

# Markdown, PDF, or ?

How to make your documents survive in the digital age.

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Your Digital Data may not live longer than paper:

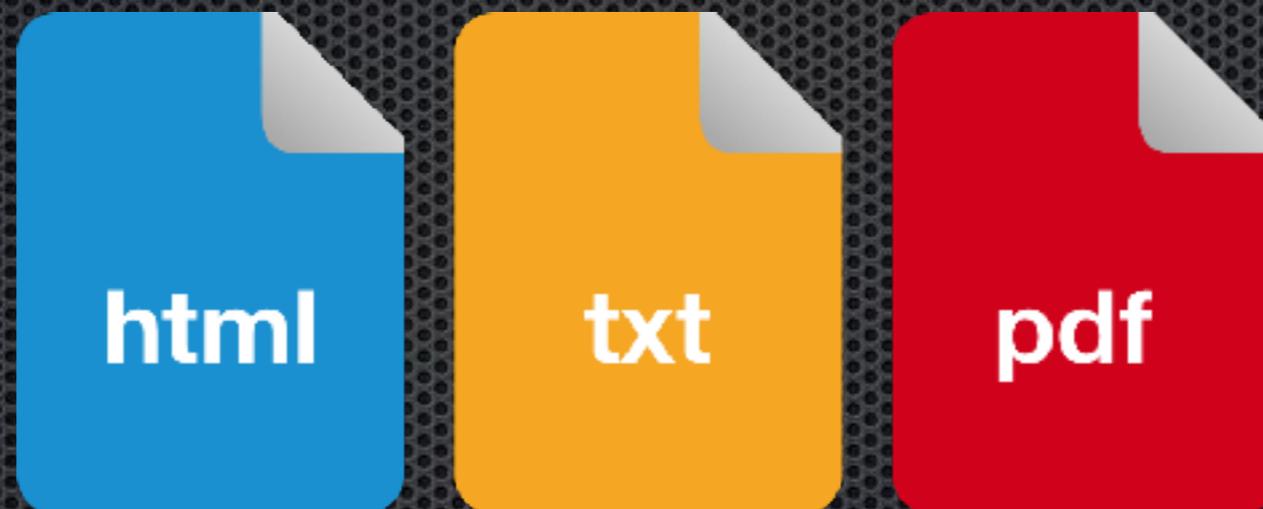
- The media your data is on might not be able to be read. (Format Obsolescence)
- Your data may be fine, but you won't have any way to open it. (Data Obsolescence)

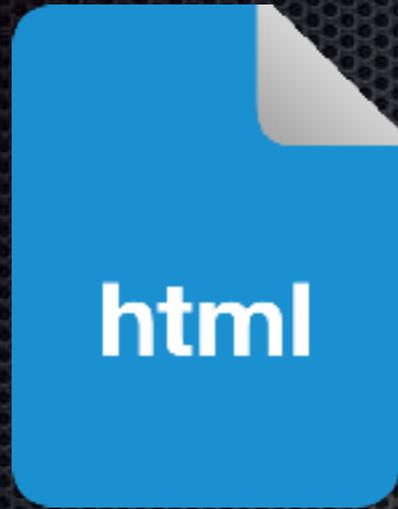
Keeping your data in Standard File Formats  
can keep your data safe from Format  
Obsolescence.



# Standard File Formats

For documents, three standard formats are dominant:





## Why not use just HTML?

- It's viewable on billions of devices
- It's an open standard
- It looks great
- **It's very hard to format**



## Why not use just TXT?

- It's viewable on billions of devices
- It's an open standard
- It has a track record of being future proof.
- It **doesn't** look great



## Why not use just PDF?

- It's viewable on billions of devices, but does not have the same reach as TXT or HTML
- It has **some** track record of being future proof.
- It's hard to edit the content.



A new standard emerges:

- It's text based markup language, like HTML
- Much easier to learn
- Markdown rendering is proliferating
- It can always be read as text
- It can be very easily exported to HTML and PDF.



- You can use any text editor to write Markdown.
- Use a Markdown editor to preview your document format as you write.
- Most Markdown editors are free or open source.
- Most editors have a way to easily convert Markdown to HTML

## Best Free Markdown Editors



Atom Text Editor (Mac/Windows/Linux)

<https://atom.io>

MacDown (Mac)

<https://macdown.uranusjr.com>



## Markdown Demo