

Adobe PDF Print Experience

**What you need to know about PDF
and AI for End-to-End Print Workflows**

January 2026

Adobe



Agenda

Introduction

Adobes and its impact on digital printing

The evolution of Design

Printing trends and PDF workflow

The Adobe Production Print Experience

Adobe Print Services, PDF CEO and Adobe Print-centric AI

Demo

Q & A

Adobe

Mark Ridgeway

Senior Account Manager EMEA

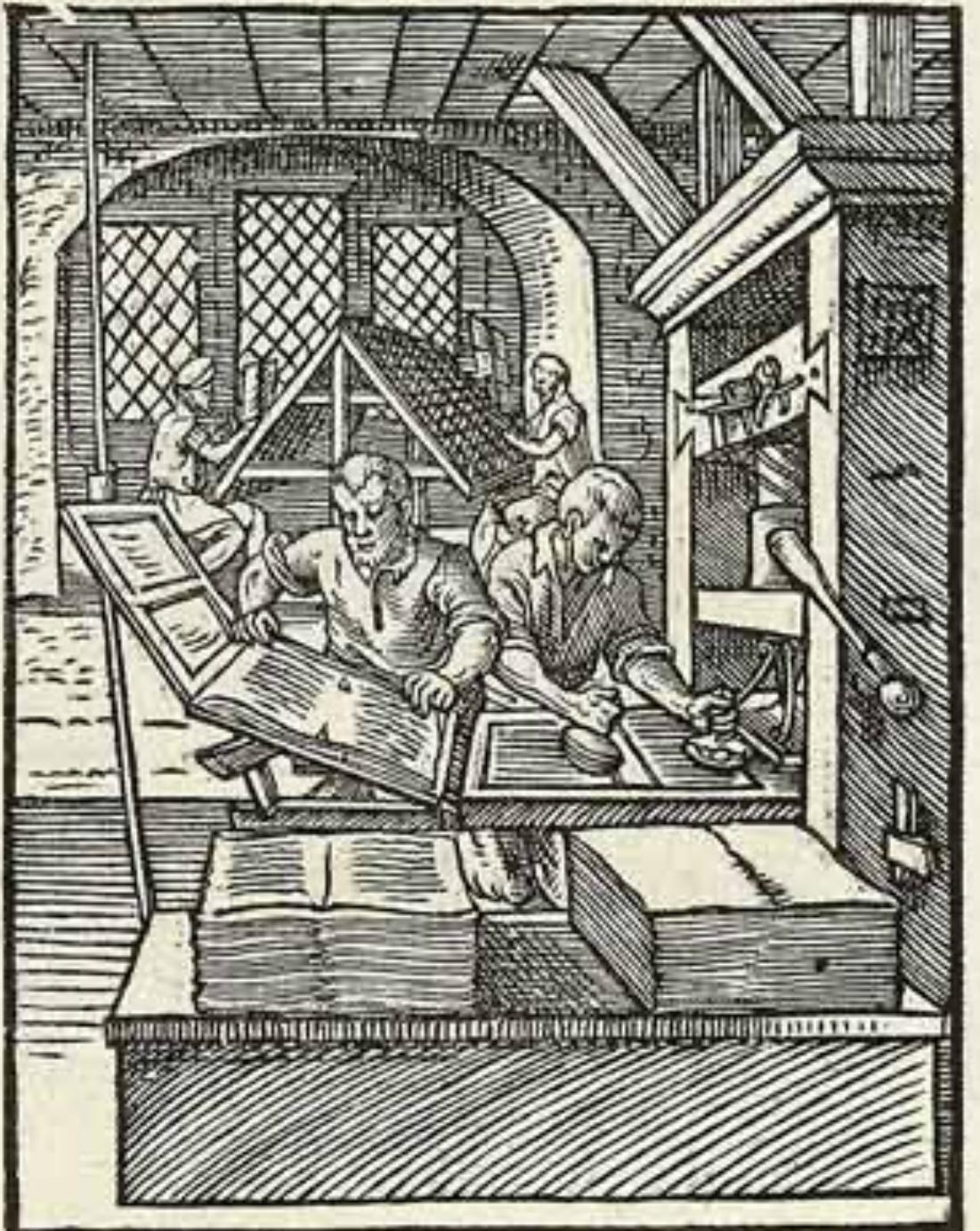


Christian Blaise

Senior Account Manager EMEA



Adobe & the evolution of publishing and digital printing



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Key milestones in Digital Print evolution



1982

Adobe lays the foundation for desktop publishing providing a WYSIWYG experience to all print users



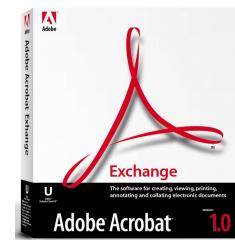
1984

Linotype ships the Linotronic 300/500 with PostScript technology



1985

Apple incorporates PostScript technology for its Macintosh compatible laser writer printer



1993

Adobe invents PDF and launches Adobe Acrobat



2001

PDF 1.4 released with native transparency support



2006

First release of Adobe PDF Print Engine APPE version 7 (2025)



2026

PDF today

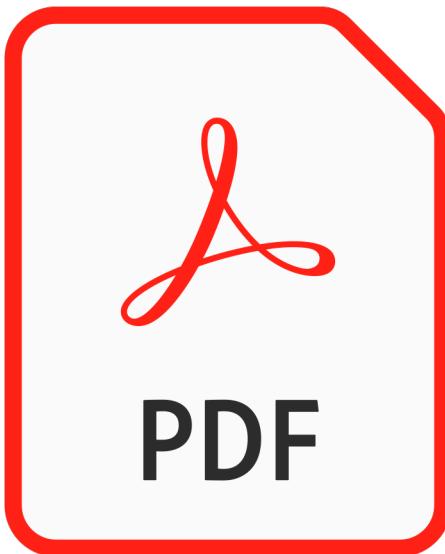


ISO 32000

An ISO standard since 2008

Standards

Many standards for different sectors
PDF/X, PDF/VT, PDF/A, PDF/UA...



3 trillion+

PDF are in circulation worldwide

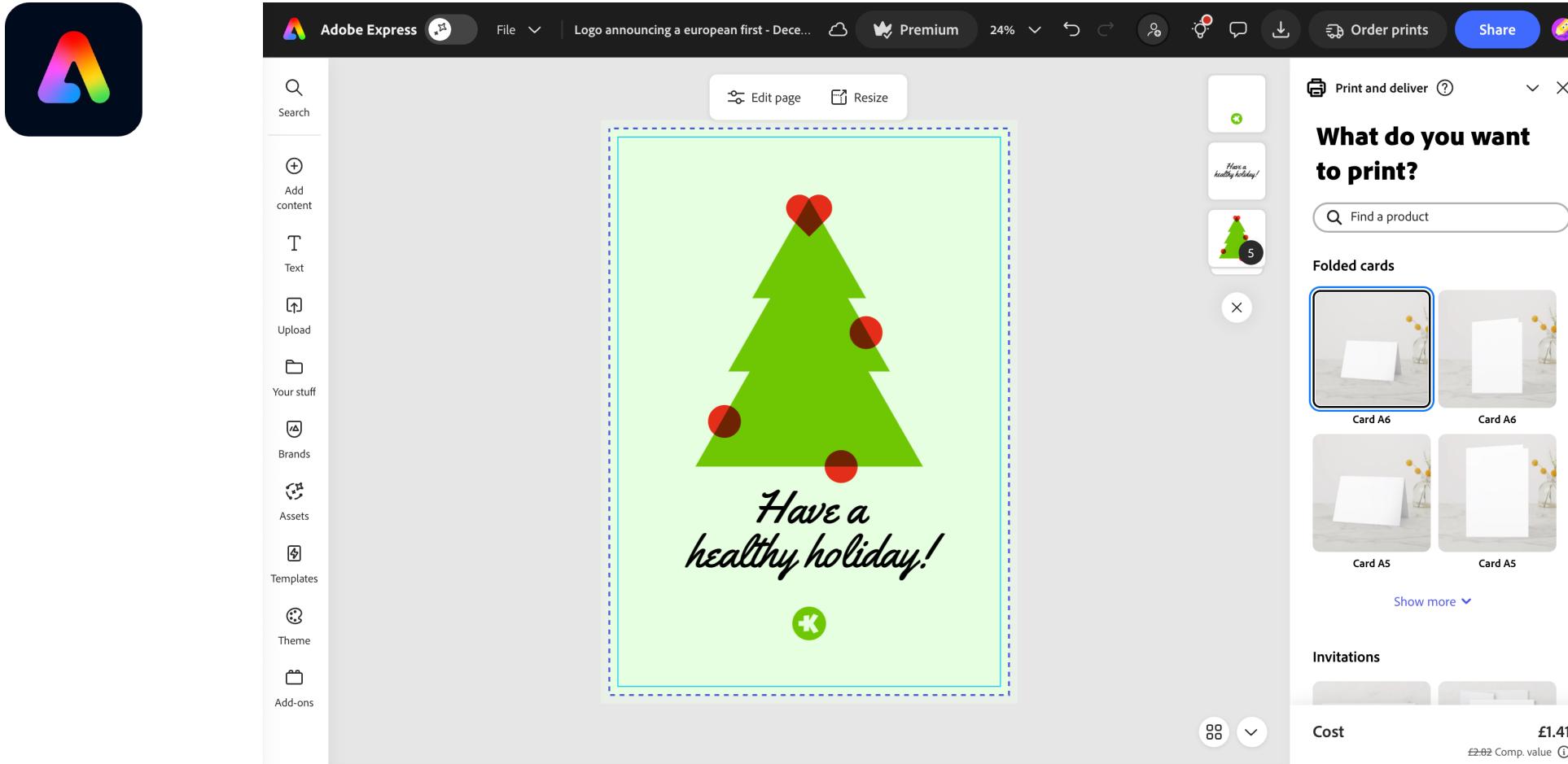
400 billion+

PDFs were opened using
Adobe Acrobat over the past year

**Many applications, websites and software solutions produce PDF output,
but not all PDFs are suitable for Print Production**

The evolution of Design

Adobe Express: What do you want to create ?



The screenshot shows the Adobe Express web interface. On the left is a sidebar with icons for Search, Add content, Text, Upload, Your stuff, Brands, Assets, Templates, Theme, and Add-ons. The main workspace shows a green Christmas tree with red ornaments and a green Santa hat. The text "Have a healthy holiday!" is written in a cursive font. The workspace has "Edit page" and "Resize" buttons. To the right, a "Print and deliver" panel is open, titled "What do you want to print?". It includes a search bar "Find a product", a "Folded cards" section with "Card A6" and "Card A6" (with a blue border), and a "Card A5" section. Below that is a "Show more" button. The "Cost" is listed as £1.41. The top of the interface shows the Adobe Express logo, a Premium status, and a 24% zoom level.

Turning traditional design on its head

Making complex and mundane tasks quick and easy whilst reducing time to market

The power of AI using Adobe Photoshop and Adobe Firefly









Printing industry trends and the impact on Pre-Press workflows

Market trends

Skillsets

- New Workplace Dynamic
- Skill Deficits
- Unfamiliar with traditional pre-press tools
- AI opportunity



Inkjet Evolution

- Faster IJ heads
- Higher performance
- Larger formats (B1 & B2)
- PDF data must be optimized to print at highest speeds

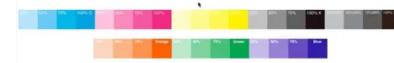


High-volume On-demand Short Run

- More jobs & shorter run lengths
- Greater prepress overhead/job & pressure on schedules



Multi Colour Printing



- Inkjet technology provides wide Color Gamut & extended ink sets
- Utilize full device gamut for vivid images & emulate spot colours



Online Job Ordering

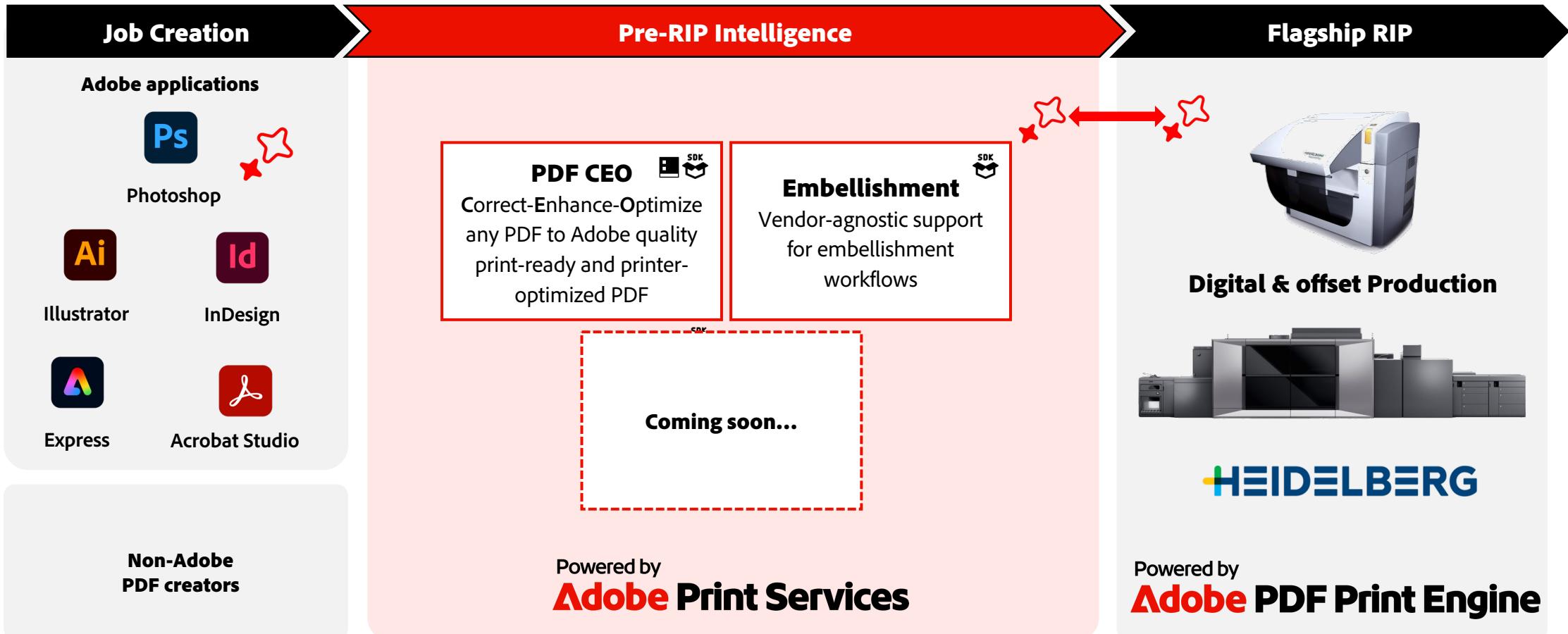
- W2P E-commerce job ordering increasing
- No PSP > Client relationship
- Must deal with what comes down the pipe



The **Adobe** Production Print Experience

Adobe Production Print Experience (APPEx)

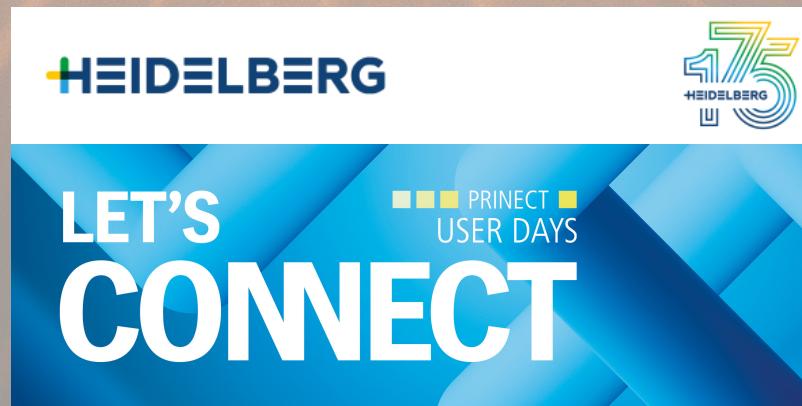
Brings together the world's fastest rendering technology and **AI-powered pre-RIP intelligence** to deliver streamlined workflows that automate and eliminate prepress steps



Introducing PDF CEO

WORLDWIDE PREMIERE

Adobe



Our solution to problematic PDF printing

Adobe PDF CEO

Correct-Enhance-Optimize any PDF to Adobe quality print-ready and printer-optimized PDF

CORRECTION



Analyze and fix PDF issues that can **interrupt print workflows** and **reduce automation**

ENHANCEMENT



Enhance PDF content for better **print quality** and **output**

OPTIMIZATION



Optimize the PDF data to **print at optimal speed**

PDF Analysis
powered by Adobe AI



Under the hood capabilities at a glance:

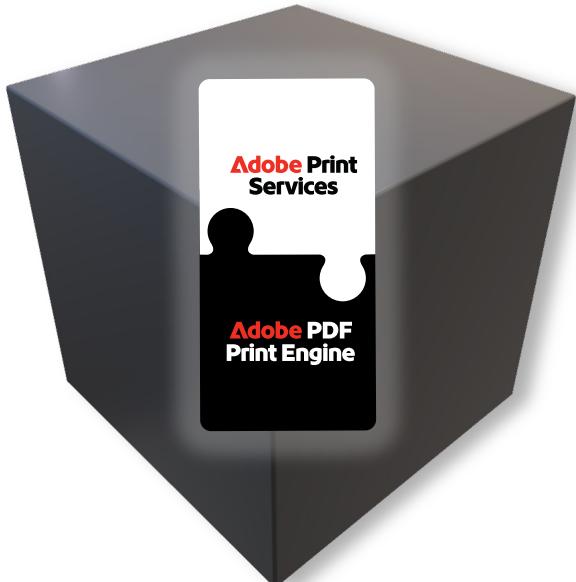
PDF CEO					
CORRECTION		ENHANCEMENT		OPTIMIZATION	
					
Inspect PDF and warn of issues	Fix Font Issues	Remove non print/duplicate content	Replace source colors	Hint optimal rasterization path and flatten transparencies	Optimise PDF structure
					
Fix Color Issues	Fix syntax issues	Stitch broken Images & Patterns	Detect outlined text	Remove unnecessary transparency	Downsample images
					
Fix / Remove Metadata	Fix Image Issues	Up sample images		Vectorize images	APS time Categorisation
					Optimise VDP performance

PDF CEO & **Adobe** Print-centric AI

Adobe Print Centric AI: Adobe core technology optimized for print



RGB, CMYK, Gray + ICC support

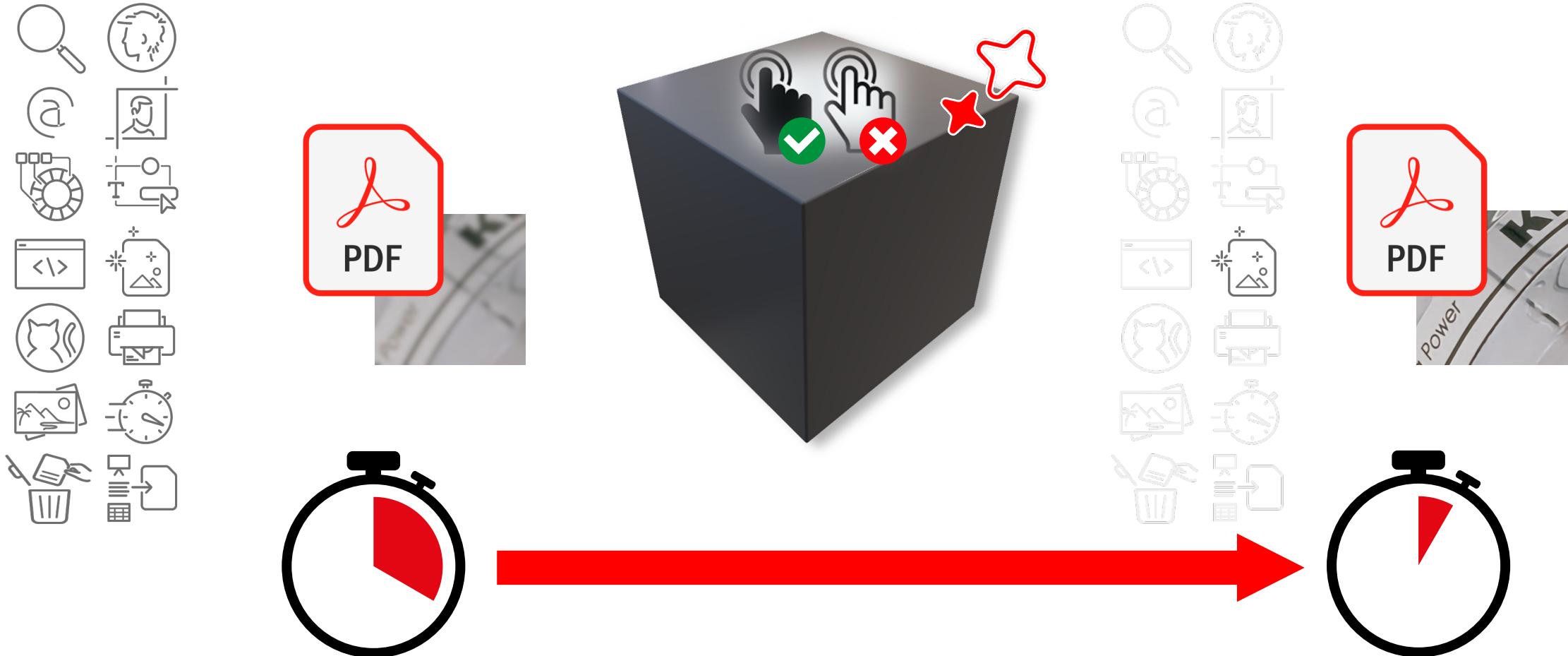


Self contained needing
no cloud connection



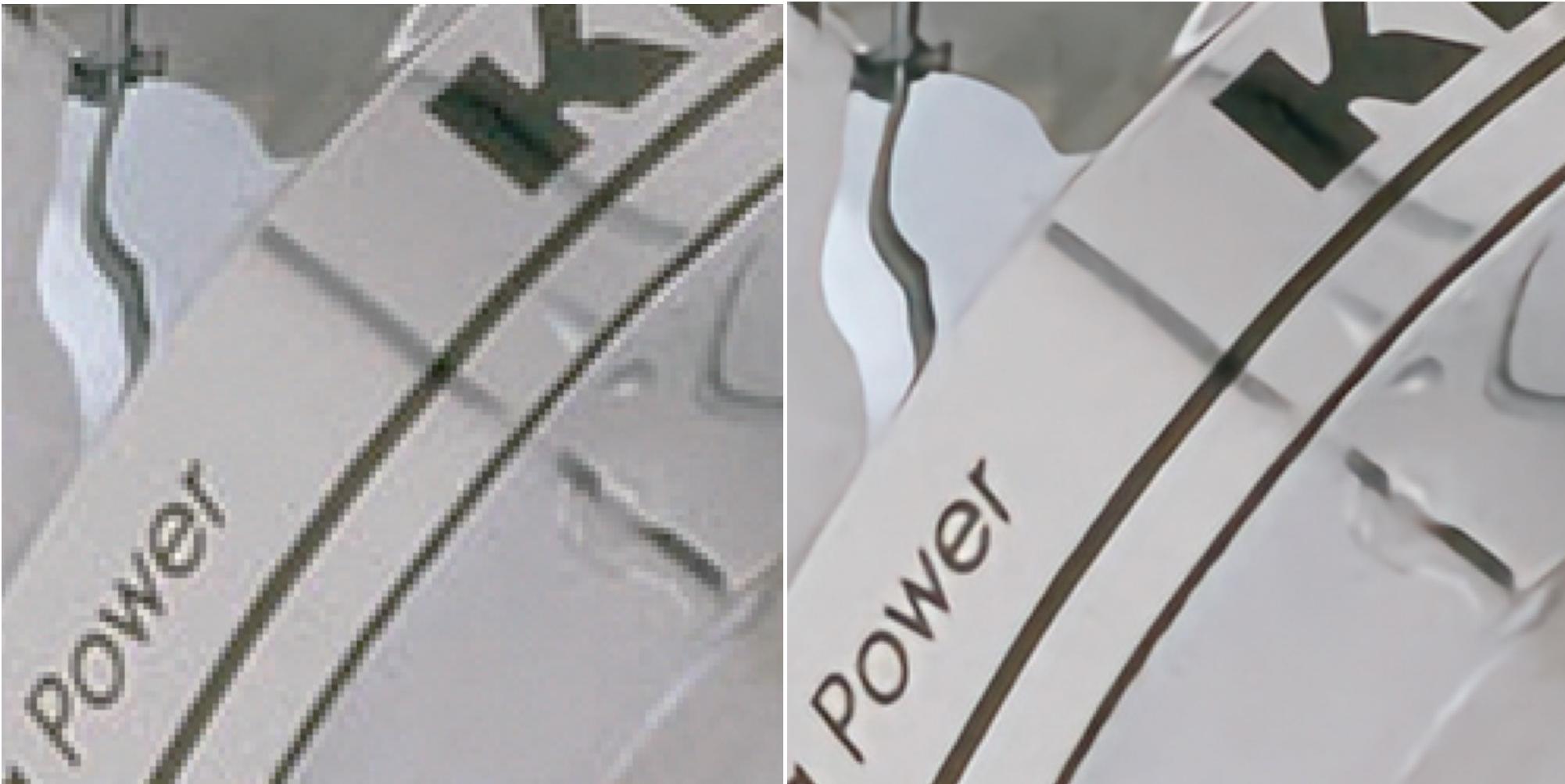
PDF objects
maintained

Adobe Smart Select: Analyses PDF and auto configures features to be turned on/off



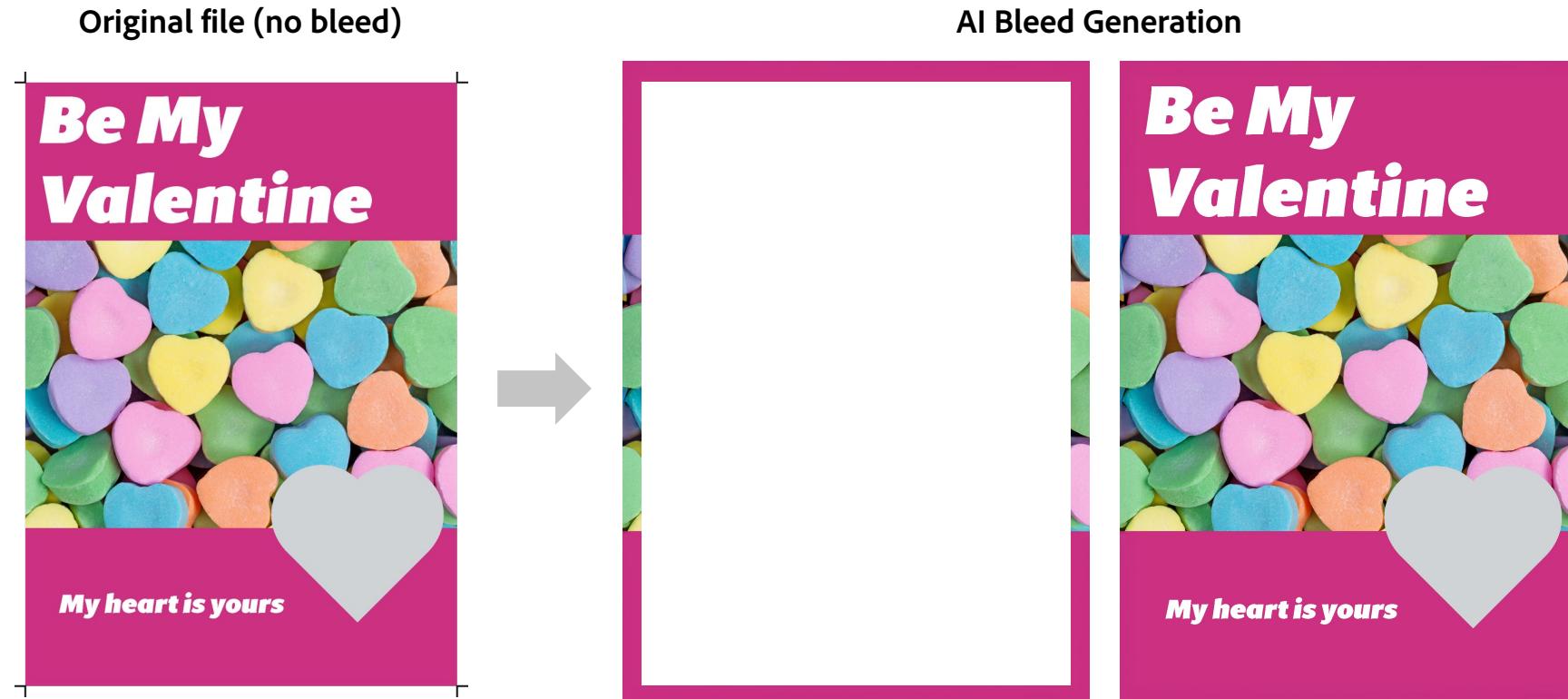
AI-powered image scaling in PDF files

CMYK up-sampling of photographs



AI based (not Gen AI)

Innovation tracks: Bleed generation

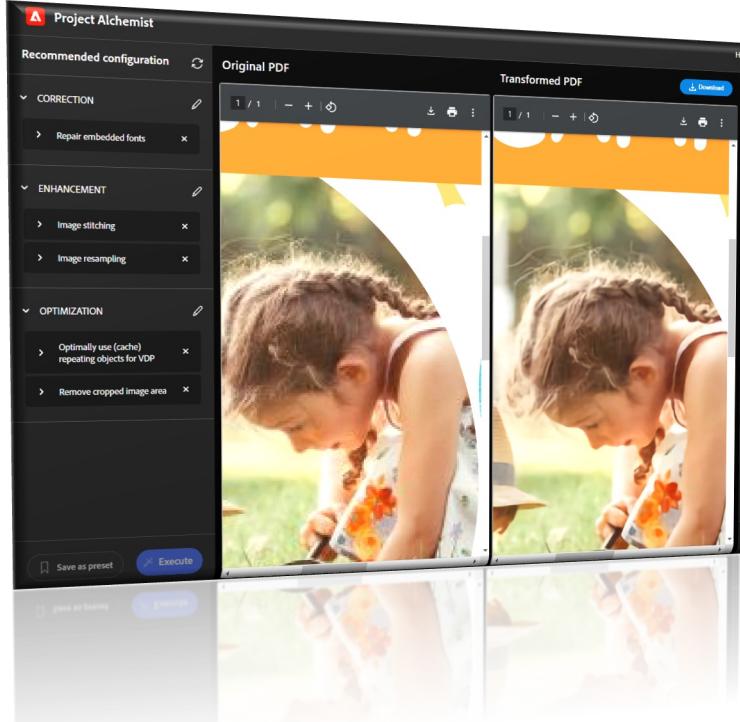


Adobe Print Services

PDF CEO Demo

Demo of PDF CEO in action!

An intuitive, user-friendly application that demonstrates PDF CEO capabilities and AI functionality



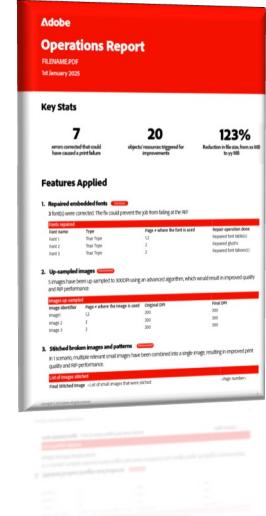
Visual preview leveraging Adobe APPE rendering



Job intelligence
Job configuration
Detailed insights



Auto "AI" mode or manual mode



Print-ready PDF + reports

Adobe Print Services



Automated analysis of PDF and optimization



See us tomorrow in the Heidelberg Innovation center

to discuss your top Pre-Press and PDF dilemmas and get a one-to-one **demo**

Adobe