

# Adobe PDF Print Experience

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

**January 2026**

**Adobe**



# Agenda

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Introduction

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Adobes and its impact on digital printing

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The evolution of Design

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Printing trends and PDF workflow

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The Adobe Production Print Experience

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

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Demo

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Q & A



**Mark Ridgeway**

*Senior Account Manager EMEA*



**Christian Blaise**

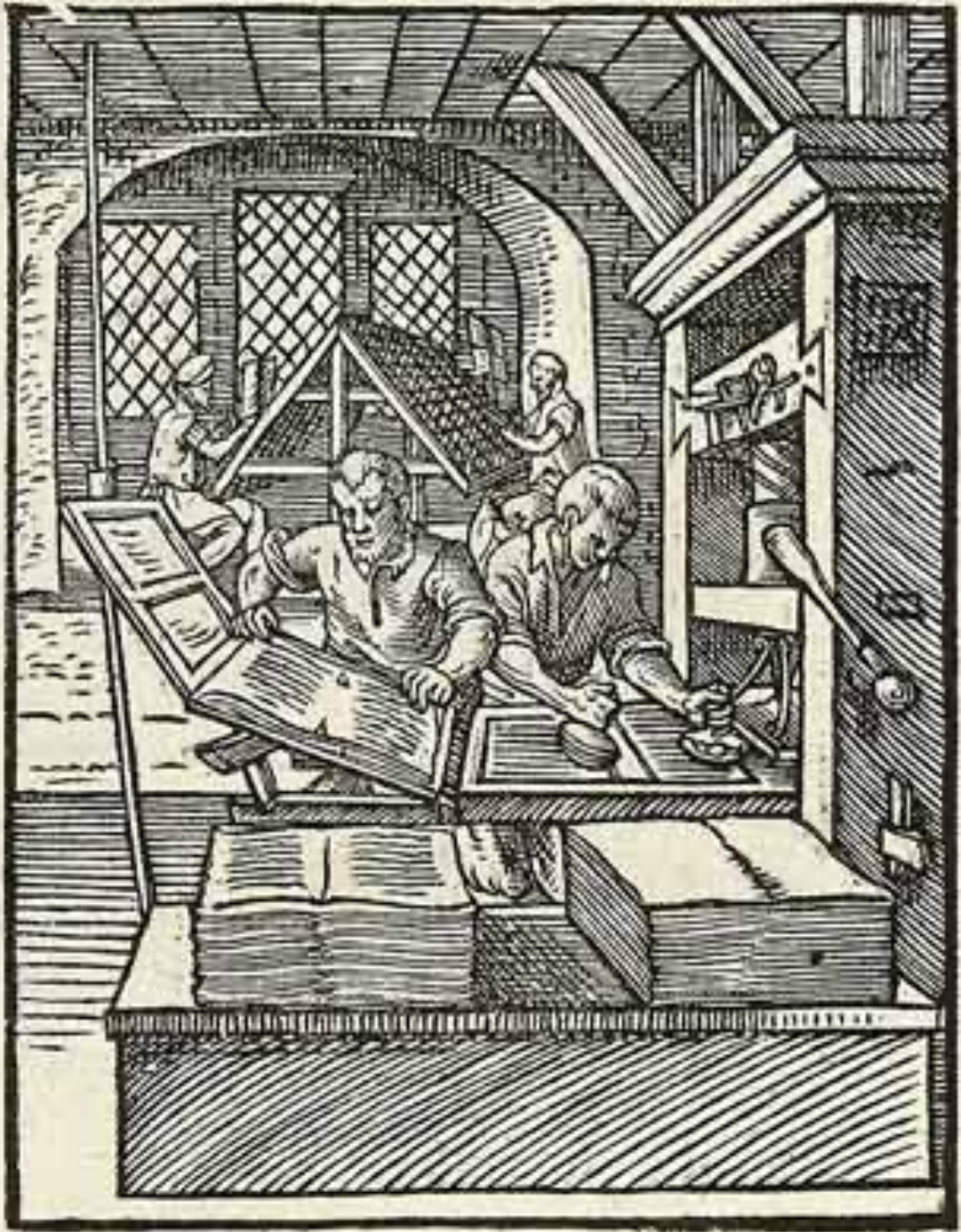
*Senior Account Manager EMEA*



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# **Adobe & the evolution of publishing and digital printing**



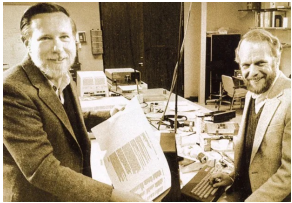


**DIGITAL PRINT**  
**FROM PRINT TO**





# Key milestones in Digital Print evolution



## 1982

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



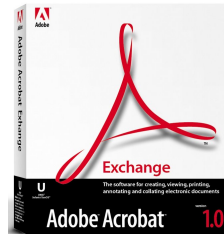
## 1984

Linotype ships the Linotronic 300/500 with PostScript technology



## 1985

Apple incorporates PostScript technology for its Macintosh compatible laser writer printer



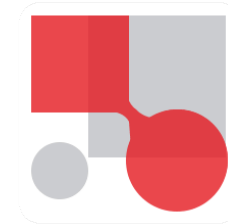
## 1993

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+

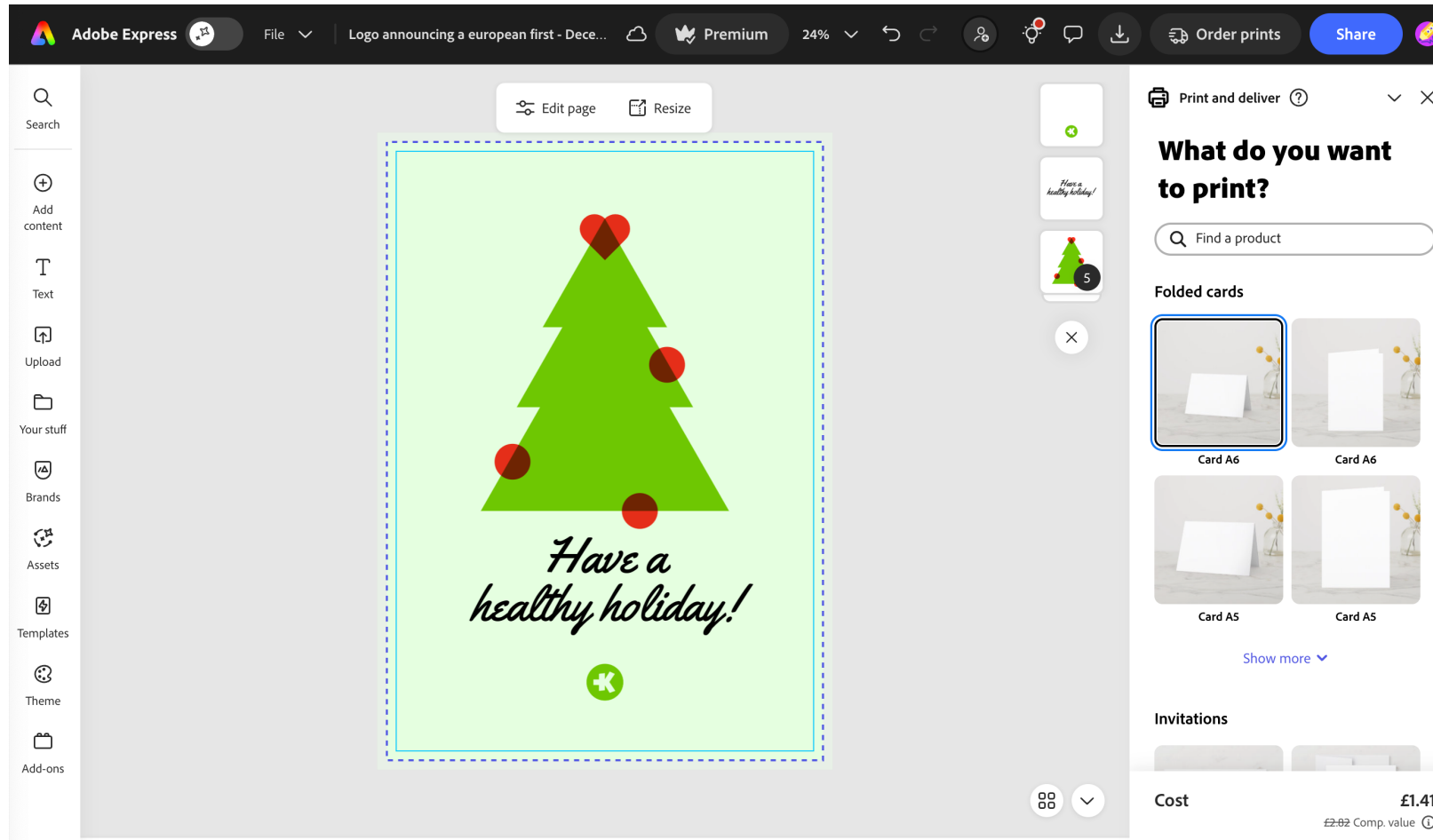
PDFs were opened using  
Adobe Acrobat over the past year

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

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# **The evolution of Design**

# Adobe Express: What do you want to create ?



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

















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# **Printing industry trends and the impact on Pre-Press workflows**

# Market trends

## Skillsets

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



## Inkjet Evolution

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- 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

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



## Multi Colour Printing

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



## Online Job Ordering

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

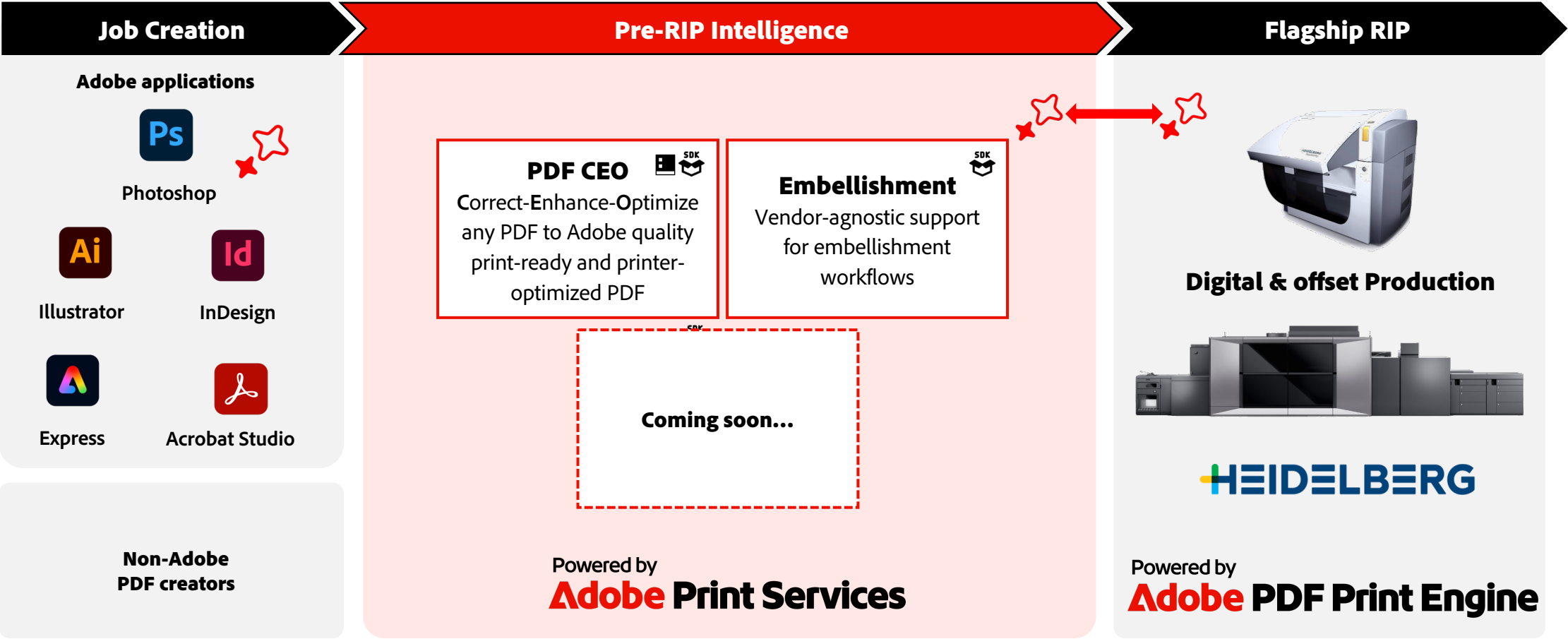


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# **The Adobe Production Print Experience**

# 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**



LET'S  
CONNECT

PRINECT  
USER DAYS

# 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

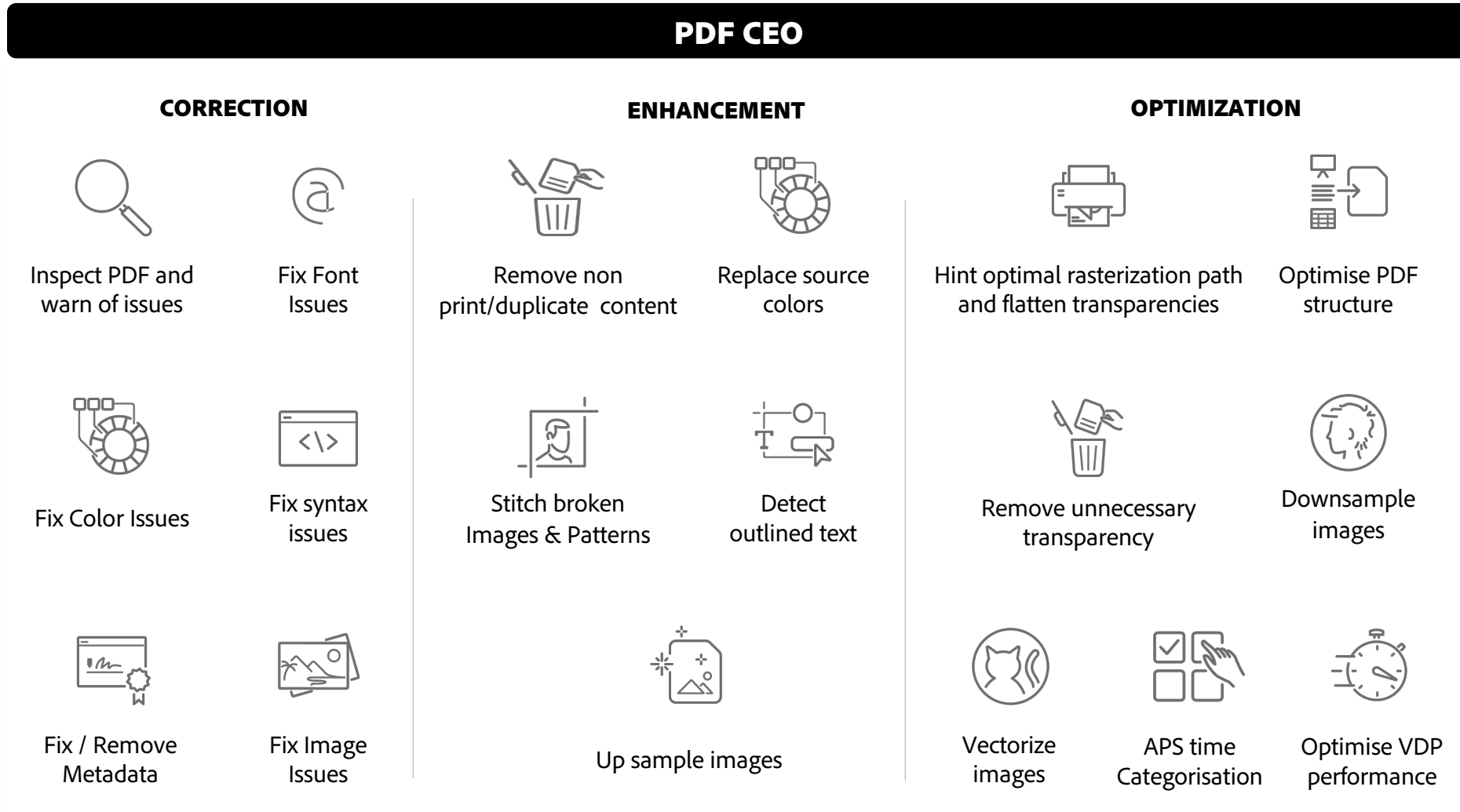


Optimize the PDF data to print at optimal speed

PDF Analysis  
powered by Adobe AI



# Under the hood capabilities at a glance:



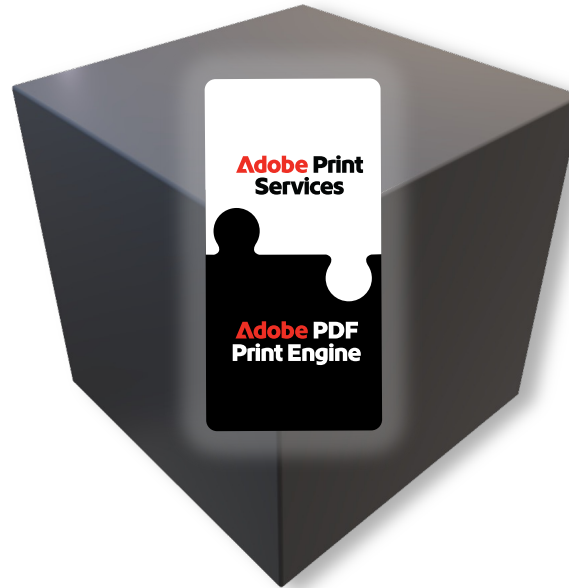


**PDF CEO  
& Adobe Print-centric AI**

# Adobe Print Centric AI: Adobe core technology optimized for print



RGB, CMYK, Gray + ICC support



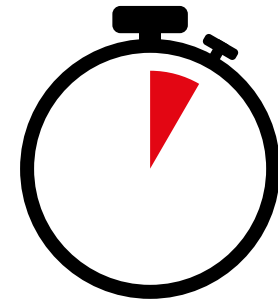
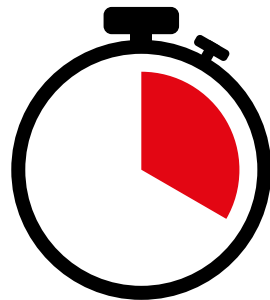
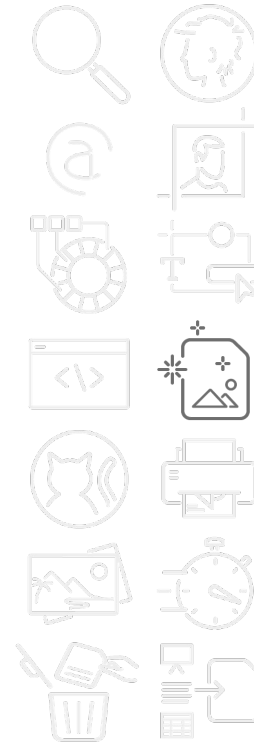
Self contained needing  
no cloud connection



PDF objects  
maintained

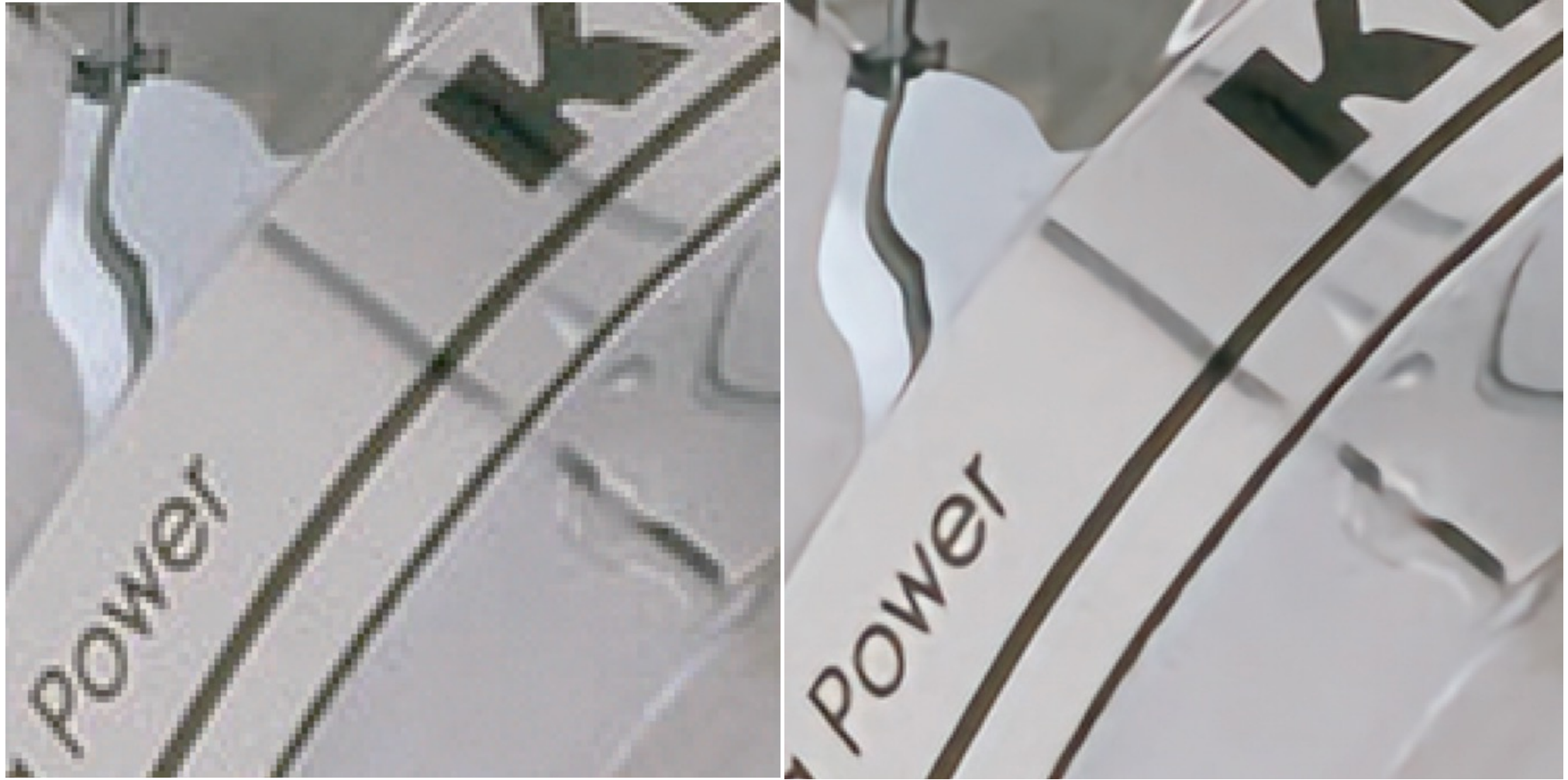
# Adobe Smart Select:

## Analyses PDF and auto configures features to be turned on/off



# AI-powered image scaling in PDF files

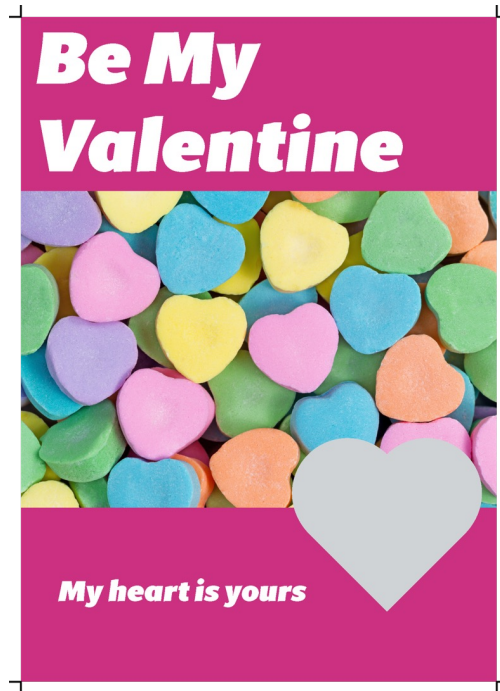
## CMYK up-sampling of photographs



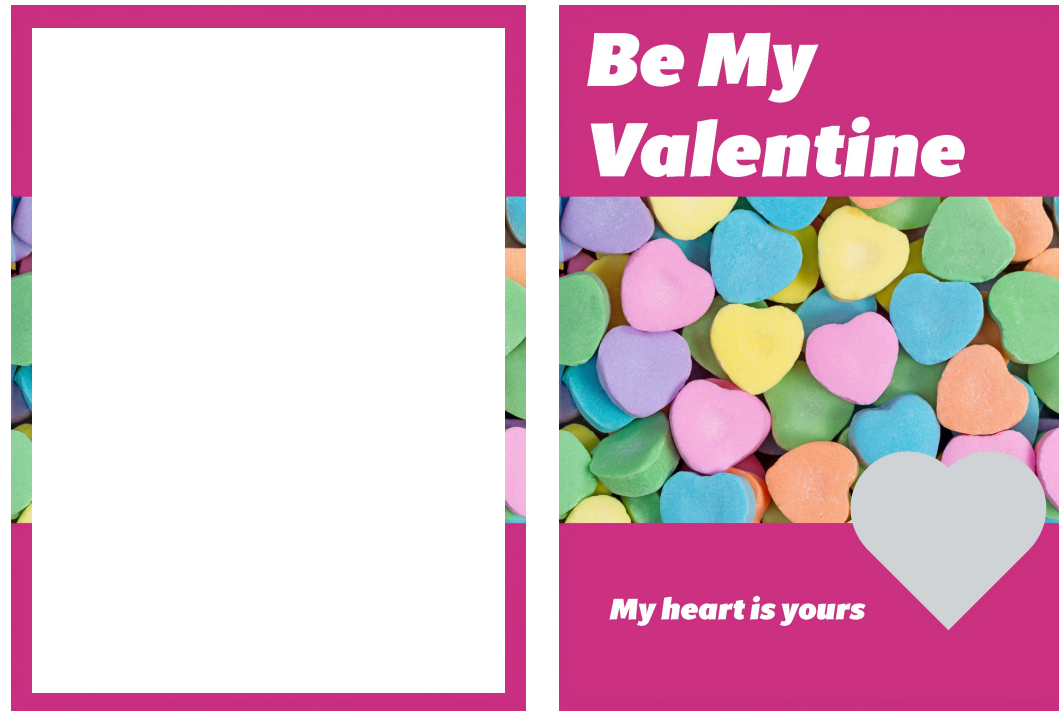
AI based (not Gen AI)

# Innovation tracks: Bleed generation

Original file (no bleed)



AI Bleed Generation



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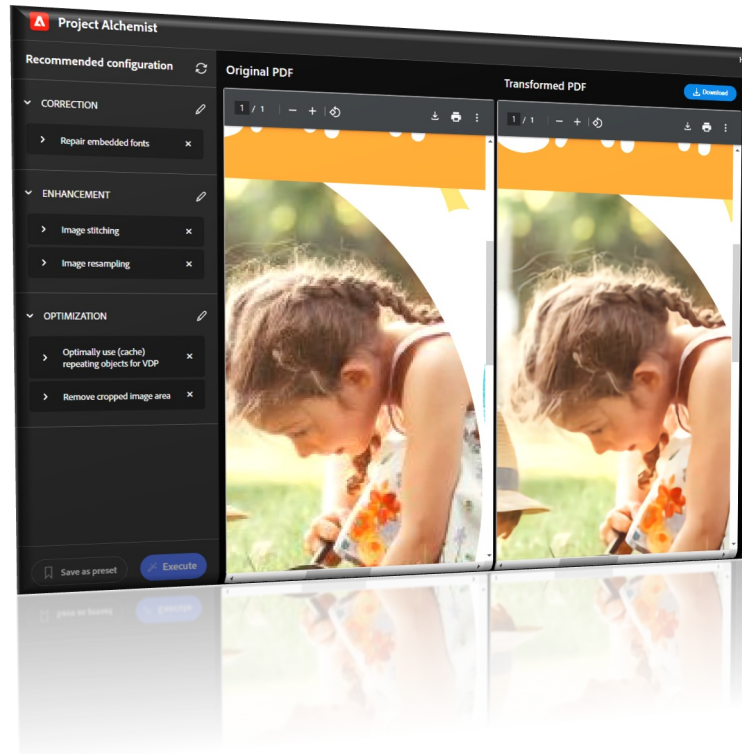
# **Adobe Print Services**

## **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

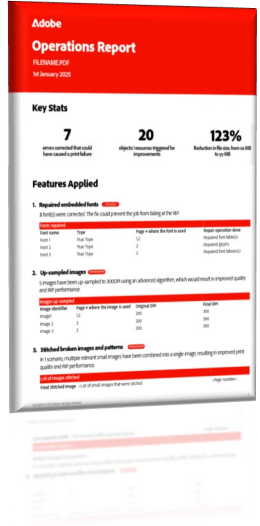


Job intelligence  
Job configuration  
Detailed insights

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**