

The Adobe® Creative Suite is a complete design environment that combines new, full-version upgrades of Adobe's leading professional tools—Adobe Photoshop®, Adobe Illustrator®, Adobe InDesign®, Adobe GoLive®, and Adobe Acrobat® Professional software—with innovative Version Cue™ file-management features to let you create and publish content for print and the Web faster, more easily, and more affordably than ever.



Adobe® Acrobat® 6.0 Professional software enables business, creative, and engineering professionals who work with graphically complex documents to improve the reliability and efficiency of business-critical document exchange.



Prinergy® is the performance and market leader among PDF and JDF-based prepress workflow management solutions. The Spire™ color server drives Xerox DocuColor presses to maximum productivity, for high-quality digital printing including variable-data output. Synapse products—such as Synapse® InSite—enhance Prinergy/Spire/Xerox workflows, integrating with creative, production planning, press and business systems to streamline and automate digital and offset printing processes.

Prinergy®

The Xerox® FreeFlow Digital Workflow Collection is the industry's most comprehensive offering for digital print. Leading edge products from Xerox and over 100 partners are helping customers reduce costs, increase efficiency and grow revenue. Xerox in partnership with Creo and Adobe, is an example of industry leaders collaborating on standards based initiatives for the benefit of our customers.



#### Contact Us For More Information

To find out more about JDF and Adobe® PDF, go to [www.adobe.com](http://www.adobe.com) or see JDF integrated technologies at the [XXXX] booth located in Hall [XX] (Booth XXX).

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letter

A4

Full bleed

## Job Definition Format (JDF)

JDF and Adobe PDF improve communications from document creation through production

pantone red

pantone 625



bound and cut

offset



# Improving Communications From Document Creation Through Production

Faster turnaround times, lower costs of business and automated processes are all essential for today's creative professionals and print service providers. JDF and Adobe PDF are foundation technologies that are critical to improve communications, minimize production errors, and increase productivity for the printing workflow.

A JDF file, an open standard XML format, captures product specifications that reduce communication errors that can happen from the desktop into production while the Adobe PDF file contains all creative graphics, layout, and fonts associated with the document.

**JDF is here today**

By adopting a JDF and Adobe PDF workflow, creative professionals and print service providers are using the same information from concept, through prepress, production and binding. This ensures proper communication among stakeholders at every step in the print production process from creative professionals and print buyers, to prepress engineers and production managers. JDF enables printing businesses of any size and configuration to improve automation to lower cost of business and increase productivity.

**Quickly. Efficiently. Profitably.**

## A Day in the Life of a PDF/JDF Workflow.

### Creative Workflow

#### Document Creation

Creative professionals use Adobe Creative Suites to design the layout and collect the assets to introduce JDF and Adobe into the production workflow. All job specifications are defined and captured in the JDF file that travels with the Adobe PDF file throughout the production lifecycle.

#### Benefits:

- Captures product specification from Adobe's Creative Suites
- Minimizes chance for expensive and time consuming errors
- Improves reliability and quick turnaround

#### Preflight

Before submitting the job into prepress, print buyers and production managers can verify the content and information on screen, ensuring that what was designed is exactly what they received. This includes the proper assets, layout and project specifications.

#### Benefits:

- Improves communication between creative professionals and printers
- Enables faster turnaround
- Ensures production quality and integrity



### Production Workflow

#### Prepress

##### Process PDF in Creo Prinergy®

Submitted files are processed in the Prinergy PDF workflow management solution so that they are ready for digital or offset printing.

##### Integrated Workflow: Offset & Digital

The integrated digital and offset production workflow solution allows Prinergy operator to manage production from one central interface and streamline production. The Xerox FreeFlow Print Manager uses the JDF job description to automatically create the digital printing job instructions.

#### Benefits:

- Provides greater flexibility and control over press utilization
- Increases workflow automation and efficiency
- Reduces cost of prepress production by using common tools
- Leverages existing investments
- Simplifies the addition of digital printing into an offset workflow

**Prinergy®**

#### Production

##### Digital Print Production

The Xerox FreeFlow Print Manager validates the JDF job description with the capabilities of the Xerox DocuColor Digital Presses and transmits the digital printing job instructions to the selected press.

#### Benefits:

- Captures new revenue opportunities from digital print
- Improves turnaround times for short run jobs
- Lowers cost and risk, increases profitability



**Xerox FreeFlow™**  
Digital Workflow Collection