contact info reaching your inbox right now :)



ENHANCED NAVIGATION

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DYNAMIC FEATURES

Multimedia Integration

Interactive PDFs give you the ability to enhance your content with videos and audio, though file size and technology compatibility should always be considered*.

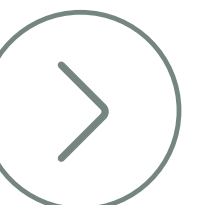


Embedded Video



Embedded Audio

* Embedded audio and video, for instance, are currently not supported in the PDF viewer implementation of some web browsers, so this PDF file needs to be opened locally to be able to play these multimedia examples.



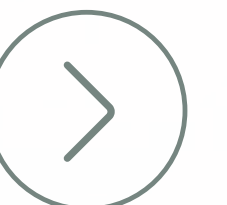
UNIVERSAL COMPATIBILITY?

Target Device and Accessibility

Despite their adaptability, Interactive PDFs encounter compatibility and accessibility issues across different PDF readers and devices. Having that in mind, it is always recommended to choose the features and content of your documents with your specific use-case and target device in mind (adapting to fit multiple users/devices if needed).



Tip: Not every user ‘sees’ your content the same way you do. You should always have that in mind, as neglecting that fact is losing a potential opportunity.



TARGET DEVICE AND
ACCESSIBILITY

WHEN TO USE IT?

UNIVERSAL COMPATIBILITY?

When to use it?

Creating an interactive PDF involves similar creative effort to that of other formats such as digital presentations (Veeva Visual Aids, PowerPoints, etc.) or small static HTML/CSS Websites. But choosing Interactive PDFs may direct the focus more towards the content and interactivity over animations and technical capabilities show-off.





/ FINAL CONSIDERATIONS

While offering a dynamic content delivery platform with a good cost-benefit, **Interactive PDFs may not suit all digital needs.** Evaluating their specific compatibility with the project and use-case, and exploring alternatives ensures optimal application and informed decision-making regarding their use.

Do you need any help?



GET IN TOUCH

Do you need any help? As tech experts, we provide all the assistance you may need in implementing digital formats and defining your project's scope to ensure success. If you have any questions, please feel free to contact us for support and let's make your next project a memorable one:



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