



Leading AEC organizations harness Adobe Photoshop and Acrobat to improve communications and streamline document processes

CHICAGO – Sept. 1 2005 – Constructech magazine, a trade publication that serves construction industry leaders, last week presented its 2005 Vision Awards to a variety of companies who use technology to foster innovation in the construction industry.

Among the winners are four companies that use software from Adobe Systems Incorporated as an integral part of their construction-related operations: Skanska USA Building Inc.; Giffin & Crane, General Contractors Inc.; Good, Fulton, and Farrell Architects; and Gafcon Inc. These organizations all used Adobe® software and technology – Photoshop®, Acrobat® and the Adobe Portable Document Format (PDF) – to improve communications, streamline document-based processes and complete projects more efficiently.

“Companies that appreciate the value of technology – and have passed that value on to their customers – deserve to be honored,” said Peggy Smedley, president of Specialty Publishing Co. and editorial director for Constructech magazine. “It’s nice to see Adobe have so many winning customers this year—the most of any technology vendor. It really supports our vision and desire to say thanks to these great innovators.”

The Vision Awards honor companies that have realized the advantages of applying modern technologies to their everyday operations. The awards are given to companies specializing in residential construction, commercial and heavy construction, subcontractors in all trades, architectural and engineering firms, corporate owners, facility management companies, government agencies, and land developers.

Skanska USA, one of the largest contractors in the United States, covers a range of construction projects including retail, airports, healthcare and educational facilities. On a large project for Duke University, Skanska developed a project Website, in part leveraging Photoshop and Acrobat, to keep the project’s many stakeholders up to date on critical project information. The Web site enabled everyone involved with the project to share project schedules, photos and other critical data.

Giffin & Crane General Contractors put its years of investing in hardware, software and Internet applications to use at the beginning of 2005, using technology—including Photoshop and Acrobat— to help pull its employees, vendors and clients through the tough times after torrential rains and mudslides devastated Central California. The company used a Web-based project management application that enabled its team members, clients and subcontractors to view job sites through its video camera feature, and also allowed them to review real-time job-scheduling changes and other key information.

Good, Fulton, and Farrell Architects needed to bring an added level of sophistication in the way it tracked document distribution and carried out communications. The architecture firm decided to implement online project management software, including Acrobat, to track document distribution and improve communications on the job. As a result, all deliverables were handled electronically, and printing and shipping costs were quickly reduced from \$45,000 to roughly \$5,000.

Gafcon Inc. specializes in construction management, program management, and construction-related claims support services. To improve its quality assurance/quality control processes, Gafcon’s inspectors began using mobile devices that took high-quality pictures, accessed the



company's database wirelessly, and "learned" which defects were most common. The device can also be linked to a laptop to produce a variety of inspection reports, including closeout documents that can be printed on site or e-mailed in Adobe PDF.

In a separate stab at improving communications operations, which won Gafcon a second Constructech Vision Award, the company implemented a Web-based communication and file sharing system, in part using Photoshop, Acrobat and other Adobe products, to meet the demand for putting real-time information in the hands of people around the world. The integrated and personalized Web-based interface allowed all enterprise knowledge to be distributed and accessed easily, enabling each project essentially to become its own online community.

"The Constructech Vision Awards winners are a great group of companies who recognize the power of technology in the industry," said Ricky Liversidge, director of marketing for the Intelligent Documents Business Unit at Adobe. "We congratulate all of the recipients and, in particular, take pride in the leading-edge work of our customers. They inspire us to continue to innovate and deliver products that match their vision for the future of the construction industry."

About Specialty Publishing Co.

Specialty Publishing addresses the critical business issues that keep executives, IT and operations managers up at night. Specialty Publishing's trade magazines reach more than 200,000 business decision makers, giving them valuable insight into the issues shaping their companies.

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