Adobe Acrobat

On-demand webinar

Create Accessible Tables, Lists, and Scanned PDFs

Our speaker

Lori DeFurio

Principal Solutions Technologist

Adobe

Agenda

01
Common challenges with tables, lists, and scanned PDFs

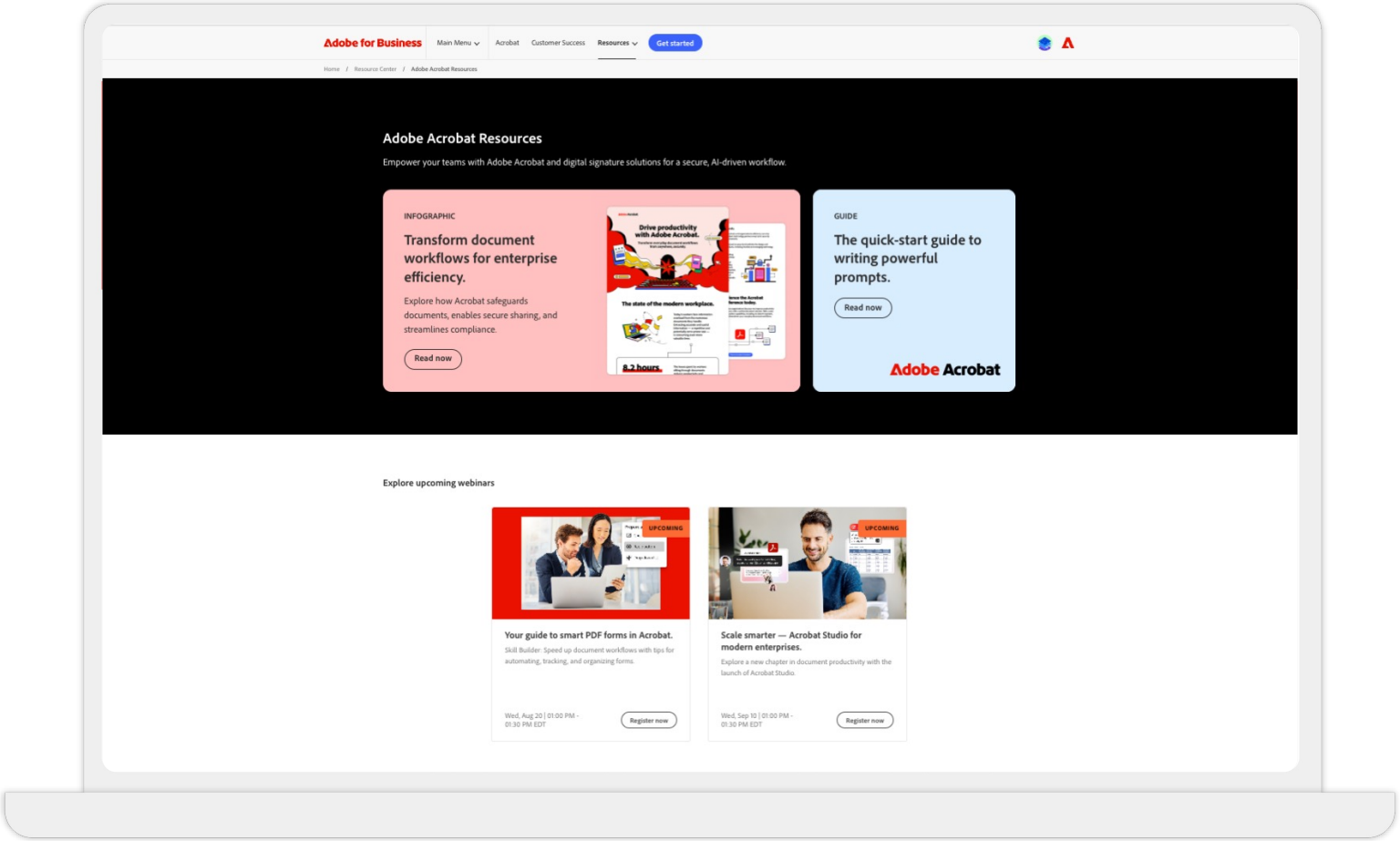
02
Ensuring scanned documents are searchable and compliant

03
Best practices for working with nested or complex lists

04
Understanding how to create accessible tables

05
Accessibility resources

Adobe Acrobat Webinar Hub



Creating standards compliant PDFs

Easy to make accessible

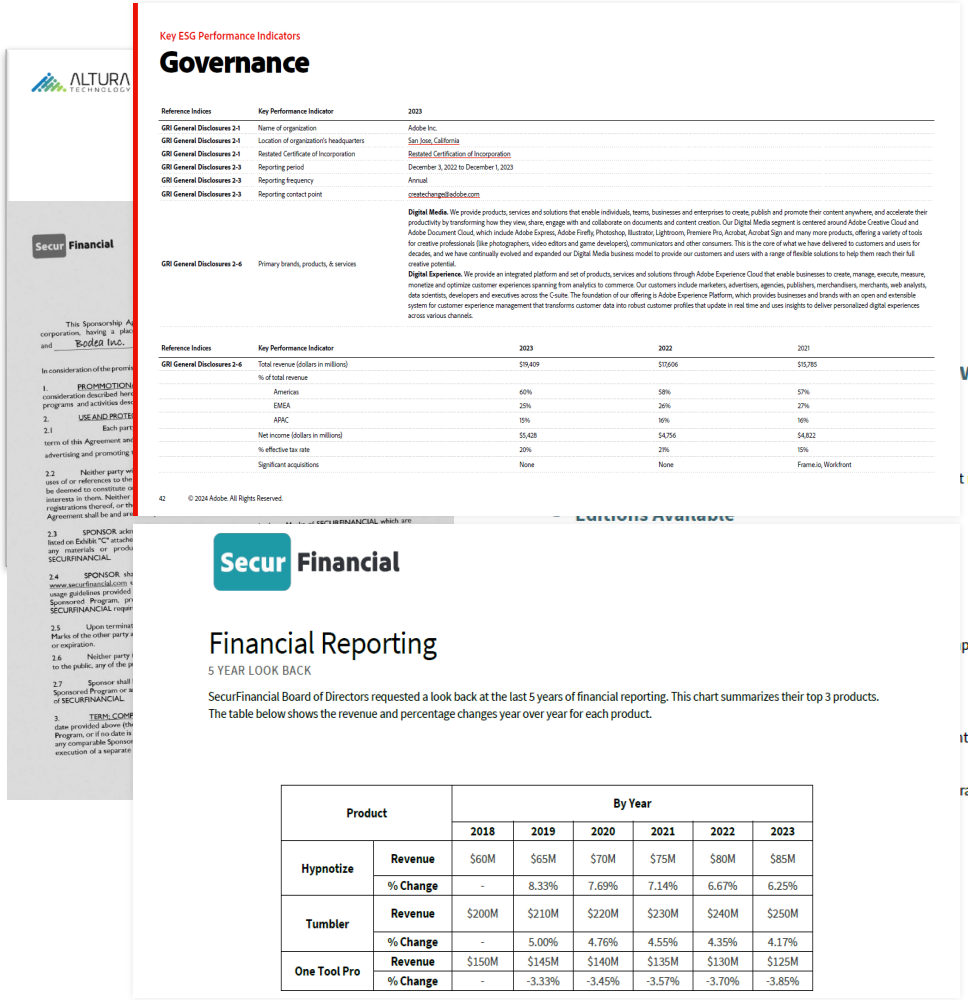
- Good use of styles in Microsoft Word/Adobe InDesign
- Digital Documents
- Simple lists
- Simple tables

More difficult

- Scanned documents
- Nested lists

Most difficult

- Complex tables



Key ESG Performance Indicators

Governance

Reference Indices	Key Performance Indicator	2023
GRI General Disclosures 2-1	Name of organization	Adobe Inc.
GRI General Disclosures 2-1	Location of organization's headquarters	San Jose, California
GRI General Disclosures 2-1	Restated Certificate of Incorporation	Restated Certification of Incorporation
GRI General Disclosures 2-3	Reporting period	December 3, 2022 to December 1, 2023
GRI General Disclosures 2-3	Reporting frequency	Annual
GRI General Disclosures 2-3	Reporting contact point	createchange@adobe.com
GRI General Disclosures 2-6	Primary brands, products, & services	**Digital Media.** We provide products, services and solutions that enable individuals, teams, businesses and enterprises to create, publish and promote their content anywhere, and accelerate their productivity by transforming how they view, share, engage with and collaborate on documents and content creation. Our Digital Media segment is centered around Adobe Creative Cloud and Adobe Document Cloud, which include Adobe Express, Adobe Firefly, Photoshop, Illustrator, Lightroom, Premiere Pro, Acrobat, Acrobat Sign and many more products, offering a variety of tools for creative professionals (like photographers, video editors and game developers), communicators and other consumers. This is the core of what we have delivered to customers and users for decades, and we have continually evolved and expanded our Digital Media business model to provide our customers and users with a range of flexible solutions to help them reach their full creative potential. **Digital Experience.** We provide an integrated platform and set of products, services and solutions through Adobe Experience Cloud that enable businesses to create, manage, execute, measure, monetize and optimize customer experiences spanning from analytics to commerce. Our customers include marketers, advertisers, agencies, publishers, merchandisers, merchants, web analysts, data scientists, developers and executives across the C-suite. The foundation of our offering is Adobe Experience Platform, which provides businesses and brands with an open and extensible system for customer experience management that transforms customer data into robust customer profiles that update in real time and uses insights to deliver personalized digital experiences across various channels.

Reference Indices	Key Performance Indicator	2023	2022	2021
GRI General Disclosures 2-6	Total revenue (dollars in millions)	$19,409	$17,606	$15,785
	% of total revenue			
	Americas	60%	58%	57%
	EMEA	25%	26%	27%
	APAC	15%	16%	16%
	Net income (dollars in millions)	$5,428	$4,756	$4,822
	% effective tax rate	20%	21%	15%
	Significant acquisitions	None	None	Frame.io, Workfront

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Secur Financial

Financial Reporting

5 YEAR LOOK BACK

SecurFinancial Board of Directors requested a look back at the last 5 years of financial reporting. This chart summarizes their top 3 products. The table below shows the revenue and percentage changes year over year for each product.

Product		By Year					
		2018	2019	2020	2021	2022	2023
Hypnotize	Revenue	$60M	$65M	$70M	$75M	$80M	$85M
	% Change	-	8.33%	7.69%	7.14%	6.67%	6.25%
Tumbler	Revenue	$200M	$210M	$220M	$230M	$240M	$250M
	% Change	-	5.00%	4.76%	4.55%	4.35%	4.17%
One Tool Pro	Revenue	$150M	$145M	$140M	$135M	$130M	$125M
	% Change	-	-3.33%	-3.45%	-3.57%	-3.70%	-3.85%

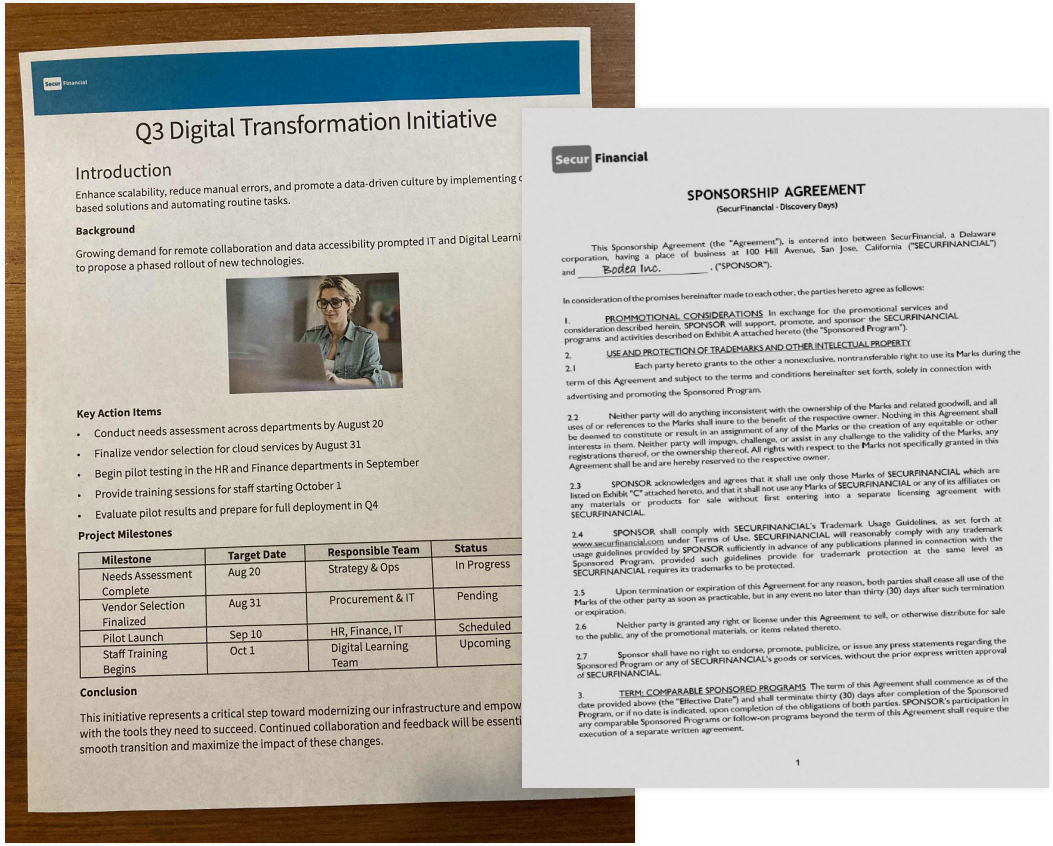
Working with scanned documents

Analysis

- How was the file scanned?
  Using a scanner or using a camera?
- How does the scan “look”?
- Is it searchable?

Steps

1. Use the Scan & OCR tool in Acrobat to “clean it up”
2. Make the text searchable
3. Add accessibility tags
4. Run the accessibility checker
5. Remediate any issues



Q3 Digital Transformation Initiative

Introduction

Enhance scalability, reduce manual errors, and promote a data-driven culture by implementing
based solutions and automating routine tasks.

Background

Growing demand for remote collaboration and data accessibility prompted IT and Digital Learni
to propose a phased rollout of new technologies.

Key Action Items

- Conduct needs assessment across departments by August 20
- Finalize vendor selection for cloud services by August 31
- Begin pilot testing in the HR and Finance departments in September
- Provide training sessions for staff starting October 1
- Evaluate pilot results and prepare for full deployment in Q4

Project Milestones

Milestone	Target Date	Responsible Team	Status
Needs Assessment Complete	Aug 20	Strategy & Ops	In Progress
Vendor Selection Finalized	Aug 31	Procurement & IT	Pending
Pilot Launch	Sep 10	HR, Finance, IT	Scheduled
Staff Training Begins	Oct 1	Digital Learning Team	Upcoming

Conclusion

This initiative represents a critical step toward modernizing our infrastructure and empow
with the tools they need to succeed. Continued collaboration and feedback will be essenti
smooth transition and maximize the impact of these changes.

Secur Financial

SPONSORSHIP AGREEMENT

(SecurFinancial - Discovery Days)

This Sponsorship Agreement (the "Agreement"), is entered into between SecurFinancial, a Delaware corporation, having a place of business at 100 Hill Avenue, San Jose, California ("SECURFINANCIAL") and Boden Inc., ("SPONSOR").

In consideration of the promises hereinafter made to each other, the parties hereto agree as follows:

1. PROMMOTIONAL CONSIDERATIONS. In exchange for the promotional services and consideration described herein, SPONSOR will support, promote, and sponsor the SECURFINANCIAL programs and activities described on Exhibit A attached hereto (the "Sponsored Program").

2. USE AND PROTECTION OF TRADEMARKS AND OTHER INTELECTUAL PROPERTY

2.1 Each party hereto grants to the other a nonexclusive, nontransferable right to use its Marks during the term of this Agreement and subject to the terms and conditions hereinafter set forth, solely in connection with advertising and promoting the Sponsored Program.

2.2 Neither party will do anything inconsistent with the ownership of the Marks and related goodwill, and all uses of or references to the Marks shall inure to the benefit of the respective owner. Nothing in this Agreement shall be deemed to constitute or result in an assignment of any of the Marks or the creation of any equitable or other interests in them. Neither party will impugn, challenge, or assist in any challenge to the validity of the Marks, any registrations thereof, or the ownership thereof. All rights with respect to the Marks not specifically granted in this Agreement shall be and are hereby reserved to the respective owner.

2.3 SPONSOR acknowledges and agrees that it shall use only those Marks of SECURFINANCIAL which are listed on Exhibit "C" attached hereto, and that it shall not use any Marks of SECURFINANCIAL or any of its affiliates on any materials or products for sale without first entering into a separate licensing agreement with SECURFINANCIAL.

2.4 SPONSOR shall comply with SECURFINANCIAL's Trademark Usage Guidelines, as set forth at www.securfinancial.com under Terms of Use. SECURFINANCIAL will reasonably comply with any trademark usage guidelines provided by SPONSOR sufficiently in advance of any publications planned in connection with the Sponsored Program, provided such guidelines provide for trademark protection at the same level as SECURFINANCIAL requires its trademarks to be protected.

2.5 Upon termination or expiration of this Agreement for any reason, both parties shall cease all use of the Marks of the other party as soon as practicable, but in any event no later than thirty (30) days after such termination or expiration.

2.6 Neither party is granted any right or license under this Agreement to sell, or otherwise distribute for sale to the public, any of the promotional materials, or items related thereto.

2.7 Sponsor shall have no right to endorse, promote, publicize, or issue any press statements regarding the Sponsored Program or any of SECURFINANCIAL's goods or services, without the prior express written approval of SECURFINANCIAL.

3. TERM; COMPARABLE SPONSORED PROGRAMS. The term of this Agreement shall commence as of the date provided above (the "Effective Date") and shall terminate thirty (30) days after completion of the Sponsored Program, or if no date is indicated, upon completion of the obligations of both parties. SPONSOR's participation in any comparable Sponsored Programs or follow-on programs beyond the term of this Agreement shall require the execution of a separate written agreement.

1

Working with lists

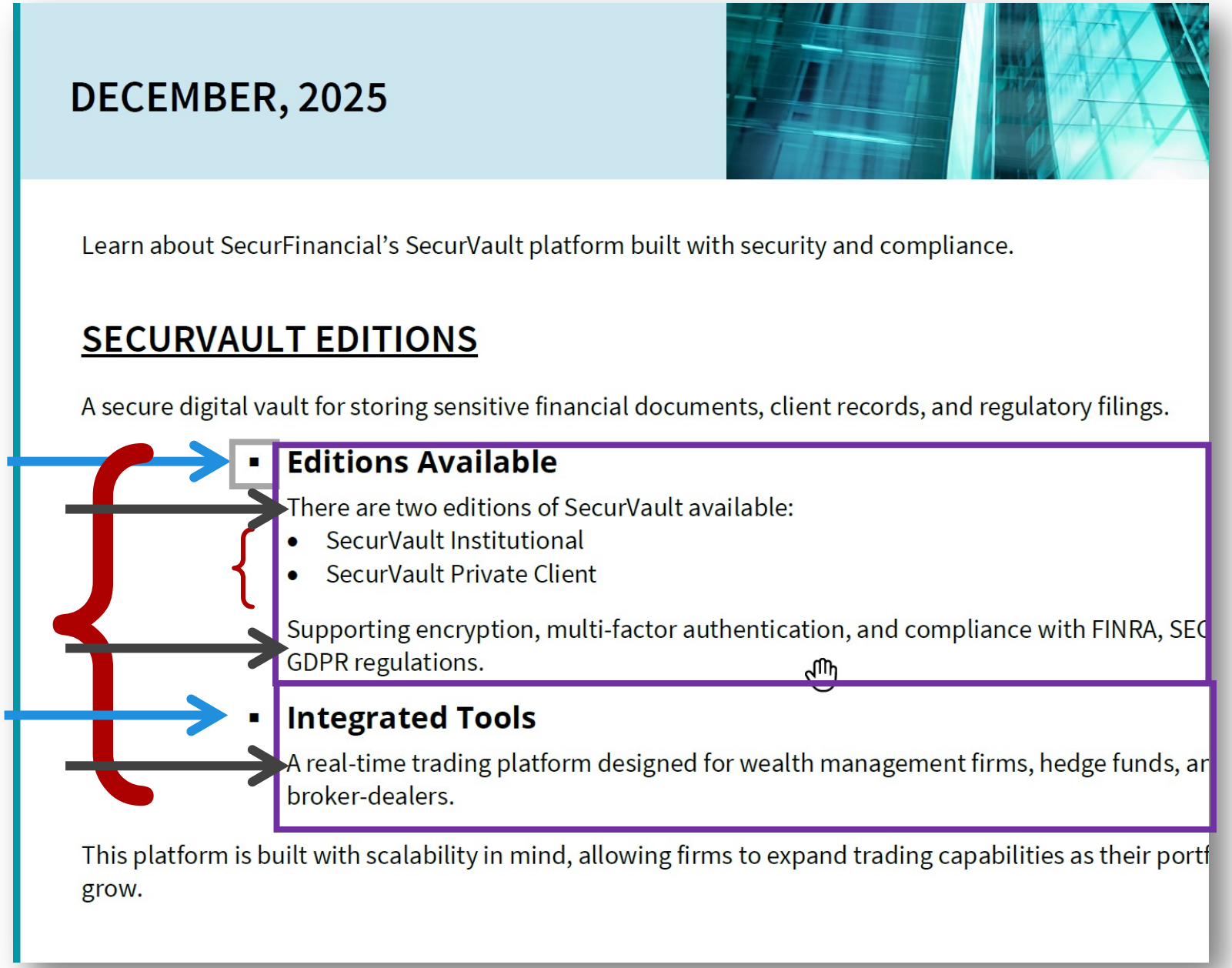
List <L>

List Item <LI>

List Item Body <LBody>

Paragraph <P>

List Item Label <LBL>



Working with lists

- **Editions Available**

  There are two editions of SecurVault available:
  - SecurVault Institutional
  - SecurVault Private Client

  Supporting encryption, multi-factor authentication, and compliance with FINRA, SEC, and GDPR regulations.

- **Integrated Tools**

  A real-time trading platform designed for wealth management firms, hedge funds, and broker-dealers.

```
<L>
    <LI>
        <LBody>Editions Available
                <P>There are two editions of SecurVault available:
                <L>
                        <LI>
                                <Lbody>SecurVault Institutional
                        <LI>
                                <Lbody>SecurVault Private Client
                <P>Supporting encryption, multi-factor authentication, and compliance with
FINRA, SEC, and GDPR regulations.
    <LI>
        <Lbody>Integrated Tools
                <P>A real-time trading platform designed for wealth management firms hedge
funds, and broker-dealers.
```

Working with tables

Table	<Table>
Table Row	<TR>
Header Cell	<TH>
Body/Data Cell	<TD>
Paragraph	<P>
Table Heading	<THead>
Table Body	<Tbody>
Table Footer	<Tfoot>

RANK	STATE	POPULATION
16	Massachusetts	7,205,770
29	Connecticut	3,707,120
41	New Hampshire	1,415,860
42	Maine	1,410,380
44	Rhode Island	1,121,190
49	Vermont	648,278

Working with tables

Table <Table>

Table Row <TR>

Header Cell <TH>

Body/Data Cell <TD>

Paragraph <P>

Product		By Year					
		2018	2019	2020	2021	2022	2023
Hypnotize	Revenue	$60M	$65M	$70M	$75M	$80M	$85M
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	% Change	-	5.00%	4.76%	4.55%	4.35%	4.17%
One Tool Pro	Revenue	$150M	$145M	$140M	$135M	$130M	$125M
	% Change	-	-3.33%	-3.45%	-3.57%	-3.70%	-3.85%

Table Cell Properties

Type

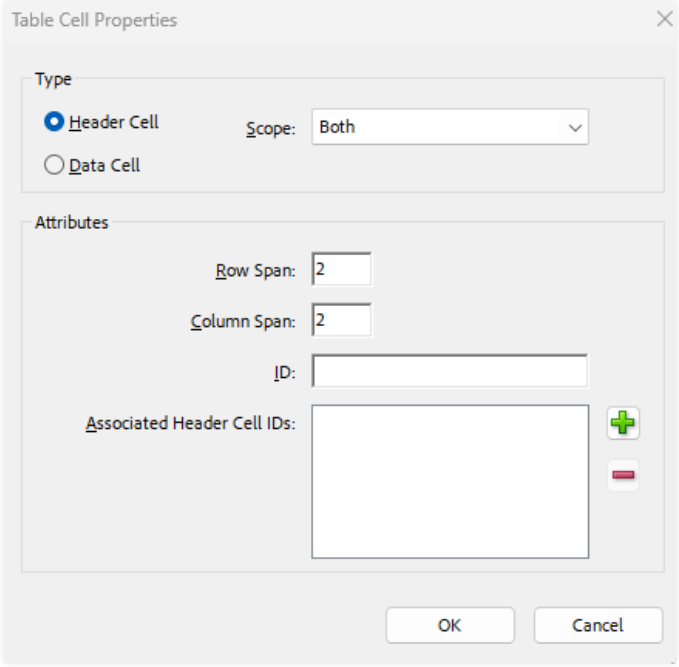
- Header Cell <TH> or Data Cell <TD>
- Scope only for header cells – Row, Column, Both

Attributes

- Span – Row or Column
- ID

  The ID attribute is used in conjunction with the HEADERS attribute to explicitly associate data cells with their corresponding header cells, especially in complex tables where simple structure cannot be determined programmatically.

- Associated Header Cell IDs – used to identify the structure or hierarchy



Working with tables

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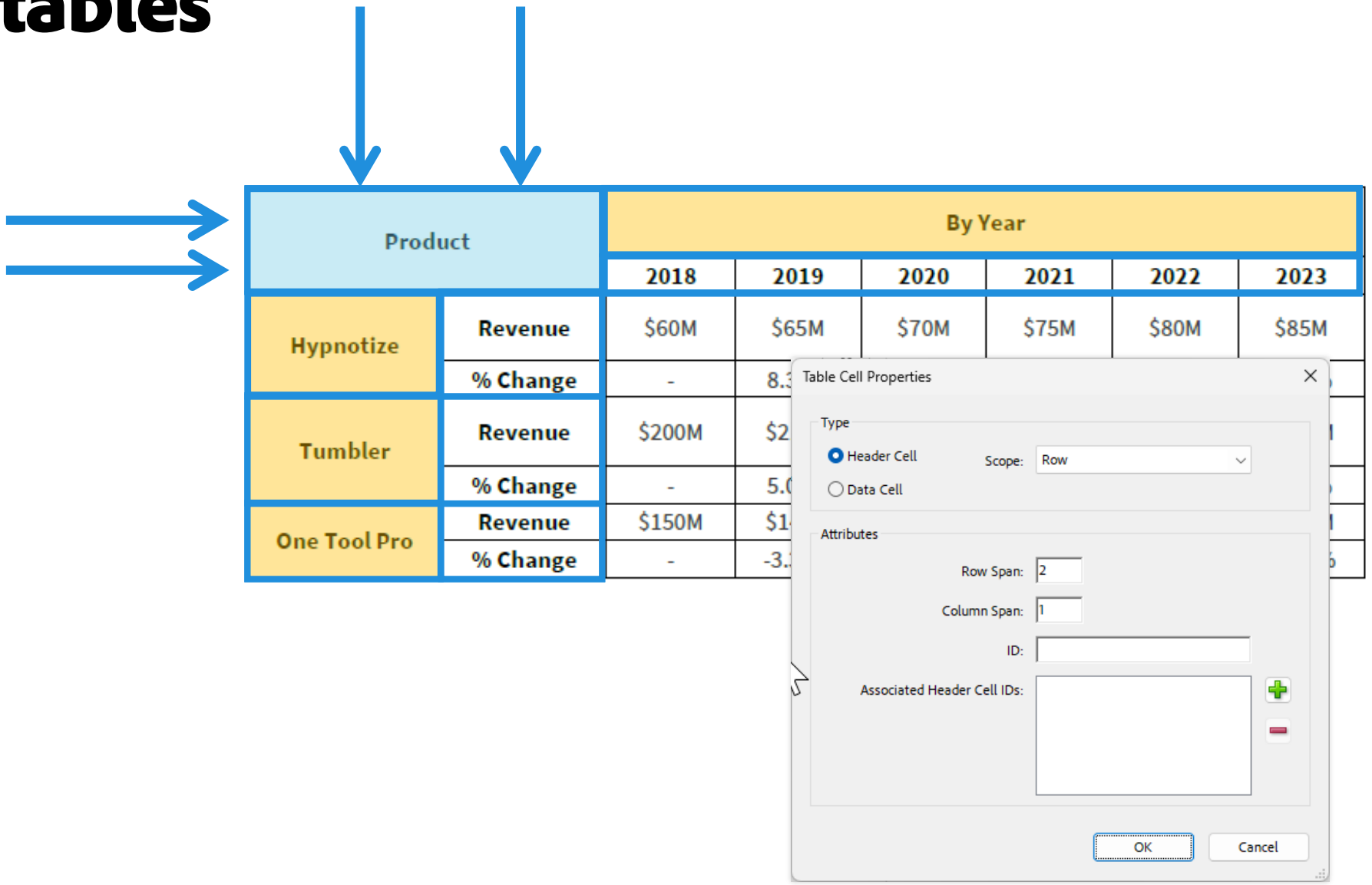
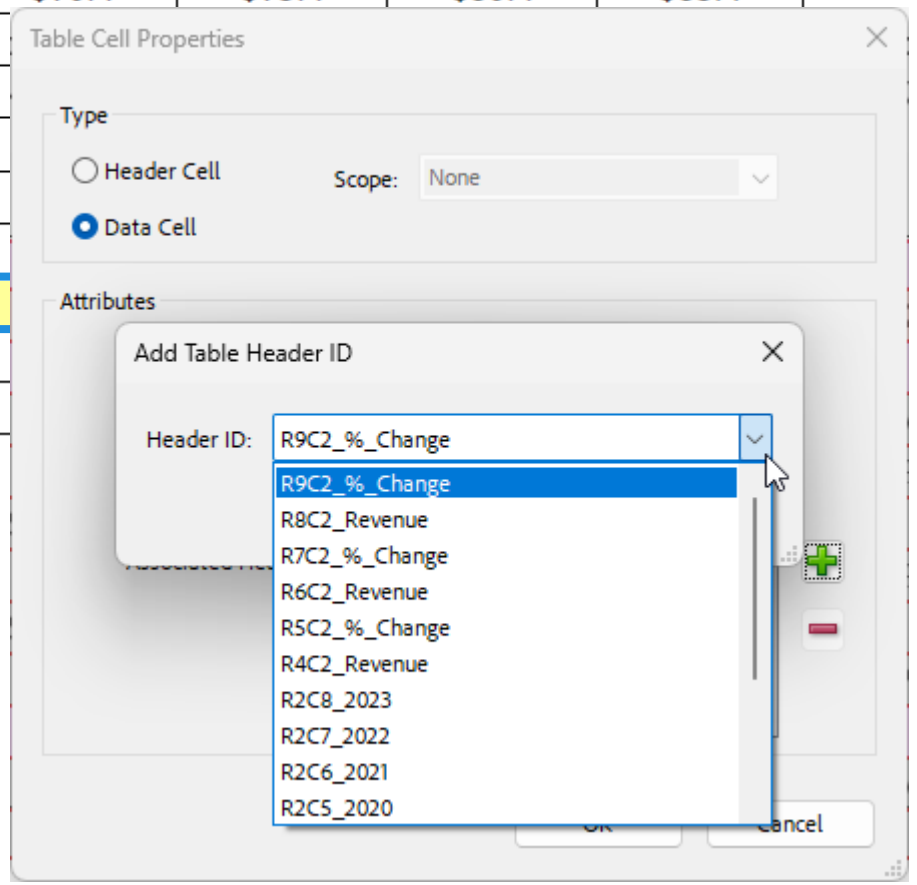


Working with tables

Header cell IDs

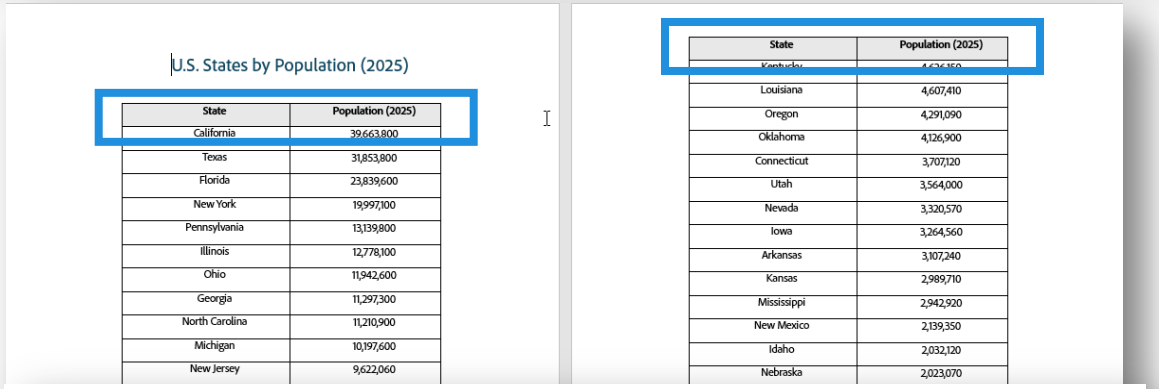
- R1C1_Product
- R1C3_By_Year
- R2C5_2020
- R10C1_Asset_Ma
- R11C1_Ultra
- R11C2_Revenue

Product		By Year					
		2018	2019	2020	2021	2022	2023
Banking Systems							
Hypnotize	Revenue	$60M	$65M	$70M	$75M	$80M	$85M
	% Change	-	8.33%				
Tumbler	Revenue	$200M	$210M				
	% Change	-	5.00%				
One Tool Pro	Revenue	$150M	$145M				
	% Change	-	-3.33%				
Asset Management							
Ultra	Revenue	$20M	$22M				
	% Change	-	4.54%				



Working with tables

1. Tables that span multiple pages
2. Tables that have merged headers (columns & rows)
3. Tables that have complex data relationships



U.S. States by Population (2025)

State	Population (2025)
California	39,663,800
Texas	31,853,800
Florida	23,839,600
New York	19,997,100
Pennsylvania	13,139,800
Illinois	12,778,100
Ohio	11,942,600
Georgia	11,297,300
North Carolina	11,210,900
Michigan	10,197,600
New Jersey	9,622,060

State	Population (2025)
Louisiana	4,607,410
Oregon	4,291,090
Oklahoma	4,126,900
Connecticut	3,707,120
Utah	3,564,000
Nevada	3,320,570
Iowa	3,264,560
Arkansas	3,107,240
Kansas	2,989,710
Mississippi	2,942,920
New Mexico	2,139,350
Idaho	2,032,120
Nebraska	2,023,070

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Asset Management							
Ultra	Revenue	$20M	$22M	$23M	$25M	$27M	$30M
	% Change	-	4.54%	4.75%	8.69%	8%	11.1%

Summary

01
Common challenges with tables, lists, and scanned PDFs

02
Ensuring scanned documents are searchable and compliant

03
Best practices for working with nested or complex lists

04
Understanding how to create accessible tables

05
Accessibility resources

Helpful resources

PDF Space for Acrobat Help

Acrobat Accessibility Series

Keyboard Shortcuts

Generate QR Code

[Webinar] How to Make Accessible PDFs

[Webinar] Beyond the Basics — Creating Accessible PDFs

PDF Accessibility overview

Adobe Acrobat Learn & Support

Adobe Acrobat Plans & Pricing

Adobe Trust Center

Adobe Webinars

Thank you

Adobe Acrobat