



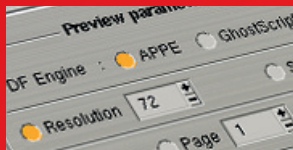
ADOBE PDF PRINT ENGINE

RIP NATIVE
TRANSPARENCY
AND EFFECTS



"With the Adobe PDF Print Engine, the Caldera RIPing speed is not only increased for all PDF files, but the output is much more consistent with the products of the Adobe Suite. APPE totally eliminates the need for flattening transparency and renders PS and EPS output obsolete".

Guillaume Muller, R&D Director Caldera.



APPE Selection

- **INCREASES RIP AND PRINT SPEEDS** while ensuring output consistency
- **REDUCES UNWANTED SURPRISES** and disruptive, last-minute prepress fix-ups
- **STREAMLINES THE PRODUCTION** and management of graphically complex (transparencies, shadows...) and personalized content

www.caldera.com

NATIVE PDF RENDERING FOR CONSISTENCY

The Adobe PDF Print Engine (APPE) is a specific rendering engine developed by Adobe, optimizing the previewing and printing of Adobe Portable Document Format (PDF) documents at different stages of the professional print workflow.

APPE uses a native PDF imaging model, eliminating the need to convert PDF documents to PostScript for printing.

The Adobe® PDF Print Engine enables integrated, end-to-end PDF workflows for printing graphically rich content, including variable content for personalized publishing.

The Caldera print solutions powered by Adobe PDF Print Engine option allow PDF files to be rendered natively, without conversion to postscript, helping to ensure that complex designs and effects, even variable print elements with transparency, are efficiently and reliably reproduced through the PDF standard.

With this new Adobe PDF Print Engine, Caldera simplifies upstream PDF workflows and unifies prepress production. It empowers designers to create leading-edge content with confidence, knowing that it will be reproduced as expected by print producers.

The combined technology also streamlines print production by enabling a single workflow for all job types, maximizing reliability and flexibility while providing new opportunities for growth. It provides printers with an easy on-ramp to add personalized publishing to their existing workflows.

As print consumers and design applications have matured, print workflow applications have had to deal with the growing number of problems and attributes/properties inherent in PostScript-based workflows.

Using APPE will enable them to get around these problems by supporting more advanced design features and implementing a more streamlined approach.

"The APPE saved us a lot of precious time and increased our quality.

For the past 2 years, we have been struggling with transparencies in the design files our clients were giving us. We had to pixelize them in Photoshop, which is a long and not very reliable alternative.

*When hearing of the APPE launch, we decided to invest right away and **all the PDF files that used to give us hassle are now coming out fast and perfectly.** We have increased our productivity and can ensure our "zero defects" commitment."*

Florent Gondouin, Kalengo.