

Print Industry Leaders Line Up to Support Adobe PDF Print Engine 2

Agfa Graphics

"Integrating APPE 2 in our :APOGEE solutions allows Agfa Graphics and its customers to stay ahead and explore new opportunities within the printing industry. We have been strong partners with Adobe since the early days of PDF and JDF. We are proud to move forward once again with Adobe and to adopt PDF Print Engine 2 for our market leading :APOGEE." – *Bart De Pelsmaeker, Director of Software, Agfa Graphics*

CREO

"ADOBE PDF Print Engine 2 will be an integral part of CREO Branded Products and the DARWIN Software 3.0 line from Kodak. We will be demonstrating the DARWIN Software at Drupa, as part of an end-to-end VDP workflow. I believe Adobe's launch of the ADOBE PDF Print Engine 2 is an important development in this fast growing industry segment, and we are happy to be part of this launch. This combined with the emergence of PDF/VT as an ISO standard has the potential to significantly accelerate the growth of VDP printing." – *Benjamin Shimshoni, Director Marketing & Strategy, CREO Branded Products*

Dalim Software

"Our international community of users and ourselves are very excited with the integration and access of APPE 2 within the Dalim Software suite of products. Given Adobe's industry-standard development experience and global involvement with print systems, APPE 2 will extend the power of our extensive suite of Web based industrial production solutions for the graphic arts." – *Dr. Carol Werlé, CEO, Dalim Software GmbH*

Dainippon Screen

"Adobe PDF Print Engine 2 contains revolutionary technology that is expected to encourage further development of the commercial printing and TransPromo markets. Both Trueflow SE and the newly developed EQUIOS feature Adobe PDF Print Engine 2. Both software packages make it easy to create workflows that take advantage of CtP and Inkjet technology within the framework of EQUIOSNET, the new concept Screen is promoting at Drupa 2008. Screen looks forward to expanding on its strong 20-year partnership with Adobe Systems while creating next-generation PDF workflows that offer added value through what Screen calls a 'Media Mix'." – *Kyohei Fujisawa, Corporate Officer, President, Media & Precision Technology Company, Dainippon Screen Mfg. Co., Ltd.*

EFI

"Continuing our long-standing, successful relationship with Adobe, EFI is working closely with Adobe to integrate Adobe PDF Print Engine 2 into Fiery, the industry's leading digital front end, to provide our customers with greater efficiencies. At Drupa, we will feature first-time demonstrations of this new integration, which augments existing Fiery support for Adobe PDF. Our integration of Adobe PDF Print Engine 2 adds choices for our Fiery customers to natively support Adobe PDF transparency across their workflows and to precisely print PDF files that match what they see on the screen during the content creation process." – *Judy Lin, General Manager, Fiery Division, EFI*

FUJIFILM

"FUJIFILM has been behind the Adobe PDF Print Engine from its conception and was the first company to bring a product to market using this technology with its JDF based XMF Workflow. PDF Print Engine 2 will be an integral part of FUJIFILM's XMF workflow product range by insuring consistent production of PDF files from design to print, as well as allowing us to drive more automation into the workflow. The ability to support both standard PDF and PDF/VT within our XMF Workflow will bring huge benefits to our customers as they continue to invest in hybrid printing solutions and continue to push the boundaries of

digital printing in the highly competitive media market." – *John Davies, Business Strategy Manager, Workflow and Software Solutions, FUJIFILM*

GMG

"GMG is very pleased with the response of the market to the integration of APPE 1.4. The new GMG version based on Adobe APPE fixed many limitations of the previous technology. We will integrate APPE 2 in a future version and trust to offer new solutions and open the product to new markets." – *Jawdatt Mawassii, VP Strategy and Business Development, GMG GmbH & Co. KG*

Heidelberg

"Heidelberg is shipping the Adobe PDF Print Engine with their Prinect Workflow since middle of 2007. It has been installed more than 2,000 instances as part of the standard delivery of the Prinect MetaDimension Prepress RIP. With the experience of the past year we can say that the introduction of Adobe PDF Print Engine has been a great success for Heidelberg customers. The handling of transparencies in PDF documents is greatly improved and in many jobs the ripping is faster. We see jobs going through the RIP with no problem that did have difficulties with CPSI. In this light we welcome Adobes next step to improve and extend this technology even further with the release of Adobe PDF Print Engine 2. Heidelberg received early versions of APPE 2 for evaluation already some time ago and will incorporate the new version as part of future Prinect release. For existing customers, the new version will be available as part of a Software upgrades." – *Peter Leu, Head of Product Management, Prinect Prepress Workflow, Heidelberg*

Kodak NEXPRESS

"Since introducing the Adobe PDF Print Engine into the KODAK NEXPRESS Digital Color Production Presses last year, we've seen customers significantly reduce their prepress efforts aimed at correcting problems in files. At the same time, customers have increased their ability to exploit the power of our press capabilities - pleasing their customers and giving them an additional edge in the market. We continue to be excited about our partnership with Adobe. The introduction of Adobe PDF Print Engine 2 will expand the reach of the NexPress family even further with its ability to support the next generation of VDP workflows, based on PDF for exchanging personalized content." – *Steve Fletcher, General Manager, Electrophotographic Printing Solutions, and Vice President, Kodak's Graphic Communications Group*

Kodak Graphic Communications

"The Adobe PDF Print Engine 2 will enable enhanced reliability and productivity in the Kodak Prinergy Workflow System as well as deliver robust support and accessibility for PDF's in Variable Data Printing workflows. Kodak are committed to implementing and supporting the Adobe Print Engine 2 in the Prinergy Workflow family." – *Jon Bracken, Vice President, Enterprise Solutions, Kodak's Graphic Communications Group*

Océ

"The new Adobe Print Engine 2 is a major step forward in RIP technology. The integration of Adobe PDF technology in Océ's state-of-the-art controllers is a logical consequence of our long and successful cooperation with Adobe, with our customers benefiting from the combined strengths of both industry leaders." – *Sebastian Landesberger, Océ's Vice President Production Printing*

Xanté

"For more than 20 years, our successful partnership with Adobe has resulted in over 20,000 products sold to small and mid-sized commercial printers worldwide. As one of the first to implement the Adobe PDF Print Engine (APPE) in Xanté OpenRIP Symphony, our customers have directly benefited from guaranteed output consistency. Our all-in-one PDF workflow maintains file integrity from preview, to proof, to plate. We're excited about the introduction of APPE 2 and variable data PDF printing which has been a leading request from customers. Very soon, OpenRIP will incorporate APPE 2 and continue to provide a scalable and flexible workflow to serve everyday needs." – *Robert Ross, CEO, Xanté*

Xerox

“Xerox’s relationship with Adobe over the last 15-plus years has been highlighted by continuous development of superior imaging technologies and joint engagement of the standards community with an overarching commitment to deliver better value for our customers. We believe the benefits of an open PDF standard, including PDF/VT for variable data publishing, combined with the Adobe PDF Print Engine and Xerox variable data and imaging technologies, will drive greater innovation, value and profits in the digital print market.” – *Mike Salfity, Vice President of Xerox PSG Workflow Business Unit.*

Leading VDP Software Vendors Endorse the New PDF/VT Job Exchange Format (ISO 16612-2)

CREO

"The emergence of PDF/VT as an ISO standard has the potential to significantly accelerate the growth of VDP printing." – *Benjamin Shimshoni, Director Marketing & Strategy, CREO Branded Products*

DirectSmile

"DirectSmile GmbH is very happy to announce that we will support the new PDF/VT for Variable Data Printing (VDP). We believe that PDF will be the standard for VDP in the future like it already is in the DTP business. That's why we are glad to support this already today with our DirectSmile VDP products." – *Axel Marciniak, CEO, DirectSmile*

GMC Software Technology

GMC Software Technology, the standard in personalized communication, today announced it is expanding its PDF functionality to support the emerging PDF standard for personalized content – PDF/VT. GMC will demonstrate its PDF workflow, as well as a range of new integrated marketing and personalization solutions, in its stand 08B/C23 at Drupa. – *GMC press release, issued on 4/30/2008*

NPES

PDF/VT is intended to...enable those involved in variable data printing to take advantage of tools, conventions and technologies already in use...PDF/VT will have the potential to simplify and streamline production workflows for VDP, Transactional and TransPromo print jobs. It is anticipated that a wide variety of products, including authoring applications, viewers, approval processes, pre-flight tools and digital print devices from many vendors will support PDF/VT. – *NPES press release, to be issued on 6/4/2008*

Pageflex

"Bitstream is pleased to support PDF/VT and excited by the capabilities that this new optimized format brings to digital printers wanting to expand their PDF workflows to include variable data. We look forward to offering our customers expanded output options for VDP by including PDF/VT support in future releases of the Pageflex product line." – *Anna Chagnon, CEO Bitstream Inc.*

Printable

"Printable has committed to work in close partnership with Adobe and Adobe partners to ensure that the Printable FusionPro VDP solutions output highly-optimized PDF/VT in order to drive Adobe PDF Print Engine 2 based DFE solutions at full rated production speeds." – *Mark Hilger, Product Manager, Printable*

Solimar Systems

"Solimar Systems is excited about the new capabilities coming with Adobe PDF/VT. We believe PDF/VT takes the inherent benefits of PDF such as image fidelity, resource utilization, color management, and the ability to process multiple pages simultaneously to a whole new level of capability and makes many of the functions we have delivered to the market even stronger." – *Barry N. Key, Executive Director, Business Development, Solimar Systems*

StreamServe

"As a long standing proponent of open source applications and architectures, StreamServe supports the fundamental requirements of portability, device and workflow independence and formats which enable organizations to simplify and streamline production workflow. With a keen focus on supporting transactional and TransPromo print, and as an established partner of Adobe, StreamServe is committed to PDF, PDF/A, as well as PDF/VT. " – *Dennis Ladd, CEO and President, StreamServe, Inc.*

XMPie

“XMPie was the first company to integrate and leverage Adobe’s InDesign Server, delivering immediate production value to customers. Today XMPie is again leveraging Adobe’s innovative technology and has included its new variable data print-optimized PDF/VT within the XMPie family of products, including uDirect and PersonalEffect. Our many customers with PDF RIPS will significantly benefit from the highly optimized, reusable content provided in Adobe’s future-ready technology.” – *Reuven Sherwin, Vice President Technology, XMPie*