



# Teach Your Teachers

“Attention class! The dotcoms are busting. The US economy is slowing down.

## Ask About Acrobat and Win

If you want to start a revolution, write to [rebelheart@niyam.com](mailto:rebelheart@niyam.com). All respondents will receive a free gift on filling up a simple e-mail form. If you are a bona fide student, a faculty, coordinator, counsellor, or centre manager at any IT institution in India, you will receive a free T-Shirt, a software sampler CD of software, and a 50% discount if you enrol and pass in any one Adobe Certified Expert (ACE) exam. More details about ACE at [www.prometric.com](http://www.prometric.com). Prove to us you can convince your centre towards teaching Acrobat, and you can win further surprising gifts.

Niyam Bhushan is a leading consultant and trainer in digital imaging, photoshop, design and creativity. Views expressed in this advertorial are solely those of the author. All offers valid till 31 October 2001, or till stocks last. Other terms and conditions apply.

## NIYAM BHUSHAN

“Thousands of highly trained people are out on the streets looking for jobs. Yet we are spending our parents’ hard-earned money, taking education loans, sweating it out, and acquiring whatever skills our IT institutes THINK we need. But can we really get jobs in this crashing market? Isn’t some of the stuff we’re learning already outdated, irrelevant, or redundant? Wake up and smell the coffee. What chances do we really have? It is time for a revolution.”

## Teach us. Don’t Cheat Us

Do you have the guts to stand up in class and say this to your friends and faculty? Just say it. It is your future. Your money. Your career. And who knows when some shady institute may just pack their bags in the middle of the night and

scoot with your money. So do you really want to be sure that every Rupee you spend in your institute is worth it? Boldly question your teacher or your course coordinator. Ask them these five simple questions: 1) What is

Acrobat? 2) What is PDF? 3) What are the different ways of making a PDF file? 4) How do you digitally sign any digital document and verify that signature using Acrobat? 5) Are you aware of the tremendous job and business opportunities in the global market around Acrobat technology and ePaper solutions?

If the answer to any of these questions is “No,” then on behalf of nearly 300 million Acrobat users worldwide, adamantly ask these next five questions: 1) Why does your institute not teach us anything about Acrobat? 2) Why do Fortune 500 companies, MNCs, corporate enterprises, and even major governments of the world use Acrobat in some of their most crucial IT automation tasks? 3) What is the significance of Acrobat and PDF in eGovernance? 4) What is the real future of paper? 5) Where’s the exit door to this institute?

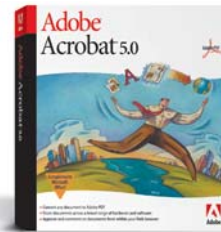
## Why Acrobat

We’ve created a special presentation “Why Acrobat” to answer several of your queries. Find it at [www.thinkdigit.com/adobe](http://www.thinkdigit.com/adobe). Or write to: [rebelheart@niyam.com](mailto:rebelheart@niyam.com)

The Digit CD also contains  
• Acrobat Reader 5 • eBooks  
• Acrobat Tips & Tricks

## Course of Action

Acrobat is so vast, that no matter what your course, you still need to learn Acrobat. A basic computer fundamentals course with Windows, Office, e-mail and web-browsing is not complete without Acrobat, which is the best way to share documents online and across all types of computers and operating systems. An e-commerce course must teach Acrobat for its security, digital signatures, and forms-processing features. Web-development courses must incorporate Acrobat for its full Javascripting capabilities, for its search engine



compatible content, superb integration with HTML and XML, and Acrobat server solutions for enterprises. Database development and RDBMS courses must point out how Acrobat handles forms-processing. Computer graphic design, multimedia, and CAD/CAM courses must explain PDF workflows so crucial to international design studios, publishing houses, advertising agencies, and architecture and engineering firms. Courses in programming must show how to develop customised solutions in Acrobat for vertical markets. Even the future of emerging handheld computing and eBooks is literally in the hands of Acrobat. The new Acrobat eBook Reader uses cutting-edge technology to allow users to read eBooks and PDF files on handhelds. The Adobe Content Server creates a secure method of selling books and content, while ensuring proper Digital Rights Management (DRM) for creators.

And finally, all counsellors must explain the competitive edge you get in job interviews as an Acrobat expert. Whether you are a fresher or a seasoned professional, they must tell you about new business and multi-million dollar entrepreneurial opportunities available with Acrobat. So kick-start a revolution. Ask about Acrobat in classrooms. Because at work, your colleagues will just ask for PDF. ■