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**FOR IMMEDIATE RELEASE**

## **Print Industry Leaders Line Up to Support Adobe PDF Print Engine**

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### **Debut of Adobe's New Printing Technology that Powers Next Generation PDF Workflows Garners Widespread Support**

“Agfa Graphics congratulates Adobe on their announcement of the Adobe PDF Print Engine: this is the next stage in automating pre-press. We have been strong partners with Adobe since the early days of PDF and JDF, and are proud to move forward with Adobe by adopting Adobe PDF Print Engine for our market leading :ApogeeX workflow and :Delano project management system.”

— Richard Barham, VP of marketing for Agfa Graphics

“EFI is the world leader in digital controllers, superwide format printers and inks, and print management solutions. Our customers benefit greatly from interoperability, so EFI is a driving force for standards adoption across the print industry. JDF and PDF are industry standards for interchange formats, and the Adobe PDF Print Engine is the first PDF RIP we’ve seen that natively integrates the content, PDF, with the job ticket, JDF. Continuing our long-standing, successful relationship with Adobe, EFI is working closely with Adobe to create a “world class” Adobe PDF Print Engine-based digital print controller. We believe that the Adobe PDF Print Engine is a means for our customers to more precisely print/render PDF files in reference to what they see on the screen during the content creation process. We look forward to bringing this technology to digital controllers and to office equipment in the future.”

— Mehran Farimani, senior vice president and general manager, Server and Controller Solutions, EFI

“Since we were first introduced to the new Adobe PDF Print Engine, Fujifilm have eagerly waited for the release of this significant new PDF rendering technology. We see the Adobe PDF Print Engine as a core technology in our workflow product line, and as an OEM, we have already identified many areas where this rendering engine allows us to push out the current boundaries of PDF print production.”

— Andy Cook, Managing Director, FUJIFILM Electronic Imaging Ltd

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“Being a partner to Adobe since we shipped the world’s first High Resolution RIP to the graphic arts industry, Heidelberg welcomes the new Adobe PDF Print Engine technology. It will enable Heidelberg to improve its versatile and robust Prinect PDF and Postscript rendering products. With Adobe PDF Print Engine, Heidelberg will be able to offer new native PDF rendering capabilities to its Prinect MetaDimension products. More than that, it is the modern concept and the extended capabilities of this next-generation printing platform which will allow Heidelberg to use its Prinect native JDF architecture to implement consistent RIPing technology throughout the Print Production Workflow -- from soft proofing by the Creative Professional to prepress and finally press.”

— **Peter Leu, Vice President, Prinect Product Management, Heidelberger Druckmaschinen AG**

“We see value in the Adobe PDF Print Engine as it can accelerate the transition to unified analog and digital print workflows.”

— **Manuel Kostas, Vice President of Marketing, Graphics & Imaging Business, HP**

“Kodak Graphic Communications Group is committed to providing customers with more efficient digital workflow solutions leveraging the best of Adobe technology. The Adobe PDF Print Engine introduces a new JDF interface and promises support for advanced PDF technologies like transparency. It will allow us to produce even more complex PDF print jobs with greater speed, consistency and reliability.”

— **Stan Coleman, General Manager, Unified Workflow of Kodak's Graphic Communications Group**

“Morisawa and Adobe's long term relationship has contributed to the development of the graphic arts industry in Japan for over twenty years. Adobe PDF, digital print workflows and the Job Definition Format (JDF) are gaining traction in the Japanese graphic arts industry. As legacy print workflows are still in wide use here, we expect the Adobe PDF Print Engine will further accelerate the adoption of digital print workflows and encourage the graphic arts industry in its evolution. Morisawa is working with Adobe to provide the font products to meet this new generation of technology and further the development of the graphic arts industry in Japan.”

— **Yoshiaki Morisawa, Chairman, Morisawa & Co., Ltd.**

“Océ, the leading provider of high-end printing solutions, believes that with its new Adobe PDF Print Engine technology, Adobe is taking the right step by delivering open systems based on industry standards like PDF and JDF. Adobe PDF Print Engine perfectly fits into Océ's award-winning PRISMA Output Management System architecture, designed for decentralized office and production printing environments. Adobe PDF Print Engine will provide improved functionality for full process and highlight color printing, and bring revolutionary processing time improvements by avoiding unnecessary data transformations within the workflow. Océ is working closely together with Adobe to integrate, validate and optimize Adobe PDF Print Engine to meet the very high demands of Océ in quality, reliability and throughput.”

— **Konrad Sommer, Vice President Software & Professional Services, Océ**

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“Over the years, RIPit and Adobe have had a great working relationship. Today, RIPit is very excited to be working with Adobe to build our new product using the Adobe PDF Print Engine. In evaluating the technology, we've concluded that it's a genuine step forward for the printing industry. PDF files are a more consistent and reliable way of transmitting documents and the Adobe PDF Print Engine completes the picture for a fully PDF-based workflow.”

— **Wayne Wasulko, President of RIPit Imaging Systems**

“Screen is delighted with Adobe's announcement of the new Adobe PDF Print Engine as it reinforces the work that Screen has been doing over the last five years in developing our Trueflow software. Adobe technology is at the core of Trueflow. Adobe PDF Print Engine will bring new levels of integration of Trueflow with content creation applications such as Adobe Creative Suite 2, as well as provide the ability to create scalable workflow solutions -- from entry-level to the largest printing systems. In addition, Adobe PDF Print Engine helps evolve print solutions for a wider range of businesses including digital printing.”

— **Eiji (A.J.) Kakiuchi, Media Technology Company President, Dainippon Screen MFG Co., LTD.**

“Our 16-year strategic partnership with Adobe has produced a steady stream of high-quality, professional tools for our customers in the creative services, pre-press, publishing and print production arenas. With Adobe's help, Xerox has enabled a complete portfolio of digital production presses that are all driven by a worldwide standards-based workflow. The introduction of the new Adobe PDF Print Engine is another great example of what we're doing together to continue to deliver benefits to printers everywhere. This type of innovation will ensure digital production presses deliver even more consistent, reliable and accurate production of print pieces well into the future - which translates directly into increased quality, productivity and business results for our customers.”

— **Mike Salfity, vice president, Workflow Business Unit, Xerox Corporation**

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