

# White Paper

## Xerox® FreeFlow® Print Server with Adobe® PDF Print Engine

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May 29, 2008

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## Xerox® FreeFlow® Print Server with Adobe® PDF Print Engine

### Executive Summary

The print industry is changing rapidly. Customers are developing increasingly complex documents and are consistently demanding shorter turnaround times and greater output consistency. Personalized marketing communications and higher volumes of shorter print runs increase the need for files to come into the print shop ready to print with minimal operator intervention. Both Xerox and Adobe are evolving our solutions to help our customers stay ahead of the crowd and address their emerging production requirements.

Xerox and Adobe have partnered to integrate the Adobe PDF Print Engine into the FreeFlow Digital Workflow Collection including the FreeFlow Print Server. This addresses the needs of today's print professional by enabling a true end-to-end native Adobe PDF workflow. The FreeFlow Print Server with the new Adobe PDF Print Engine and JDF support drives workflow consistency and flexibility in a number of ways. First, it processes native PDF files without conversion to PostScript, maintaining design integrity without any compromise. It also ensures reliable, consistent printing while keeping the PDF documents themselves device-independent. Because the Adobe PDF Print Engine uses a common renderer for previewing and final output, printers and designers alike can count on reliable soft proofs.

### Current Workflow Challenges

There are a number of challenges facing designers and printers today. At the top of the list is ensuring that the designer's creative intent is easily and reliably produced on a printer. Jobs can include design elements such as transparencies, mixed color spaces and layers. Customer demands for fast turnaround times and an increased number of short run jobs add further complexity to managing the print production process. There is a need for designers as well as printers to have flexibility in their workflow, allowing jobs to be sent to any number of printers as well as make last minute changes to a print file without having to go back to the source application.

### Benefits of the Xerox FreeFlow Print Server with Adobe PDF Print Engine

The Xerox FreeFlow Print Server with Adobe PDF Print Engine enables you to have much greater consistency and flexibility in your workflow. Because it processes native PDF files without conversion to PostScript and uses JDF files to keep process-related information separate from the content, the FreeFlow Print Server with Adobe PDF Print Engine makes it possible to maintain the integrity of the design content throughout the entire workflow and to publish personalized content. Using native PDF to power the print engine eliminates the need for transformations and compensation. All the advanced attributes of the PDF imaging model, including multiple transparency blending modes and multiple color models, are fully supported by the Adobe PDF Print Engine. Additionally, the document itself remains device-independent until it is ready for output, so you can make last-minute changes in content or choose at any time to output the file to a different device. A few of the FreeFlow Print Server benefits will include are:

- Parallel RIPping capabilities to enhance Adobe PDF Print Engine's performance.

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## Xerox® FreeFlow® Print Server with Adobe® PDF Print Engine

- Robust job management capabilities with the queue management capabilities of the FreeFlow Print Server
- Powerful image quality controls with the integration of FreeFlow's Object Oriented Rendering technology
- Document consistency throughout the entire document process via Adobe's Common Rendering Engine
- Enhanced PDF/VT performance through the addition of FreeFlow Print Server's variable data cache architecture
- Full PDF/X-4 support with enhanced image quality

### The FreeFlow Print Server with Adobe PDF Print Engine – The VIPP® Advantage

Xerox has traditionally supported a wide array of datastreams within the variable data printing space. Recently, with the introduction of VIPP Pro Publisher, Xerox enabled the graphic designer to utilize Adobe InDesign CS3 to create variable data jobs which are then printed using a VIPP PRO datastream. This enables the graphic artist to design using the industry standard layout application while leveraging the benefits of the FreeFlow VI Suite. The FreeFlow Print Server with the Adobe PDF Print Engine will now take that functionality a step further by bringing the benefits of the new PDF/VT standard to an already powerful VIPP PRO workflow. As with other PDF content, you can use ICC color management with this new integrated VIPP/PDF workflow, preflight accurately, and use Acrobat for review and approval processes.

The print industry depends on the consistency and flexibility of PDF and the productivity and efficiency of VIPP Pro. Combining the power of a VIPP PRO workflow integrated with PDF, the FreeFlow Print Server with the Adobe PDF Print Engine will bring unparalleled production capability and take you into the next generation of personalized publishing.

### Implementation

Xerox and Adobe are working closely together to deliver the FreeFlow Print Server with Adobe PDF Print Engine. We're leveraging the full strength of our engineering communities to drive superior value in a digital print solution. Transparency, trapping, color management, and many other modules work together seamlessly to provide a robust, state-of-the-art printing experience. The FreeFlow Print Server with Adobe PDF Print Engine is being developed specifically to support open standards to drive ubiquitous workflow interoperability in addition to working seamlessly with the rest of the FreeFlow Digital Collection. Anticipated delivery of this integrated product is 2009.

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