



Resources for Printer Sales Professionals

Keep it simple!

Empower your customers with next-generation printing solutions. Elevate your customers' organizational printing experience with your expertise and Adobe's cutting-edge technology!



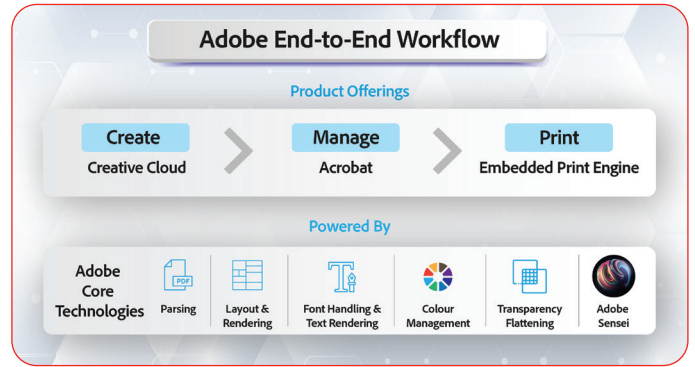
Adobe Embedded Print Engine is the cutting-edge print Raster Image Processor (RIP) technology tailored for office/enterprise printing workflows. A Raster Image Processor (RIP) is a mission-critical software component in printing systems. In the printing process, the first step is to convert the document 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.

Customers depend on you to “make printing work” for their organizations. Discover why printers powered by Adobe Embedded Print Engine are the top choice to ensure a hassle-free print environment.



Customers need cross-platform printing support beyond Windows (Macs, Chromebooks, etc.)

Organizations using Macs prefer PDF & PostScript printing with Adobe RIP tech, which is Apple AirPrint certified for seamless MacOS/iOS printing.



Customers need best-in-class printing compatibility with Adobe Creative Cloud

Adobe RIP tech uses the same common core technology modules as Adobe Creative and Document Clouds, guaranteeing reliable color, font, and transparency output.



89% of all knowledge workers continue to work with paper and digital documents. **49%** consider print essential to their job.



Customers need fast PDF printing for all print jobs

Adobe RIP tech maximizes printer performance by efficiently utilizing available resources (memory, storage, network) for optimal results.



Customers need best-in-class handling of complex PDFs for top-quality printing of rich graphics, color, fonts, barcodes, and QR codes

Adobe RIP tech is rigorously tested with industry-standard test suites, ensuring seamless processing of complex files.



55% of all printed documents are customer-facing. Best-in-class print quality and faster processing are mission-critical.



42% of IT decision-makers are migrating to cloud-based solutions.
Infrastructure is a top priority for their organizations in the next two years.



Customers need the ability to handle non-compliant PDFs created by any system that may not comply with PDF standards

Adobe RIP tech achieves print output mirroring the PDF gold standard display in Adobe Acrobat, with intelligent adjustments for non-compliant PDFs.

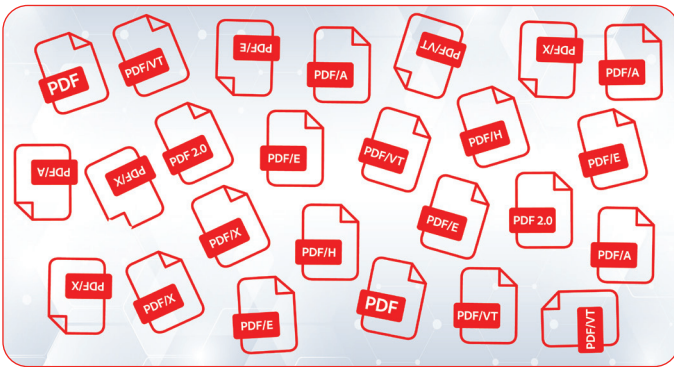


Customers need consistent, high-quality printing across diverse print paths such as mobile, cloud, and Windows IPP (including Microsoft Windows, Apple AirPrint, Android/Mopria)

Adobe RIP tech delivers the best print experience for any print job from any application, source, or print path.



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Customers operate in specialized verticals (e.g., healthcare, government, etc.) and need best-in-class printing compatibility with vertical-specific applications

Adobe Embedded Print Engine supports PDF subset specifications, including ISO 32000-2 (PDF 2.0) and vertical-specific PDF international standards.



Customers want their print infrastructure to be “future-ready” to adapt to evolving print workflows and market trends

Adobe Embedded Print Engine is working with Mopria members to define and integrate cloud-based workflows, support the latest industry standards, and more.



86% of hybrid and remote workers have a print device at home.
Organizations should support their employees' print workflow needs.



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/advantageAEPE