Maximize your Return on Investment

With a legacy spanning over four decades, Adobe has consistently led the way in Print and PDF technology, establishing a track record of partner success. Our commitment to delivering world-class customer service and support remains unwavering. Adobe partners closely with you, ensuring you continue delighting your customers. Trust us for a partnership that maximizes your return on investment, combining innovation, experience, and dedicated support.

Adobe Embedded Print Engine is the cutting-edge print Raster Image Processor (RIP) technology tailored for office/enterprise printing workflows. A Raster Image Processor (RIP) is a mission-critical software component in printing systems. In the printing process, the first step is to convert the document data into a Page Description Language (PDL) that the printer can understand. As the brain of a printer, the RIP accepts the PDL input and generates a raster output (grid of dots) that the printer subsequently marks on paper.
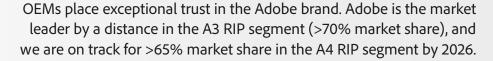
Adobe Embedded Print Engine processes all print jobs with exceptional precision, powering millions of printers from leading Print OEMs worldwide across a diverse spectrum of device types and ensuring that every print mirrors the quality and intent of the original design.

Open & flexible licensing model

Choose a licensing model (unit-based royalty, fixed fee, subscription, or any other option) that fits your operational and financial preferences.

Trusted market leader

OEMs place exceptional trust in the Adobe brand. Adobe is the market leader by a distance in the A3 RIP segment (>70% market share), and we are on track for >65% market share in the A4 RIP segment by 2026.

One Adobe workflow

Adobe owns the end-to-end content lifecycle - Create in CC, Manage/Preview in Acrobat, and Print using Adobe Embedded Print Engine.

Continued commitment, continued innovation

Fully committed to advancing our print technology with continued R&D investment and executive sponsorship. We are here to help you optimize your costs and grow your business.

Single partner for all your PDL customization and support needs

As your singular, dedicated partner for all PDLs, Adobe can help you optimize costs, ensure swift integration, and faster go-to-market.

Build once and deploy for a range of devices

With a one-time development effort, you can tailor Adobe Embedded Print Engine for your entire range of devices.

Highly customizable and platform-agnostic technology

Highly customizable technology designed for fast & easy porting across any platform, architecture, and operating system.

Easy onboarding

Intuitive product interface and full engineering support to enable rapid deployment.

Future-ready

Extending the power of PDF printing to raster devices via our cloud-ready technology and leveraging the power of AI/ML to support your journey from "Printers" to "Printers + Services" by developing Beyond-RIP Print Services.

World-class support

Partner with our world-class engineers, who provide support through workshops, training, technical teleconferences, regular engineering interactions, and more.

Tandem account management

Two dedicated Technical Account Managers - one close to you and another to the Adobe Engineering team

Decades of consulting experience

Deep domain knowledge and experienced team with vast know-how and expertise.

Co-marketing for market expansion

Work with Adobe to amplify your industry outreach, market expansion, and product launch efforts. Leverage the Adobe brand in your MarCom, webpages, hardware, application UI and more.

Leverage the power of the Adobe brand on your devices and marketing materials.

POWERED BY
Adobe Embedded Print Engine

Our partners

Canon   **RICOH** imagine. change.   **SHARP**   **EPSON**®

Many more are in the final stages of adoption ...

Adobe Embedded Print Engine's unparalleled quality and performance make it the industry's preferred RIP technology. With a commanding 70% market share in the A3 segment, it is **swiftly emerging as the preferred RIP solution in the A4 segment** and is poised to attain a 65% market share by 2026. Additionally, it is gaining momentum in other segments, including entry-level large-format printers, marking a significant industry shift toward Adobe-powered solutions.

For more information visit
www.adobe.com/go/OEMProcurementTeams