

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

## Adobe Customer Quotes

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### **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.” – *Alex 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

### **Bitstream, Inc. - 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*

**StreamServe, Inc.**

“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*

