Some annotations are only shown in Adobe Reader. Chrome Viewer for instance does not show the icons

The 'Text' annotation:
This Example shows how easy it is to put comments like this ( ) in between of some text lines.

The 'External Link' annotation:
This is an [external](#) link.

The 'Internal Link' annotation:
Followed by an internal link which requires to set a destination first. Use $pdf->addDestination() before adding internal links.