Flash Shopping Brochure



Publish digital flash shopping brochure with page flipping effect



About Flash Shopping Brochure

Flash Shopping Brochure is an amazing page-turn converter which can publish virtual shopping catalog with 3D page turning effect. With this powerful program, you can edit the flipping pages with multimedia and other functions, which can help you to turn the PDF catalogs into interactive sales tools. You can insert dynamic price for the goods; add page link, web link, e-mail link to the electronic flip catalogue; add buttons to call JavaScript function, open flash window or photo slideshow.

Note: This product is distributed on a "Try before-you-buy" basis. All features described in this documentation are enabled. The registered version doesn't insert a watermark in your generated page-flipping brochures.



Product Features

Easy steps to import and output:

- 1. Convert PDF to 3D virtual digital brochure with page flipping effect;
- 2. Select PDF from the source files;
- 3. Open the PDF file before importing to make sure if it's the one you want to convert;
- 4. Choose to import all pages or custom range pages;
- 5. Choose quick import mode to import 10 pages only for initial preview;
- 6. Choose one from the 5 types of page quality for different book size to output;
- 7. Add and edit watermarks, logos, images, dynamic date/time from pre-designed source or from your own resources;
- 8. Enable or disable to import bookmark to the flash brochure;
- 9. Enable or disable to import internal link (page link) and external links (web link, e-mail link...);
- 10. Enable or disable search function to search the imported text content or not;
- 11. Detect wide page to view landscape pages spread on two portrait pages area.
- 12. Support batch convert multiple PDF files to multiple or a flipping book at the same time;
- 13. Choose output format to convert PDF to flash brochure;
- 14. Define output folder path and file name;
- 15. Advanced settings to define title, keywords and description for the online HTML(for HTML, Zip and Exe format only);
- 16. Exe advanced settings allow you to change icon picture(ICO file only) and define Exe window size:
- 17. 3 kinds of render engines for the conversion to avoid distortion;
- 18. Click "Convert" button to publish flash brochure in your defined format;
- 19. Automate the conversion in command line mode.



Powerful application of "Edit Shopping Cart":

- Add text button and define content such as "Buy Now";
- 2. Insert dynamic price to the flash pages;
- 3. Add buttons from resources or import new resources;
- 4. Add links to open a link, call JavaScript function, open flash window and photo slideshow, etc;
- 5. Embed flipping pages with video, audio, flash, YouTube video;
- 6. Insert images (album) to create pop up photo slideshow;
- 7. Add button to call new actions (go to the appointed page, open a link, play audio...);
- 8. Add printable area as coupon for readers;
- 9. Copy and paste selected objects (link, video, audio, image...);
- 10. Delete the unwanted objects;
- 11. Zoom in and zoom out while editing the flash pages.

Flexible output formats:

- 1. Publish HTML online brochure to make it worldwide reachable via Internet;
- 2. Publish flipbook in Exe and Zip format to store or send to your readers;
- 3. Mac App format enables you to view the flash book on Mac devices;
- 4. Mobile version can run on portable devices such as iPad, iPhone, Android Phones...;
- 5. Burning to CD enables you to store the flip brochure in CD/DVD and play on computers.

Customize your flash brochure:

- Define bookmark for the flash brochure;
- 3 built-in templates(classical, float and spread) and various themes to decorate your online brochures;
- 3. Choose images for outer and inner background;
- 4. Enable sound and choose your preferred sound as background music;
- Save the template settings for later use;

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Flash Shopping Brochure Utility User Document

- 6. Choose a book logo and define book title for your flash brochure;
- 7. Show or hide the toolbar or other buttons (home, full screen, help, share, social share...);
- 8. Use the Minime style to hide the toolbar;
- 9. Decide to use self or blank open window for home page and links;
- 10. Font setting for flash, bookmark, buttons, window, search results...;
- 11. Define color for background, font, buttons, icons...;
- 12. Enable or disable single page reading interface;
- 13. Define a default language for the flash brochure or use two or more kinds to make languages switchable;
- 14. Define book proportion, margin and page shadow;
- 15. Choose to use "Right-to-left" reading(Arabic for example) or not;
- 16. Choose a hard cover for the flash shopping catalog;
- 17. Show flipping effect at the corners when the mouse moves over;
- 18. Insert page number and start page number;
- 19. Auto play setting allows it to play as soon as you open the flash flipping book;
- 20. Enable or disable thumbnail button to show or hide thumbnail;
- 21. Activate Google Analytics Integration to get real-time statistics of your readers;
- 22. Set limitations to decide if your readers could download, print or share your flash book;
- 23. Set flash security to allow your readers to view all pages, certain range pages or they have no access to even a page of the flash brochure;
- 24. Use "Zoom" function to read the flash book;
- 25. Help button allows you to add Help image or Flash to guide the readers;
- 26. About button allows you to add and show company file and contact information.



Flash brochure features:

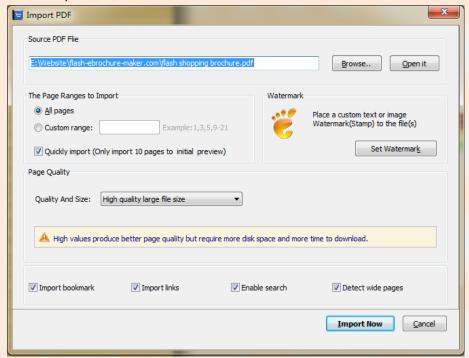
- 1. Present the shopping brochure in 3D flip interface;
- 2. Open the flash brochure with hard cover;
- 3. Turn a page by clicking the page shadow;
- 4. Turn a page by dragging the corners;
- 5. Turn a page by sliding the mouse wheel;
- 6. Turn a page by clicking the "First/Last, Previous/Next Page" buttons;
- 7. Turn a page by using keyboard arrows;
- 8. Turn to a certain page by entering the page number;
- 9. Use thumbnail to go to the page or get content you want;
- 10. View the flash brochure in full screen;
- 11. Enable auto play to view the flash brochure;
- 12. Zoom to read every detail of the flash book clearly;
- 13. Double-click to zoom in or zoom out;
- 14. Zoom the dynamic price when mouse goes over;
- 15. Turn on/off the background music while reading the book;
- 16. Click links to go to a defined page, e-mail interface or website;
- 17. View video, flash, YouTube video, photo slideshow;
- 18. Enjoy beautiful music or recording sound;
- 19. Print out the printable area directly as coupons;
- 20. Print out the flash brochure or custom range pages;
- 21. Share the book via e-mail or social networks such as Facebook, Twitter, Digg, Reddit...;
- 22. View the flash brochure on iPad, iPhone, Android Phones or other portable devices;
- 23. Click "Help" button to view help manual;
- 24. Click "About" button to see author, company and contact information of the flash brochure.



Operations:

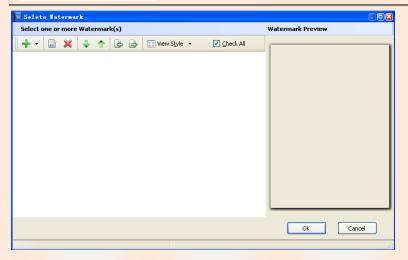
Easy Import:

- 1. Launch the program via the desktop shortcut
- 2. Click the "Import PDF" icon to enter into Import PDF interface;



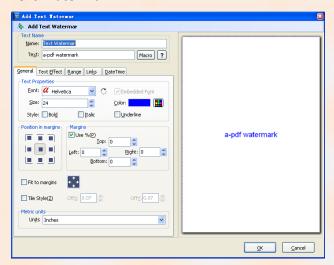
- 3. Click Browse... icon to choose PDF file from your computer;
- 4. Click Open it icon to open and see if it is the file you want to convert;
- 5. Choose to import all pages or custom range pages;
- 6. Click icon to enter into watermark selection interface, choose watermark(s) for the flipbook;



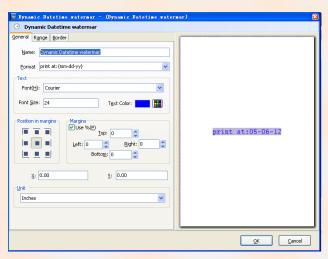


There are 5 types of watermarks for you to choose: Text Watermark, Dynamic Datetime watermark, Image Watermark, PDF Watermark and Shape Watermark. You can define the parameter for different watermark.

Text Watermark:



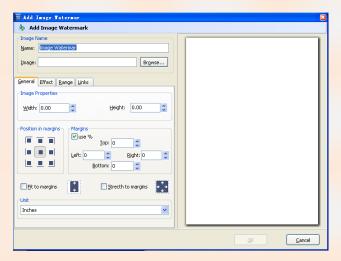
Dynamic Datetime Watermark:



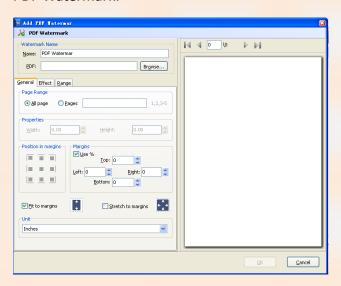
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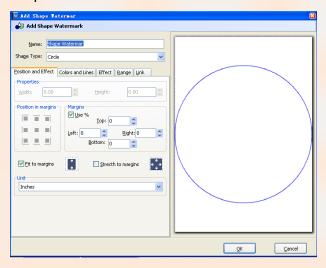
Image Watermark:



PDF Watermark:

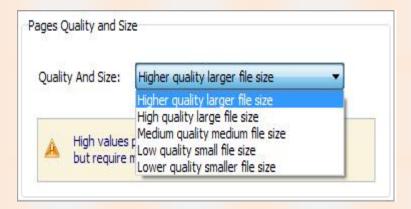


Shape Watermark:

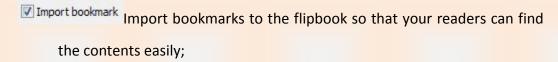




7. Choose the output quality and size



8. Enable or disable the following functions:



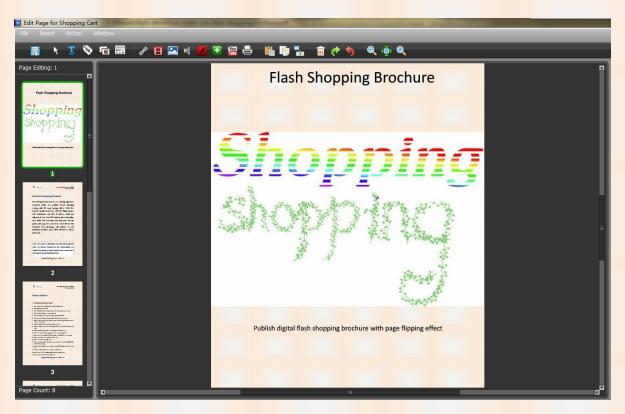
- If there are links in your PDF files, the flipbook will retain the links;
- Check this option to enable search functionality in created flipbook.
- Detect wide pages This option can enable the PDF file to be presented in two-page spread in output flipbook.
- 9. Click icon to enter into custom setting interface.



Edit Shopping Cart:

Flash Shopping Brochure is special design for online shopping catalog, and this powerful software enables you to edit the flipping shopping catalog with multimedia and other functions.

1. Click Edit Shopping Cart icon to enter shopping cart editing interface;



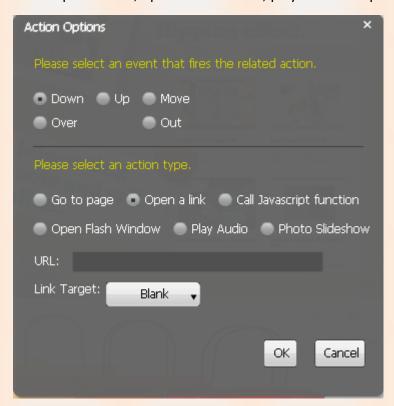
2. Click icon to add text button, draw a link box on the area you want, and then you will see the text button properties:





You can define colors and alpha for mouse actions (over, down, normal actions), adjust the size and add hint address.

Click Advance Action Options icon to call new action: Go to page, open a link, call Javascript function, open flash window, play audio and photo slideshow.



(1) Go to Page

Select "Go to page" and define which page to go, for example page 4

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Go To Page: 4, click "OK", then you can go to page 4 directly by clicking the page link.

(2) Open a link

Choose "Open a link" action, you should add URL and define link target as blank, self, parent or top and you will go to where you want.

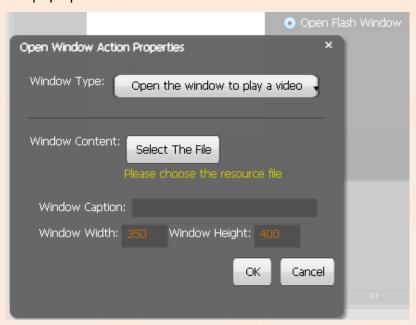


(3) Call Javascript action

Write down Javascript function text in the box Function: and make sure the Javascript wrote into the index.html page, and then you can call the Javascript function by clicking the action link.

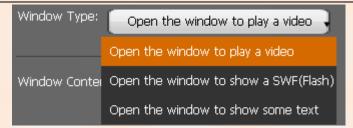
(4) Open a flash window

Select "Open a flash window", then the "Open Window Action Properties" box will pop up.



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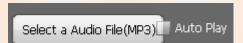




Select the window type and then select the file from your computer to imput text content directly, define window caption, width and height.

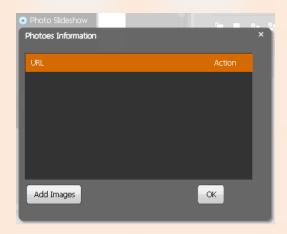
(5) Play Audio

Select an audio file and choose auto play or not;



(6) Photo Slideshow

Select "Photo Slideshow", then it will pop up the below interface:



Add images from your computer, and press "OK". And when you click the link, the photo slideshow will pop up.



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3. Click icon to add dynamic price to the pages



Define hint, price unit, price, background color, URL and other parameter for the dynamic price box as below box.



4. Add pop up photos to the pages







Add images and define the action settings, then when you are viewing the flipping shopping catalog, the photos will pop up.

5. Add button from resources

Click icon to enter into button resources box, choose buttons from the resources. Or you can import resources from your computer.



6. Click icon to add links, draw a link box on the area you want, and then you will see the link properties:





7. Add movie that plays FLV

Clik to add movie that plays FLV, and you will see the movie

box and movie properties interface as below:



Select FLV movie and player skin color, define play and stop action, define interface size.

8. Add Image

Click to add an image, you can choose an image from your computer and define action options as above mentioned: go to page, open a link, call javascript function, open flash window, play audio and photo slideshow.

9. Add Sound

Click to add music to the flipbook. You will see the music palyer, select sound from your computer and define mouse actions. When you open the

flipbook, just click and the music will start to play.

10. Add SWF

Click to add SWF to the flipping page. Just select a SWF from and then define proportion for the SWF.





11. Add Button

Click icon to add buttons to call new actions. Select an icon(SWF or image) for the new action and select the action: go to page, open a link, call javascript function, open flash window, play audio and photo slideshow.



12. Add Youtube Video

Click icon to add Youtube video. Input Video ID and parameters, define mouse actions and proportions, and you can see the Youtube video in the flipbook.

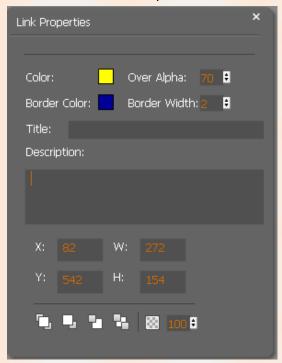


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13. Add Printable Area

Click icon to add printable area as coupon.



If you want coupons in your flipbook, you can add printable area, just define color, title, description and proportions for the coupon. And you readers can print it out with ease.

After finishing editing the flip pages, just click "File→Save And Exit", then all these amazing functions will present in your filpbook.



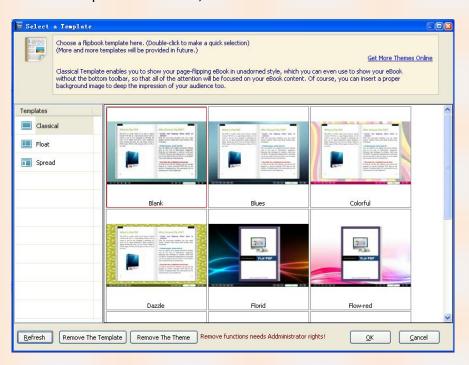
Custom Settings:



Flash Shopping Brochure enables you to make your flipbook in your favorite style. The custom settings mainly include 4 parts: Template Selection, Tool Bar Settings, Flash Display Settings, and Flash Control Settings.

1. Template settings:

(1) Click icon to enter into template selection interface, choose your favorite template and theme;

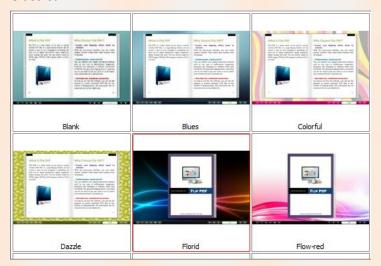


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There are 3 templates for you to choose: Classical, float and spread.

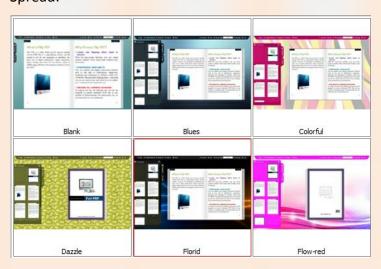
Classical:



Float:



Spread:





- (2) Click icon to save the template setting for later use;
- (3) Click icon to import flash template setting;

2. Tool Bar Settings:

☐Tool Bar Settings	
⊞Title Bar	
⊞Buttons Bar	
Tool Bar on top	False
⊞Button Icons	

1) Title Bar



- (1) Choose a logo (Image or SWF only) for your flipbook;
- (2) Define the logo URL;
- (4) Decide to make page number box on bottom or not.

2) Button Bar





(1) Home Button

☐Home Button	ĺ
Home Button Visible	Hide
Page URL	
Open Window	Self

Show/hide home button and set home page URL; decide to open window in self or blank window.

(2) About Button

☐About Button	
About Button Visible	Hide
Content	

Show

Show/hide about button and define content such as company file and contact info.

(3) Full Screen Button

Full Screen Button

Show/hide full screen button; click icon to view the flipbook in Full Screen,
click icon or "Esc" button to exit from the Full Screen.

(4) Help Config

⊟Help Config	
Help Button	Show
Help Content File	
Help Window Width	400
Help Window Height	450
Show Help At First	Hide

Show/hide help button; choose the help content file (image and SWF only); define help window width and height; choose to show/hide help at first.

The help content file will show you manual of this software, if you leave it empty, default help content will show up.

(5) Print Config

☐Print Config	
Print Enable	Yes
Print Watermark File	

Enable/disable printing function; define watermark file (image and SWF only) to

be printed out. Click icon to print out the flipbook.

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(6) Download Config

□Download setting	
Download Enable	No
Download URL	

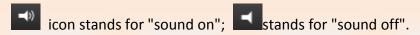
Enable/disable to download the flipbook; define the download URL. Click

icon to download the flipbook.

(7) Sound Settings

⊟Sound	
Enable Sound	Enable
Sound File	
Sound Loops	-1

Enable/disable background sound; select background sound from your computer; set sound loops (set"-1" to play the sound all the time while viewing the flipbook).



(8) Zoom Config

☐Zoom Config	
Zoom in enable	Yes
Scroll with mouse	No

Enable/disable zoom function: Click icon to zoom in; click icon to zoom out. In the float template, you can also use to adjust the page size.

Choose to scroll with mouse or not.

(9) Search Function

 ⊡Search	
Search Button	Show
Search Highlight Color	0x408080
Least search charac	3

Choose to show search button, then you will see the search button in the tool bar (make sure you have checked "Enable Search" option in "Import PDF" interface); define highlight color and the least search characters; click the search Copyright 2010 by Flash-eBrochure-Maker.com



button and you will see the popup search window, type the search words and click, then you will find the wanted content.

(10) Share

⊟Share	
Social Share Button	Show

♦ Share Button:

☐Share Button	
Share Button	Show
Email Subject	
Email Body	{link}

Choose to show the share button, and then the e-mail share button will show up in the tool bar, your readers can share your flipbook with others via e-mail if they enter the e-mail link with subject.

◆ Social Share:

share, the social share button will show up. Your readers can share your flipbook with their families and friends via Facebook, Twitter, Digg, Yahoo and other social networks.



(11) Auto Play



□ Auto Flip	
Enable	Yes
Flip Interval	3
Play Count	1
Auto flip when start up	No

Select "Yes" to enable auto flip mode, click icon to start auto flip. Define the flip interval (seconds of staying on each page); then set play count to define how many times of auto play for the flipbook (-1 stands for continuous play). Choose "Yes" or "No" to automate auto flip when start up.

(12) Thumbnail Button

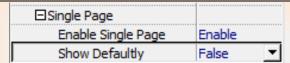


Enable thumbnail button, click the thumbnail button to view the page thumbnail of the flipbook. See below the thumbnail interface:



(13) Single Page





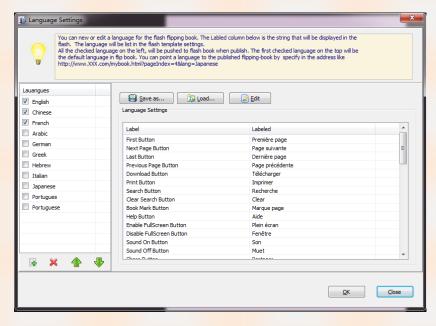
Enable/disable single page to see the flipbook in sigle page or two spread

pages. Click icon to view the flipbook in single page; click icon to get back to the normal two spread pages mode.

(14) Language Settings



Click—icon to enter the language selection interface:

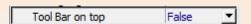


Define the language for the flipbook, or you can choose two or more languages and choose "Yes" for language switchable option, then you and your readers can select the preferred language while reading the flipbook by clicking the

Click to create a new language; click to remove the selected language; click to edit language item.

(15) Tool Bar on top





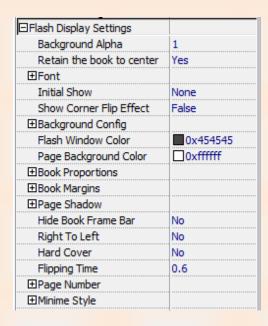
In the float template, you can choose "True" for "Tool Bar on top", the tool bar will show up on the top of the flipbook.

(16) Button Icons

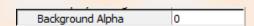


Click icon to enter the color selection interface, choose color for the icons.

3. Flash Display Settings

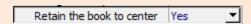


1) Background Alpha



Set the value of alpha (0 to 1) to control the transparence of the background in flip book.

2) Retain the book to center



Set "Yes" to retain the flipbook in the center of the window, if you choose "No", the flipbook will be on the right side.

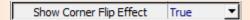
3) Font Settings



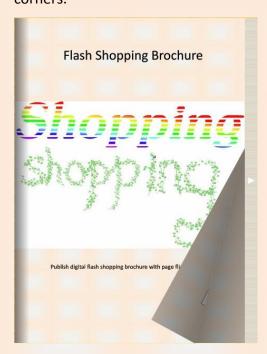
⊟Font	
⊞Buttons	
⊞Title and Windows	
⊞Bookmark	
⊞Search	

You can choose font color and font type for the buttons, title and windows, bookmark and search result panel.

- 4) Initial Show (Float and Spread templates only)
 You can set initial show for bookmark and thumbnail, which will show in the left panel.
- 5) Show Corner Flip Effect



Set "True" for "Show Corner Flip Effect", then you will see the flip effect at the corners.



6) Background Config

☐Background Config	
⊞Background Color	
⊞Background	

(1) Background Color



⊟Background Color	
Gradient Color A	□0xFFFFFF
Gradient Color B	0xFF80FF
Gradient Angle	90

Define background color with gradient color or pure color (the same color for "Gradient Color A" and "Gradient Color B"). Gradient Angle is the angle between two colors.

(2) Background Image

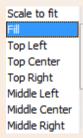
⊟Background	
Outer Background File	
Background position	Scale to fit
Inner Background File	D:\program
Background position	Scale to fit

Choose background images for outer and inner backgrounds you're your

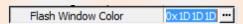
computer:



(3) And you can define the image position to fit the window scale:



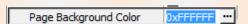
7) Flash Window Color



Choose color for flash window such as the book window, "Help" window, "Print" window and so on.



8) Page Background Color



When loading pages, or if the page number of your PDF file is odd, the page (the last page) will show with the "Page Background Color".

9) Book Proportion

540
720

You can define width and height for the flipbook.

10) Book Margins

⊟Book Margins	
Top Margin	10
Bottom Margin	10
Left Margin	60
Right Margin	60

Set parameter for the book margins such as top margin, bottom margin, left margin and right margin.

11) Page Shadow

⊟Page Shadow	
Left page Shadow	90
Right page Shadow	55
Page Shadow Opacity	1

The value also takes the value of Book Proportions as reference, and the value interval of "Page Shadow Opacity" is "0~1", the larger value refers to the deeper shadow color.

12) Hide Book Frame Bar



If you don't want to show the book frame bar, choose "Yes" in this option.

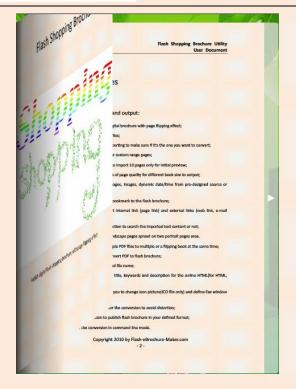
13) Right to Left

If the language of your file is read from right to left (such as Arabic), then choose "Yes" in "Right to Left" option.

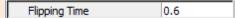
14) Hard Cover

If you want your book in hard cover, you can enable "Yes" for hard cover, and you will see the hard cover effect.





15) Flipping Time



Sets page flipping time in seconds according to your needs. (Recommended value is 0.6)

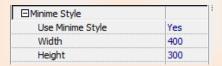
16) Page Number

□Page Number	
Start Page Number (Roman)	0
Start Page Number (Arabic)	0

Define the start page number as you like. For example, the first 3 pages are Table of Content pages with Roman page numbers, and set Arabic page numbers from page 4, then you will get page number box like below:



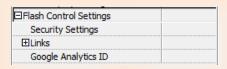
17) Minime Style



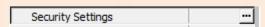


If you don't like the tool bar present in the flipbook, you can choose the Minime style to hide the tool bar.

4. Flash Control Settings



(1) Security Settings

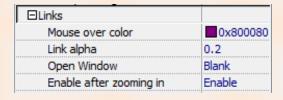


If you don't want others to view your flipbook, you can add password to protect your publication. Click to enter into the security config interface.



Add password to retain access authorization. You can define to protect all pages or set page range.

(2) Links



If you have check "Import links" option in "Import PDF" interface, or add links in "Edit Page" interface, then you can define settings here, choose "Mouse over color", "Link alpha" (refers to the link area opacity, value interval: 0~1, "0" stands for the area is totally transparent), and "Open Window->Blank/ Self".



The links also can be clicked after zooming by setting "Enable after Zooming in->Enable".

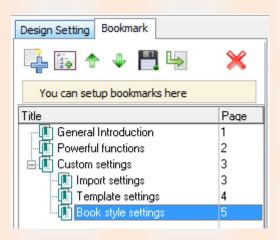
(3) Google Analytics ID



In the HTML output format, you can add statistics by using google analytics.

You can get more information about Google Analytics ID from the below site: http://www.google.com/analytics/.

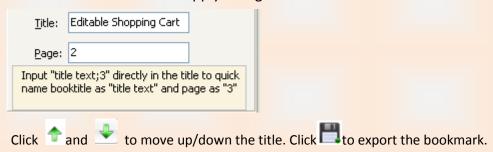
Bookmark Setting



If there is bookmark for your flipbook, you can import bookmark directly by clicking icon.

If you don't have an existing bookmark, you can add bookmark manually. Click

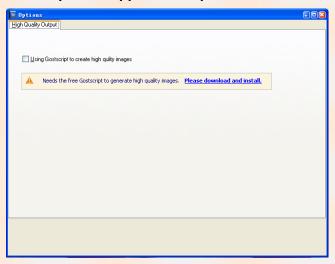
to add titles, and click to add sub-titles, define page number for the title at the bottom box and apply change.





> Application Options

Click "Option → Application Option" to enter the below interface:



Choose to use Ghostscript to create high quality images or not.

Output Option

After all settings are done, click "Apply Change" to save settings. Then you can

publish the flipbook. Click



icon to convert the PDF

to flipbook and the output option interface will show up.





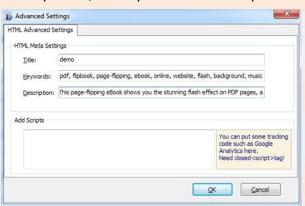
1. HTML



This output type is for uploading created page-flipping eBook onto websites. You can define HTML Title and other properties by clicking "Advanced" button:



Set Keywords, Description or even Script in the below interface:



2. ZIP



This output type is for compressing the created files into an integral ZIP package which can be sending out as attachment directly. You can also define HTML Advanced Settings by clicking "Advanced" icon. Your recipients just need to uncompress the ZIP file and then they can view the HTML flipbook instantly:



3. EXE

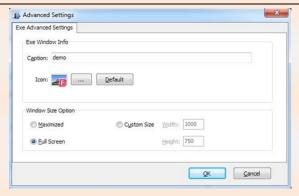


This type is for outputting flipbook as a single executive file, easy storing and easy viewing:



You can also define Icon and Opening Window Size in Advanced Settings:



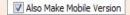


4. APP



If you want to make executable application to run on Mac devices, you can output as "*.app" format.

5. Mobile Version



You can even output Mobile Version while choosing HTML or ZIP format at the same time.

After creating mobile versions, you just need to output all files online (including HTML, SWF, "files" and "mobile" folders), then you can visit the flipbook page through your mobile browser.

6. Burn to CD



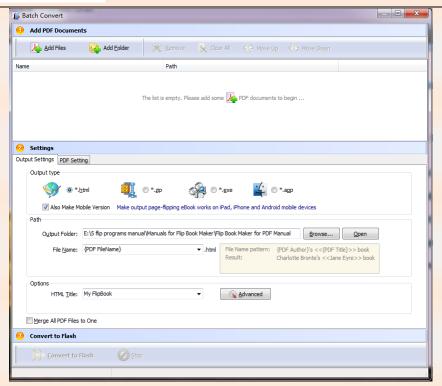
After choosing output type, then check the option "Burn to CD", set "CD Writer", define "Disc title".

Batch Convert Mode





Flash Shopping Brochure Utility User Document



- 1. Click Add Files to add two or more PDF files;
- 2. Click Add Folder to import PDF files from the folder;
- 3. Choose output format and define output settings as the above mentioned.

Command Line Mode

Flash Shopping Brochure also provide another conversion mode—Command line mode, which can automate the conversion, and in this way, you can also publish an interactive virtual flipbook with impressive page flip effect.

See below the command line mode:

Flash Shopping Brochure Command Line Usage:

PTCMD.exe [Options]

-f<PDF File> The source PDF file.

-o<output folder> Specify the folder for the output files.

-t[html|zip|exe] Output type. Default is html.





O I I I E'I N	6 16 11 1 161
-n <outputfilename></outputfilename>	Specify the name for the output file.
-c <caption></caption>	Caption for HTML or EXE.
-s <flash settings=""></flash>	Value format is: <template name="">#[<theme name=""> <txt_settingfile path="">]. <template name=""> could be: Classic, Float, Spread. <theme name=""> are list in the "Select a template" window, such as Blank,Blues,Nostalgia. <txt_settingfile path=""> is the file that you export with "Save the template settings" function</txt_settingfile></theme></template></txt_settingfile></theme></template>
-r <page range="">.</page>	The page range that you want to import from PDF File. Range value string like:2-15,33,35-36,or All.(Default: All)
-q <import quality=""></import>	Count be 5,4,3,2,1.5 specify the higher quality larger file size;1 specifies lower quality smaller file size.(default:4)
-R <gs swf lib> engine)</gs swf lib>	Render engine options. (Default: GS, Ghostscript render
-b <y n="" =""></y>	Import bookmark yes or no. (Default: Y)
-l <y n></y n>	Import links yes or no. (Default: Y).
-S <y n="" =""></y>	Enable searchable or not.(Default: Y, enable searchable)
-k <html key="" words=""></html>	Set the keywords for html output file.
-d <html description=""></html>	Set the descriptions for html output file.
-j <html javascript=""></html>	Set the javascript for html output file.
-i <icon file="" path=""></icon>	Specify the icon path for exe output.
-w <window size=""></window>	Specify the size of exe window. Value could be: M,F, or some string like:800,600. (width is 800,height is 600).

Examples 1:

PTCMD -f"C:\input.pdf" -o"C:\outputfolder" -n"index" -thtml -c"Title" -s"Float#c:\my_ebooksetting.txt" -r"1-8,9-14,42" -q4 -R"SWF" -bN



Examples 2:

PTCMD -f"C:\input.pdf" -o"C:\outputfolder" -n"ExeFileName" -texe -i"C:\app.ico" -c"Title" -s"Float#Blues" -r"All" -q5 -R"GS"

Examples 3:

PTCMD -f"C:\input.pdf" -o"C:\outputfolder" -n"index" -tzip -c"Title" -s"Float#Blank" -r"All" -q5 -R"GS" -k"html key words"\

Return Code:

- 1: Success
- 2: Input file not found
- 3: Parameters are invalid
- 4: Failed to load PDF
- 5: Failed to import bookmarks
- 6: Failed to import links
- 7: Failed to import searchable information
- 8: Failed to save the output file.



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