Webinar –Barrierefreiheit von PDF mit Acrobat Pro

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Klaas Posselt, CEO einmanncombo

Agenda

1. Was sind barrierefreie PDF-Dokumente?
2. Praxisteil
3. KI unterstützten PDF Accessibility Auto-Tag API
4. Benutzung barrierefreier PDF-Dokumente

1. Was sind barrierefreie PDF-Dokumente?

Zielgruppe

- Blindheit (Screenreader, Braillezeile)
- Sehbehinderung (Bildschirmlupe, Kontrast)
- Analphabetismus (Sprachausgabe)
- Motorische Behinderung (Tastatur)
- Gehörlosigkeit (einfache Texte)
- Kognitive Behinderung (einfache Inhalte)
- Dyslexie (Andere Schriftart)
- …
- Smartphone

In Summe ≈ 25%[1]

1 - https://www.consilium.europa.eu/de/infographics/disability-eu-facts-figures/

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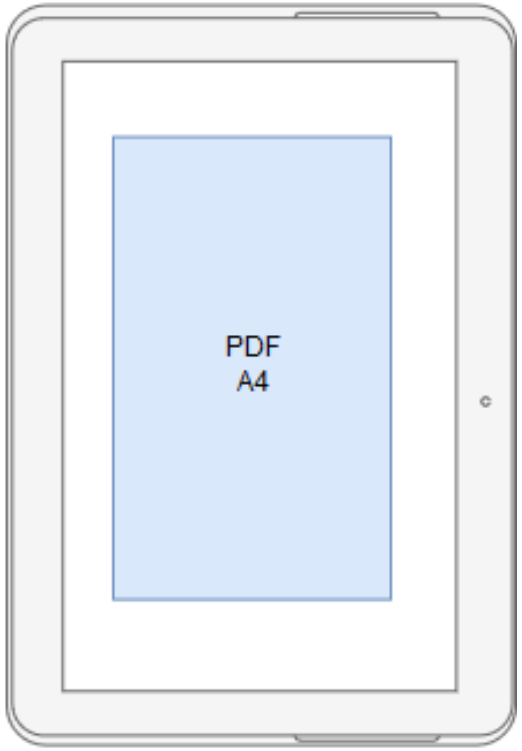
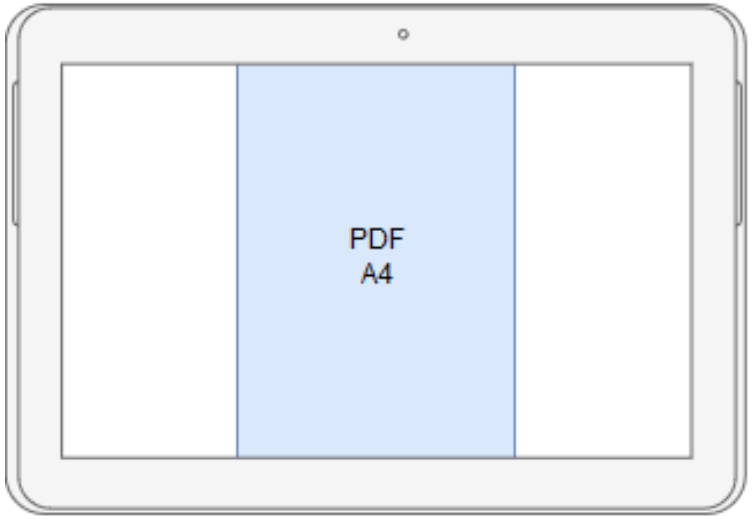
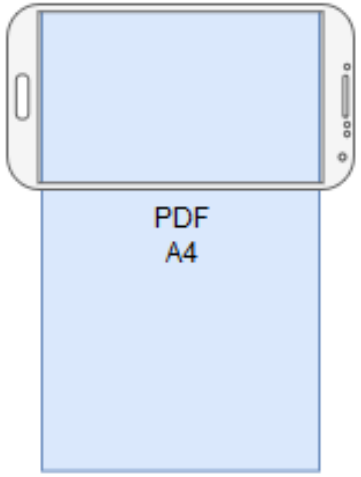
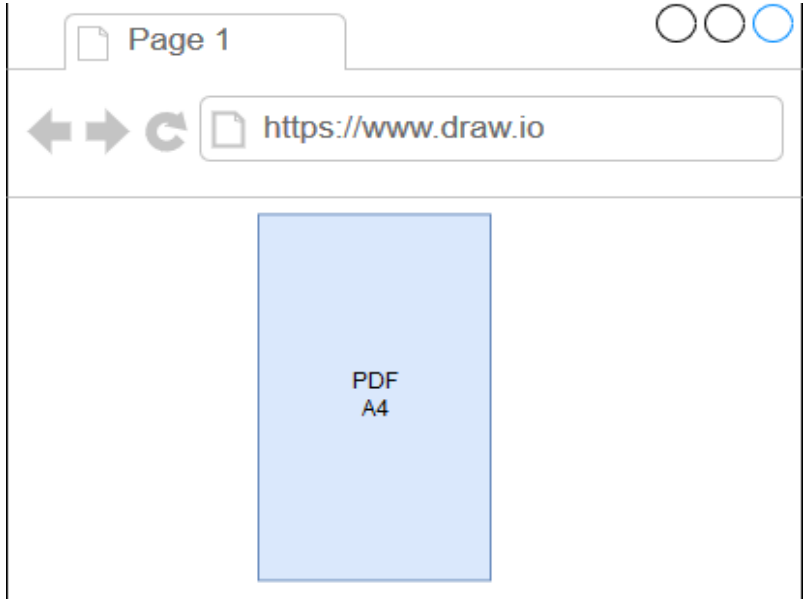
PDF User Experience bei Smartphones, Tablets und Browsern bis dato









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Funktioniert das mit PDF ?

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Adobe Acrobat Reader mobile

Liquid Mode

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Gesetze, Verordnungen und Standards in D/A/CH

- Web Content Accessibility Guidelines (**WCAG**) 2.1
- EU-Richtlinie 2016/2102 / EN 301 549
  - Barrierefreie-Informationstechnik-Verordnung (**BITV**) 2.0 [D]
  - Web-Zugänglichkeits-Gesetz (**WZG**) [A]
  - Richtlinien des Bundes für die Gestaltung von barrierefreien Internetangeboten (**P028**) [CH]
- European Accessibility Act (**EAA**), ab Juni 2025
- **PDF/UA-1** (DIN/ISO 14289-1)

Compliance ist erst der Anfang der Barrierefreiheit – letztlich geht es um die User Experience!

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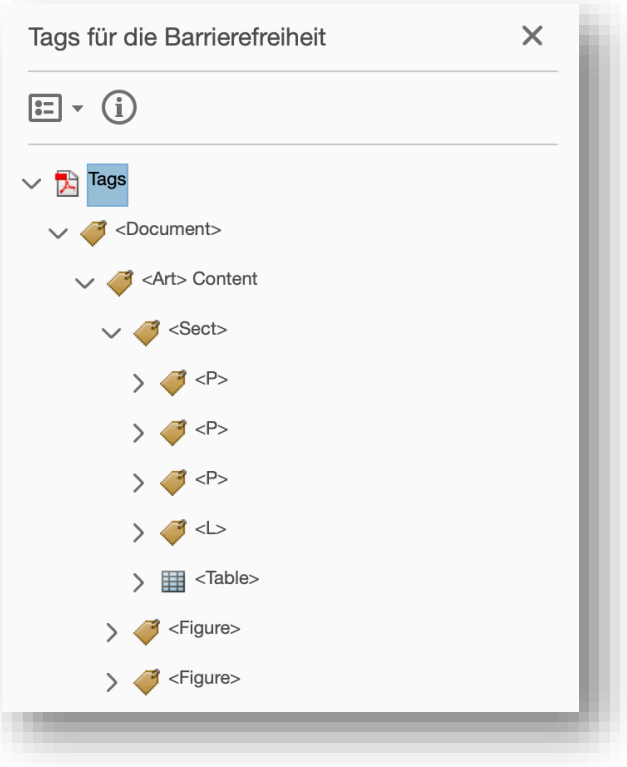
Tagging, was ist das?

- Definition und Strukturierung von Content (Ziel: Übersetzung des Layouts)
- Nutzung vorgegebener Tags zur Auszeichnung der Inhalte
- Semantik:
  - Bedeutung der Inhalte, bspw. Hauptüberschrift, Tabelle, Bild
  - Nicht relevanter Content (Artefakte), bspw. Kolumnentitel, Farbflächen
- Reihenfolge
  - Definition der/einer logischen Lesereihenfolge

- Ergebnis: Tag-Struktur / -baum



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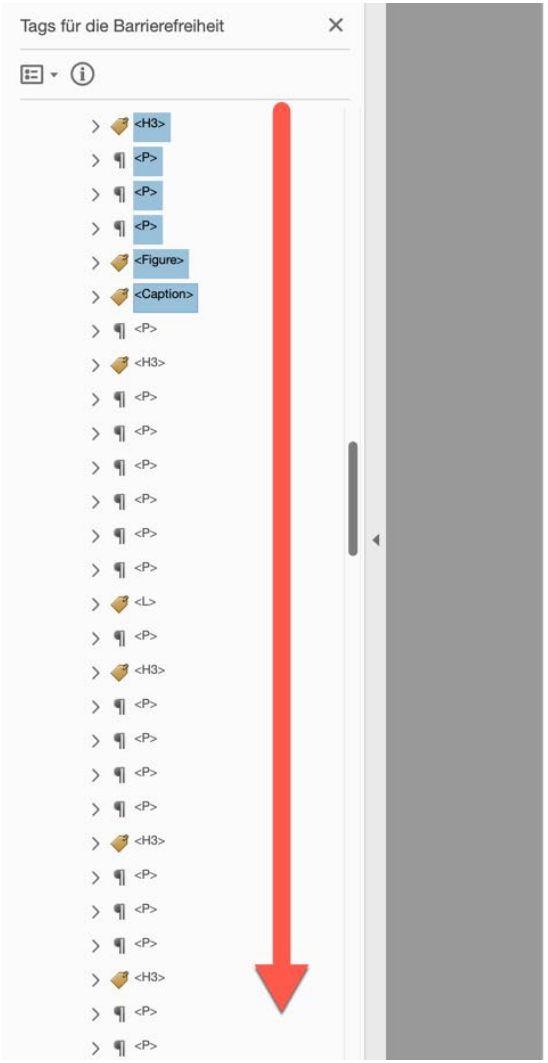
Tag-Struktur



Keep it simple

Ich bin ein großer Verfechter des Mottos »Keep it simple!« In Hinsicht auf das barrierefreie Publizieren ist dies meiner Meinung nach einer der besten Ansätze. Barrierefreies Publizieren kann auch dazu führen, grundsätzlich die Zugänglichkeit zu Inhalten zu verbessern und nicht einfach nur bestehende Inhalte barrierefrei zu machen. Wenn Sie also die Möglichkeit haben, komplizierte Inhalte zu vereinfachen, auf wilde Layouts zu verzichten und die Dokumentengestaltung bereits an die Maßgaben der Barrierefreiheit anzupassen, so ist das wohl die beste Methode, um sich den Weg zu barrierefreien Publikationen einfach zu gestalten.

Mir sind schon viele Dokumente begegnet, die aufgrund schlechter Gestaltung, aber auch unverständlicher Inhalte schwer zu konsumieren waren. Der Ansatz der Barrierefreiheit nach dem Mantra »Keep it simple!« kann hier hilfreich sein, um solche Dokumente für alle Konsument*innen besser nutzbar zu machen – Stichwort Usability.

Um Ihnen kurz zu veranschaulichen, was das gestalterisch bedeuten kann, im Folgenden zwei verschiedene Präsentationen des nahezu selben Inhaltes.

Unterschiedliche Aufbereitung desselben Inhaltes (Vergleich rechts, links)

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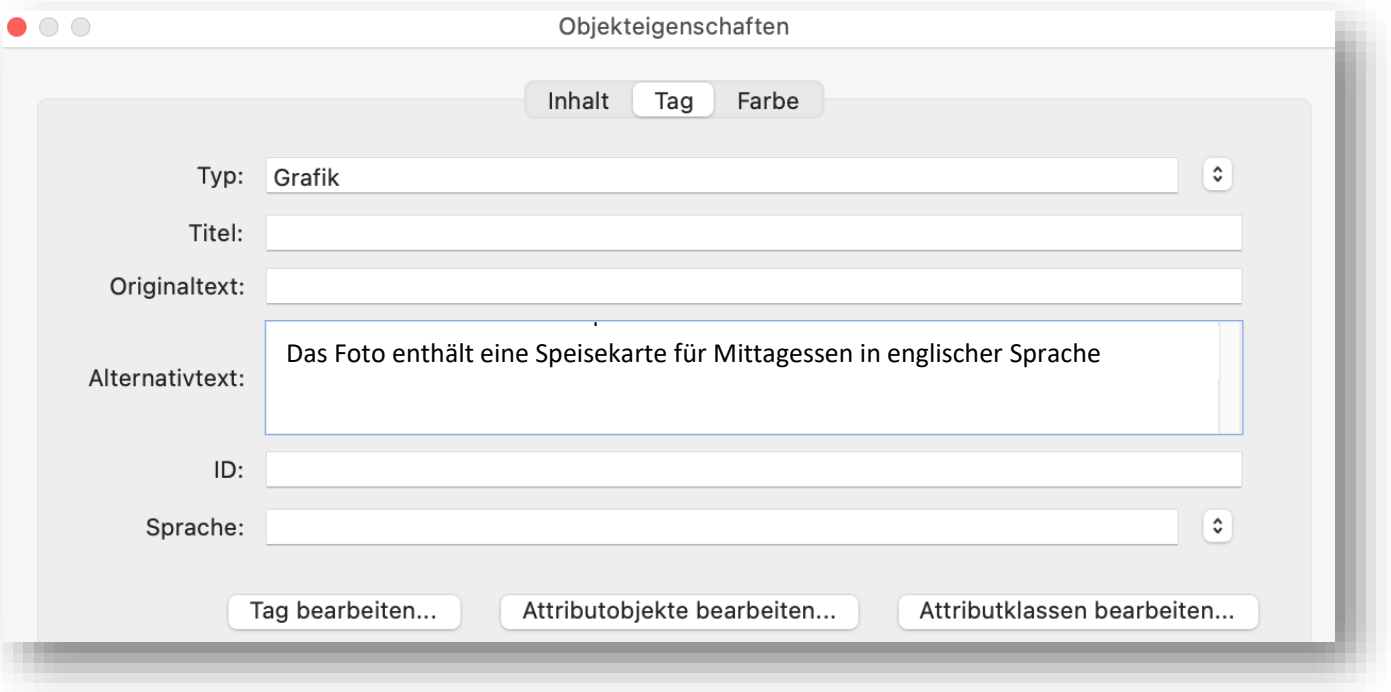
Zusatzinformationen über Eigenschaften

- Alternativtexte für Abbildungen
- "Alternativtexte" für Links
- Definition von erweiterten Informationen, wie:
  - Sprache
  - Ausschreibung von Abkürzungen
  - Und weiteren Attributen



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Zusätzlich zu Tags: Kontrast

- Einhaltung des Mindestkontrastes für Texte (WCAG 1.4.3, AA) und Grafiken (WCAG 1.4.11, AA)
  - 3:1 für großen Text (Headlines) und Grafiken
  - 4,5:1 für normalen Text (Fließtext, Listen, etc.)
- Muss manuell geprüft werden
- Konfliktpotenzial Corporate Design

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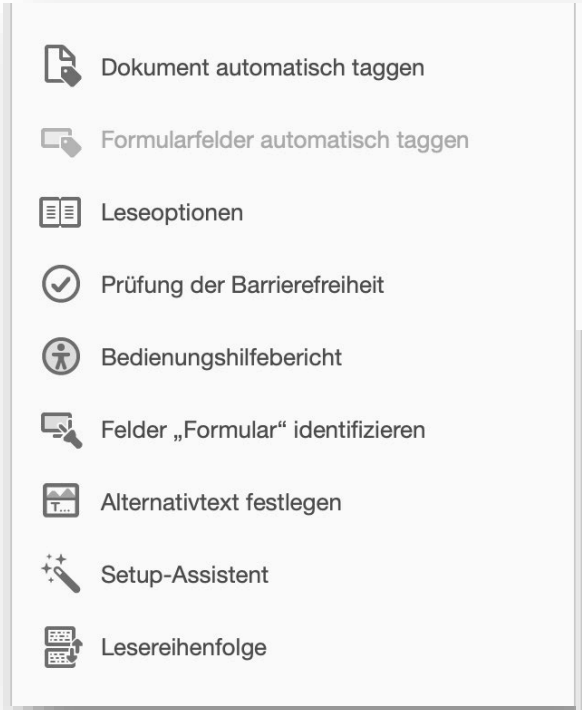
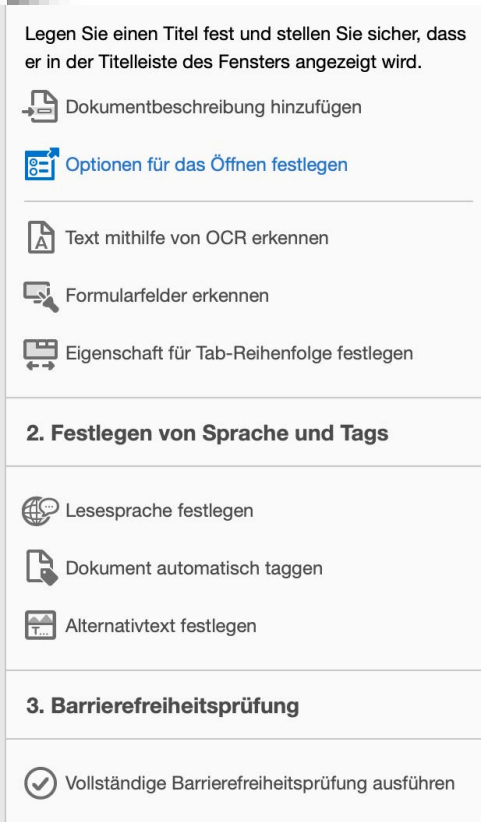
Was gehört auf die ToDo-Liste?

- Dokumententitel definieren und anzeigen
- Semantik definieren
- Reihenfolge festlegen
- Alternativtexte vergeben
- Interaktive Links setzen
- Sprache definieren
- Tabellen strukturieren
- Ggf. Formularfelder definieren
- Viele Kleinigkeiten (Tab-Reihenfolge, Lesezeichen, Seitennummerierung, …)
- Immer testen!





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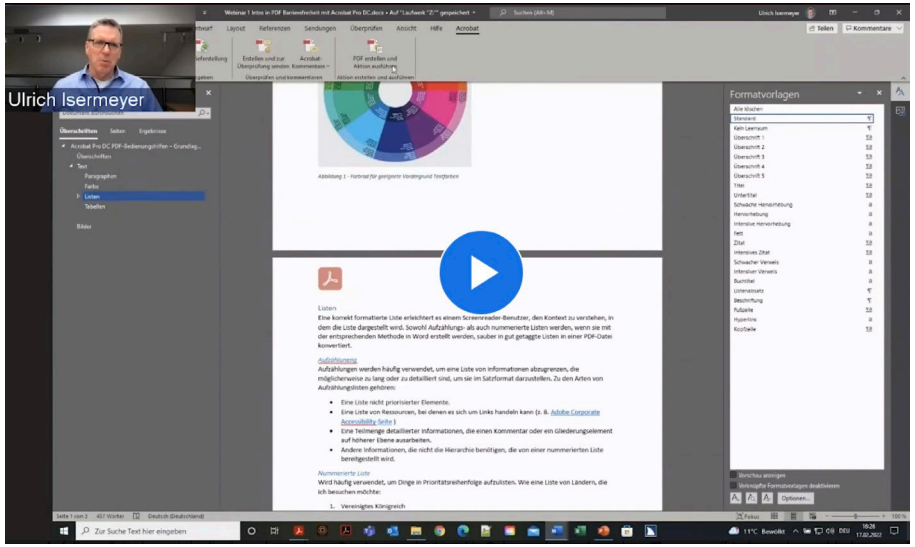
2. Praxisteil

Agenda Praxisteil:

- Adobe InDesign & Acrobat Pro

- Microsoft Word, mit Acrobat PDF Maker gab es schon ein Adobe Webinar:
  - Ausführliches Webinar bei den Acrobat & Sign Days
  - hier das: **VIDEO Replay** **&** **Präsentationsfolien**



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Demo

PDF-Erstellung, Editierung, Kontrolle

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3. KI unterstützte PDF Accessibility Auto-Tag API

Adobe Document Services APIs Cloud-native digital document automation services

CREATE

Document personalization services

- Document Generation
- Organize PDF
- Convert to PDF

- Data-driven agreements from Word or HTML templates
- Conditional sections
- Dynamic images and images
- Convert Office formats into PDF documents

SIGN

Electronic signatures and identity services

- Acrobat Sign

- Route documents to multiple parties for e-signatures
- Globally-compliant advanced and qualified e-signatures
- Embed e-signatures into web apps

OPTIMIZE

Optimize for portability and accessibility

- Accessibility Auto-Tag API
- Linearize PDF
- Compress PDF

- AI-powered auto-tagging for screen readers
- Compress documents
- Optimize documents for internet publishing

PROTECT

Trusted document security with electronic seals

- Seal API
- Protect with Password
- Set Permissions on PDF

- Seal invoices, statements, and other documents to eliminate non-repudiation
- Set permissions on PDF documents such as printing, editing, and password

TRANSFORM

AI-powered content extraction to data and formats

- PDF Extract
- OCR
- Export PDF

- Transform PDF into JSON data with reading order and structure.
- Perform optical character recognition (OCR) on documents
- Export PDF documents into Office formats

PUBLISH

PDF publishing, analytics and forms capture

- PDF Embed
- Web Forms

- Optimize PDFs for publishing for the web.
- Measure engagement on embedded PDFs.
- Capture data in forms.
- Client-side JavaScript library

Adobe Experience Manager | Adobe Workfront | Microsoft Power Automate | Salesforce | UiPath

REST APIs | Microsoft .NET | node | python | Java

Adobe

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PDF Accessibility Auto-Tag API – Übersicht

Titel

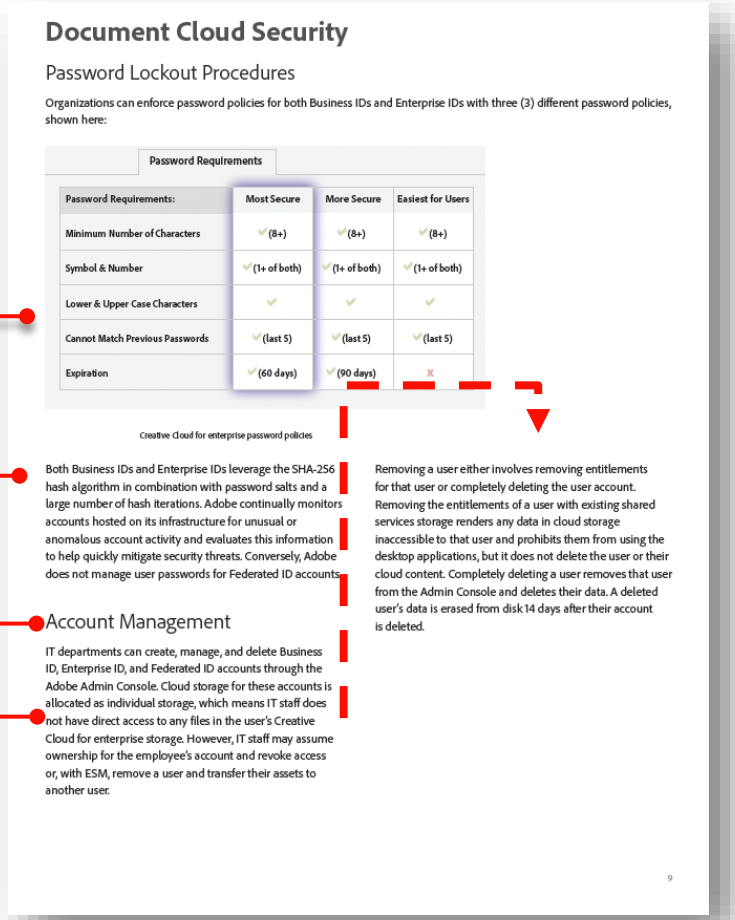
Überschrift

Tabelle

Paragraph

Überschrift

Lesereihenfolge



Document Cloud Security

Password Lockout Procedures

Organizations can enforce password policies for both Business IDs and Enterprise IDs with three (3) different password policies, shown here:

Password Requirements

Password Requirements:	Most Secure	More Secure	Easiest for Users
Minimum Number of Characters	(8+)	(8+)	(8+)
Symbol & Number	(1+ of both)	(1+ of both)	(1+ of both)
Lower & Upper Case Characters			
Cannot Match Previous Passwords	(last 5)	(last 5)	(last 5)
Expiration	(60 days)	(90 days)	X

Creative Cloud for enterprise password policies

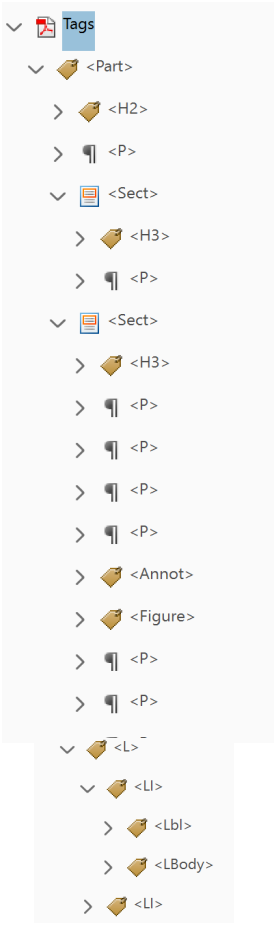
Both Business IDs and Enterprise IDs leverage the SHA-256 hash algorithm in combination with password salts and a large number of hash iterations. Adobe continually monitors accounts hosted on its infrastructure for unusual or anomalous account activity and evaluates this information to help quickly mitigate security threats. Conversely, Adobe does not manage user passwords for Federated ID accounts.

Account Management

IT departments can create, manage, and delete Business ID, Enterprise ID, and Federated ID accounts through the Adobe Admin Console. Cloud storage for these accounts is allocated as individual storage, which means IT staff does not have direct access to any files in the user's Creative Cloud for enterprise storage. However, IT staff may assume ownership for the employee's account and revoke access or, with ESM, remove a user and transfer their assets to another user.

Removing a user either involves removing entitlements for that user or completely deleting the user account. Removing the entitlements of a user with existing shared services storage renders any data in cloud storage inaccessible to that user and prohibits them from using the desktop applications, but it does not delete the user or their cloud content. Completely deleting a user removes that user from the Admin Console and deletes their data. A deleted user's data is erased from disk 14 days after their account is deleted.

9



Building a Culture of Security White Paper

Adobe

Building a Culture of Security

Table of Contents

1 Overview
1 Basic Security and Privacy Awareness Training for All Employees
1 Security Specialists
2 The Adobe Secure Product Lifecycle Process
3 Adobe Security Training and Advancement Program
4 Security Champion Support
5 Capture the Flag Program
5 Internal Communications
5 Adobe and the Security Community
5 Compliance Impact of Adobe's Security Culture
6 Conclusion

Overview

Adobe believes that every action taken on or interaction with data and systems should be conducted with a lens of security to help ensure the security, privacy and availability of our customers' data. To achieve this goal, Adobe has created a culture of security that touches virtually every corner of the company, beginning with regular security awareness training and activities for all employees. Engineering and operations employees receive additional job- and/or function-specific security training and certification, helping them to be highly informed, adaptable, and responsive to whatever risks may arise. These employees can take advantage of many opportunities to demonstrate their ability to lead and create security projects that affect the entire company. In addition, each product organization includes a security champion - an Adobe employee who is specifically tasked with and responsible for ensuring the application includes the latest security mechanisms.

With this company-wide focus on security, Adobe can proactively help prevent potential security issues from affecting both the company and our customers and also more swiftly react to threats and remediate vulnerabilities when they appear.

Adobe also looks for opportunities to collaborate with other companies on best practices and strategies for defining and achieving a strong security culture. One example of this collaboration and sharing can be seen in our peer companies that have implemented a version of our security certification program.

Basic Security and Privacy Awareness Training for All Employees

All full-time, regular Adobe employees complete security and privacy awareness training. These trainings include information about appropriate handling of sensitive data, safeguarding assets, reporting security issues, secure vendor engagement, secure password use, avoiding dangers of phishing, social engineering, physical security, and insider threat.

In addition to this content, Adobe provides short training videos and various training presentations on key privacy, trust, and safety topics relevant to Adobe employees. Training topics range from high-level awareness and training on specific privacy, trust, and safety policies and standards that each Adobe employee must follow in his or her daily job responsibilities to more detailed and focused training for specific job functions or regulations.

Adobe regularly holds seminars featuring speakers who share the latest research in the field. Employees gain exposure to top security professionals, researchers, and academics through these seminars and periodical security summits, improving their overall security knowledge. In addition, the company's internal biennial event held in San Jose, California, called Tech Summit, includes a specific track for security, enabling Adobe developers and quality control engineers to share information with each other.

Security Specialists

A dedicated, centralized team of industry-leading experts in building, deploying and monitoring secure applications and services, the Adobe Secure Software Engineering Team (ASSET) works with individual Adobe product security and operations teams to help achieve the highest level of security for all Adobe products and services.

ASSET experts act as consultants to development teams to advise on security best practices for clear, repeatable, and cross-functional processes for development, deployment, operations and incident response. The team uses industry-standard benchmarks and reporting dashboards to constantly

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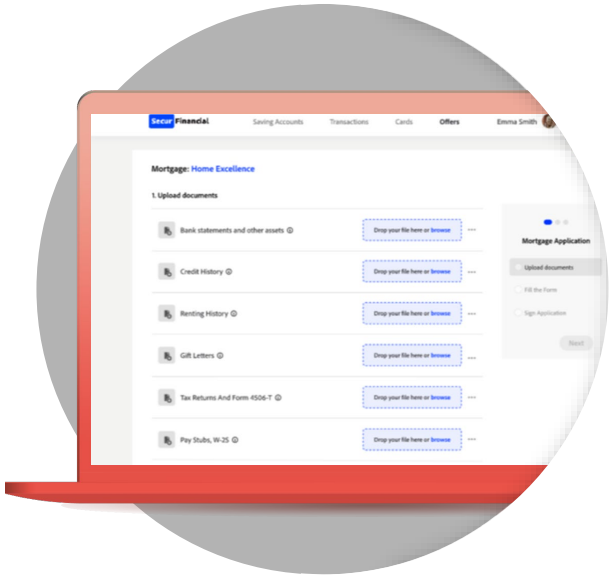
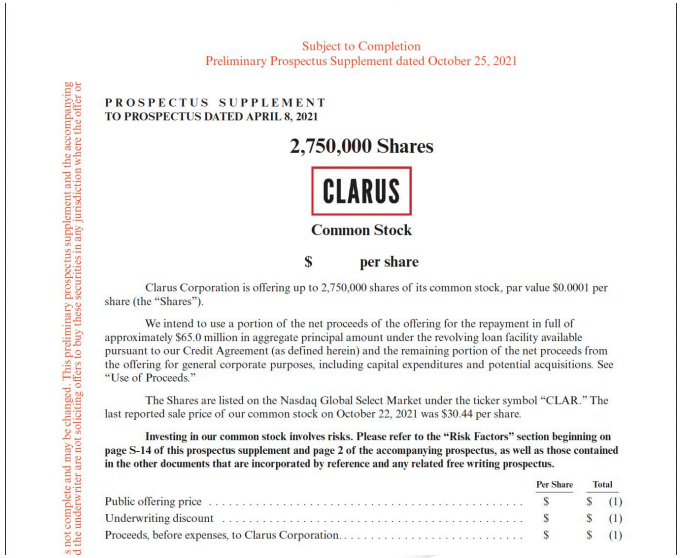
Bereitstellung von 3rd-Party-Inhalten mit Barrierefreiheits-Tagging

So funktioniert's: Dokumente, die von 3rd-Partys eingehen, werden schneller für die Verteilung an Kunden und Mitarbeiter verarbeitet





Subject to Completion
Preliminary Prospectus Supplement dated October 25, 2021

s not complete and may be changed. This preliminary prospectus supplement and the accompanying d the underwriter are not soliciting offers to buy these securities in any jurisdiction where the offer or

PROSPECTUS SUPPLEMENT
TO PROSPECTUS DATED APRIL 8, 2021

2,750,000 Shares

CLARUS

Common Stock

$ per share

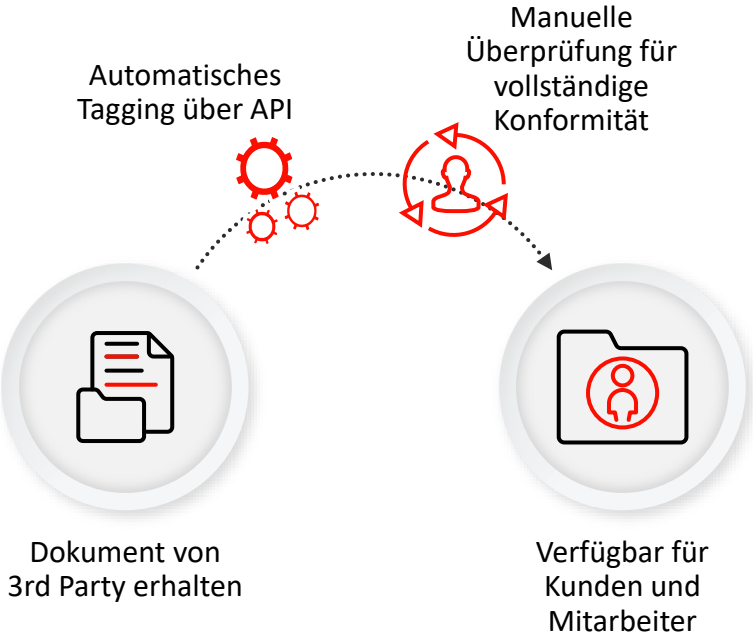
Clarus Corporation is offering up to 2,750,000 shares of its common stock, par value $0.0001 per share (the "Shares").

We intend to use a portion of the net proceeds of the offering for the repayment in full of approximately $65.0 million in aggregate principal amount under the revolving loan facility available pursuant to our Credit Agreement (as defined herein) and the remaining portion of the net proceeds from the offering for general corporate purposes, including capital expenditures and potential acquisitions. See "Use of Proceeds."

The Shares are listed on the Nasdaq Global Select Market under the ticker symbol "CLAR." The last reported sale price of our common stock on October 22, 2021 was $30.44 per share.

Investing in our common stock involves risks. Please refer to the "Risk Factors" section beginning on page S-14 of this prospectus supplement and page 2 of the accompanying prospectus, as well as those contained in the other documents that are incorporated by reference and any related free writing prospectus.

	Per Share	Total
Public offering price	$	$ (1)
Underwriting discount	$	$ (1)
Proceeds, before expenses, to Clarus Corporation	$	$ (1)



Herausforderung

Eingeschränkte Kontrolle über 3rd-Party-Dokumente

Kunden und Mitarbeiter benötigen jederzeit Zugriff

Ansatz

Automatisches Taggen von Dokumenten mithilfe von Adobe-basiertem maschinellem Lernen

Überprüfen von Dokumenten auf vollständige Korrektur

Wirkung

Verbessern Sie die Zugänglichkeit von Dokumenten ohne Tags

Verkürzung der Bearbeitungszeit um mind. 40 %

Senken Sie die Kosten pro Dokument

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Demo

Accessibility Auto-tag API
Power Automate

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Accessibility Auto-tag API

PDF Accessibility Auto-tag API Demo Documentation Forums

Improve accessibility of your PDFs in seconds

Auto-tag a PDF

Drag and drop a PDF to generate a tagged version

Select a file

How to try the demo

Sign in or create a free Adobe account, and start tagging your PDFs automatically.

1. **Select the PDF** you'd like to tag.
2. Once your file uploads, the PDF Accessibility Auto-tag API will automatically apply tags.
3. **A zip file will download** containing your tagged PDF and a tagging report. The tagged PDF provides better accessibility in Adobe Acrobat Reader and other

Barrierefreiheit

Tags für die Barrierefrei...

Tabelle und Spiegel werden Ihnen in Kap. 4.4 beschrieben, gehen Sie also zur genannten Textstelle! Wenn Sie jedoch bereits an dieser Stelle auch die übrigen Filterkriterien kennen lernen wollen, lesen Sie im folgenden Kapitel weiter.

4.1.2 Proof-Status auswählen

4 Diese Filter Auswahl-Funktion ist zumeist erst dann sinnvoll, wenn bereits eine Teilseitenbewertung erfolgt ist (siehe Kap. 4.5).

Sobald Sie eine Teilseite überprüft haben, können Sie nach den positiven oder negativen Bewertungen filtern lassen. Gehen Sie dazu folgendermaßen vor: Öffnen Sie die Auswahlliste **Status**, und markieren Sie darin eine der nachstehenden Optionen:

Filterkriterium	Bedeutung
OK	Teilseiten anzeigen, die positiv bewertet wurden.
Nicht OK	Teilseiten anzeigen, die bereits abgelehnt wurden und die noch nicht bewertet wurden.

n, die negativ bewertet wurden.

	A	B	C
1	Title	0	
2	TOC (Table of Content)	1	
3	Top Level TOCs	1	
4	Nested TOCs	0	
5	TOCI (Table of Content line item)	39	
6	H1 (Heading with level #)	7	
7	H2	14	
8	H3	21	
9	H4	0	
10	H5	0	
11	H6	0	
12	Beyond H6	0	
13	Hn Total	42	
14	P (Paragraph)	350	
15	Note/FENote/Endnote/Footnote	0	
16	Caption	0	
17	L	27	
18	Top Level Lists	27	
19	Nested Sublists	0	
20	LI	47	
21	Figure	31	
22	Figure missing alt text	31	
23	Figure with alt text	0	
24	Table	12	
25	TH (Table Header cell)	24	
26	TR (Table Row)	84	
27	TD (Table data cell)	140	
28	Link	89	
29	Reference	89	
30	Form	0	
31	Formula	0	

1 Objekt mit E-Tag
2 Druckgruppe
3 Druckprodukt

MetaData | Tag counts by constructs | Scanned Pages | Tables | Lists | Figures | Errors, Warnings

Accessibility Auto-tag API

KI-gestütztes tagging für barrierefreie PDFs

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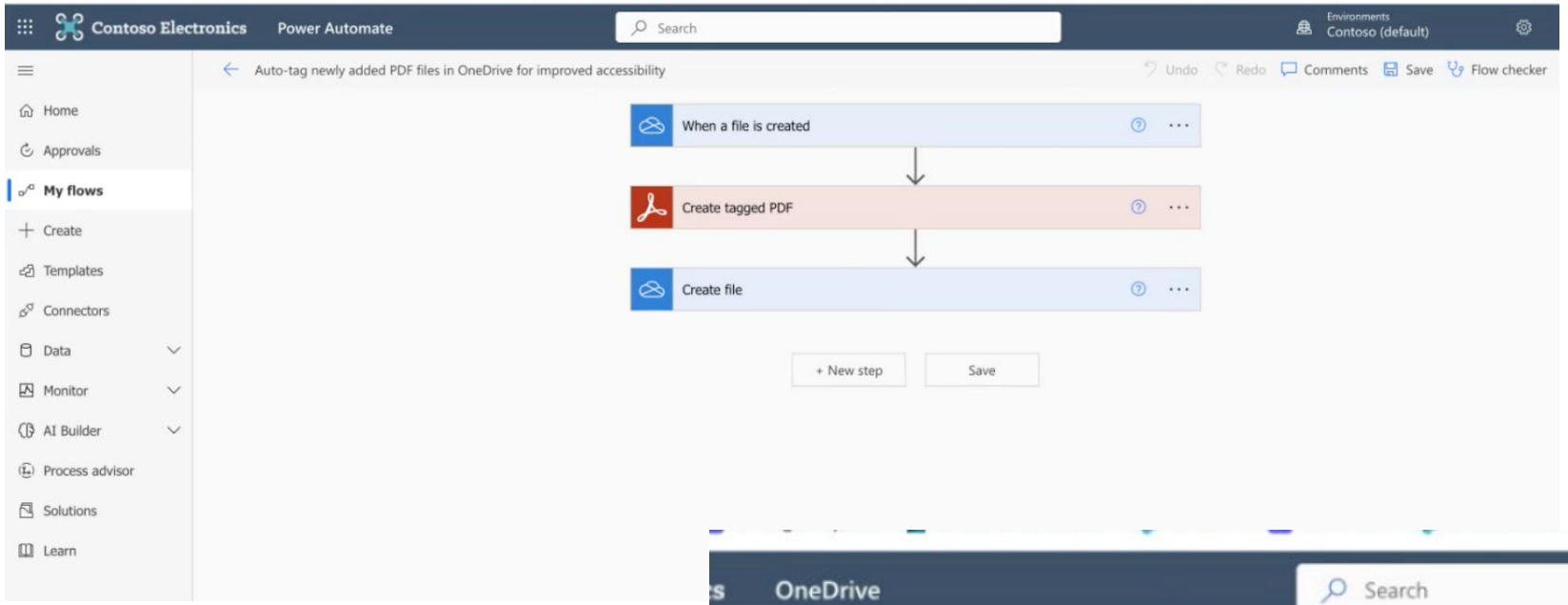
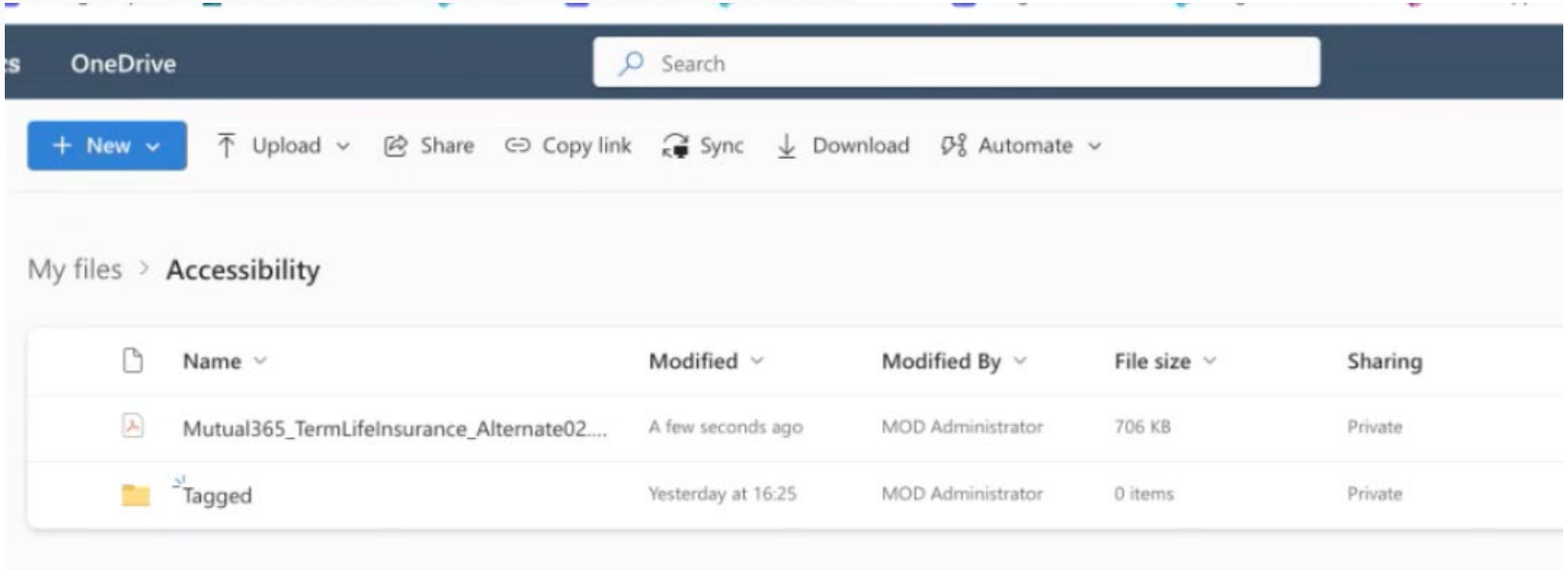
Nutzung in M365 PowerAutomate für automatische Prozesse





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4. Benutzung barrierefreier PDF-Dokumente

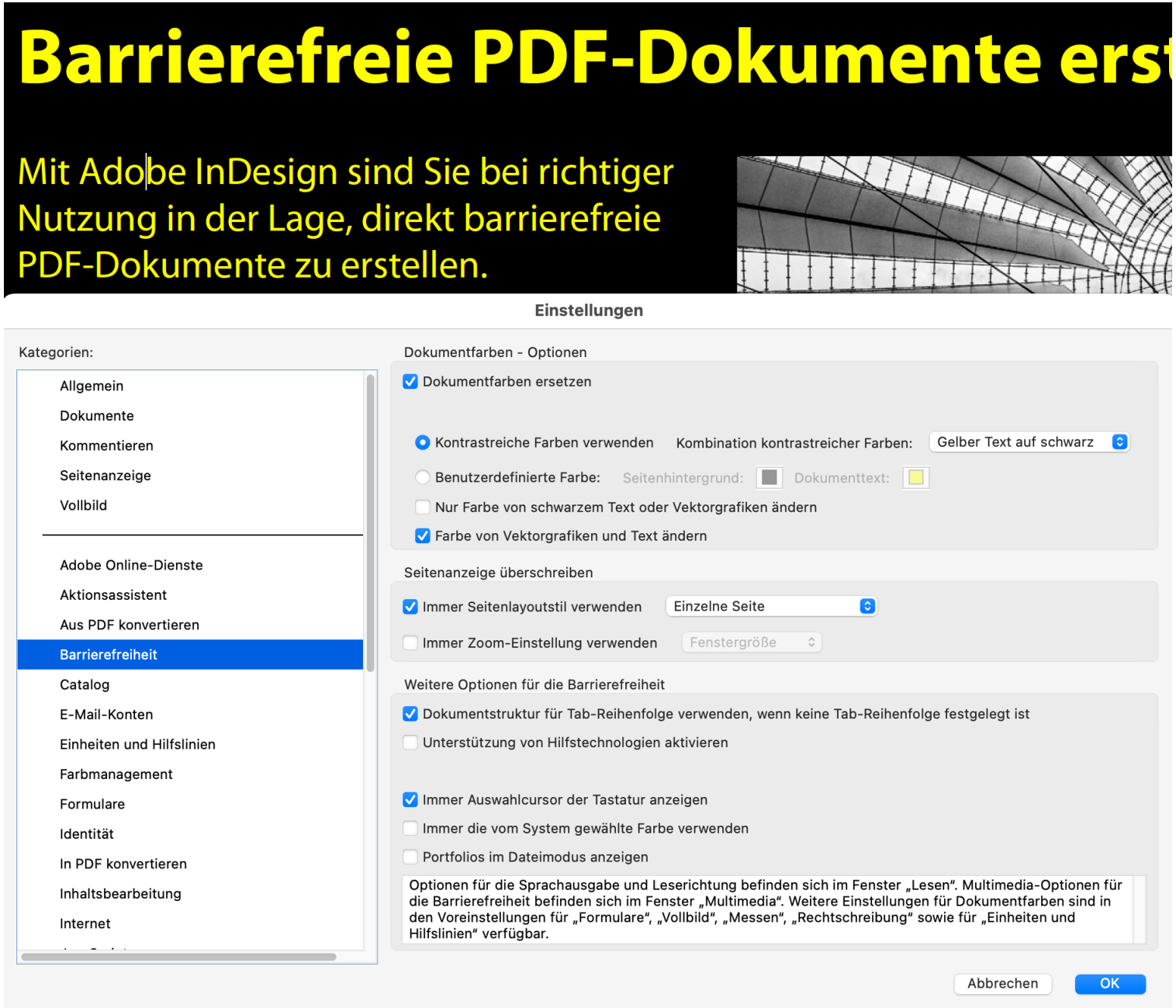
Arten der Nutzung

Sehr unterschiedlich

- Visuell
- Per Audio
- Tastatur

Nutzung in Form von Unterstützungstechnologieen (AT)

- Auf Systemebene
- In PDF Programmen
- Separate Programme



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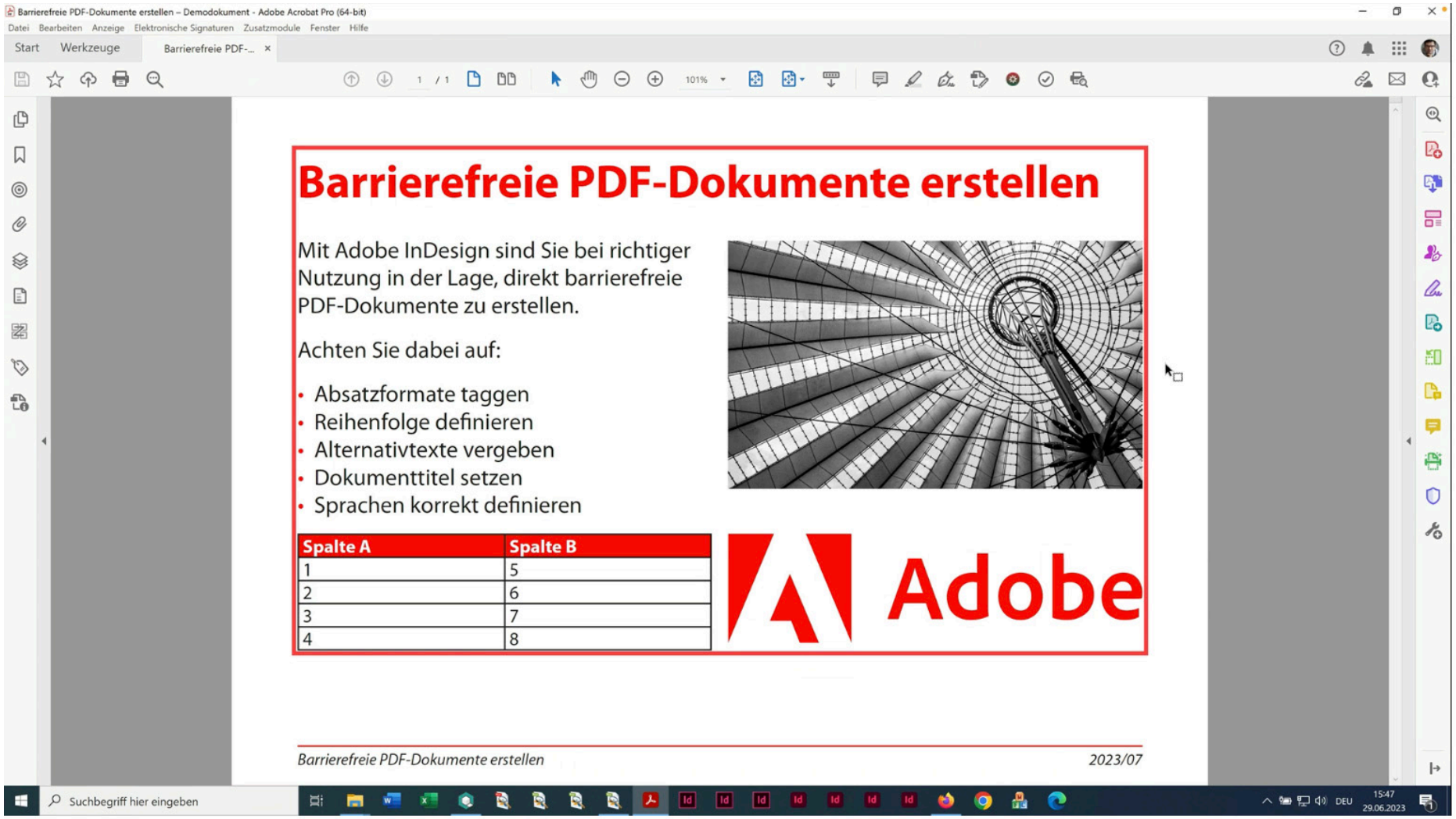
Screenreader-Demo



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Buch zu Barrierefreie PDFs
mit Adobe Acrobat Pro, Adobe Indesign, MS Word

Klaas Posselt – www.einmanncombo.de

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Hilfreiche Links und Ressourcen zu Acrobat Pro

- Acrobat accessibility video series
- Acrobat accessibility guides
- Accessibility feedback
- Acrobat Accessibility: https://www.adobe.com/accessibility/products/acrobat.html
- Adobe Acrobat Accessibility Features: https://www.adobe.com/accessibility/products/acrobat/acrobat-accessibility-features.html
- Acrobat Reader Accessibility features: https://helpx.adobe.com/reader/using/accessibility-features.html
- Acrobat and Reader Accessibility Blogs: https://theblog.adobe.com/document-cloud/ (search for PDF or Accessibility)
- Using the Acrobat Pro Accessibility Checker
  https://www.adobe.com/accessibility/products/acrobat/using-acrobat-pro-accessibility-checker.html
- Create and verify PDF accessibility
  https://helpx.adobe.com/acrobat/using/create-verify-pdf-accessibility.html
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Adobe-Ressourcen für Barrierefreiheit (englisch)

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