Adobe® PDF Transit™

At A Glance

The Internet has made it possible to digitally deliver business documents to print providers for high-quality, on-demand printing. But the process is often a challenge at both ends. For a customer, submitting jobs over the Internet typically requires multiple, time-consuming steps, such as filling out and e-mailing or faxing forms. When sending a job over the Internet to a print provider, the customer usually doesn't have the ability to digitally preview the job before output to ensure it meets their specifications. The original files are often too large to be transmitted successfully over the Internet anyway, so the customer must resort to shipping or personally delivering the files on disk.

For print providers, incoming jobs often lack all the necessary fonts and printing specifications; contain graphics in the wrong color space or resolution; or present other problems that must be manually resolved. As a result of these problems, the Internet's potential as a seamless workflow for submitting and outputting print jobs has too often been compromised by the need for costly and repetitive approval steps, multiple job submissions, preflighting and job setup, and other quality-control measures.

Adobe PDF Transit software enables print providers to develop streamlined, reliable Adobe Portable Document Format (PDF)-based and Internet-enabled workflows that begin at their customers' desktops and directly extend across intranets, extranets or the Internet to the final printing service or output device. With Adobe PDF Transit, customers can easily submit and digitally preview print jobs; print providers can develop closer ties with their customers while ensuring output fidelity; and everyone saves time, money, and aggravation. Adobe PDF Transit benefits OEM partners and System Integrators as well, as the need for mobility and broader deployment of Internet-based Adobe PDF workflows allows them to extend the value of their workflow and printing solutions.

Components for Internet Printing

Adobe PDF Transit is a Software Development Kit (SDK) packaged for OEMs, ISVs or ASPs as components for Internet-based print workflow solutions. Adobe PDF Transit offers:

• End user components—a configurable Internet print driver for secured, client-side Adobe PDF and Job Definition Format (JDF) creation and dynamic browser upload.

• Print provider, ASP, or in-plant components—server-side decryption.

With Adobe PDF Transit software, end users are only two clicks away from their print provider's inbox or customer services desktop. With the Adobe PDF Transit Client Builder tool, print providers can customize Acrobat Distiller options according to their own production system, then create a downloadable client that is installed on their customer's desktop. Once the customer installs this Internet print driver, vendor-specific Adobe PDF files can be created through the Print dialogue box and sent directly to the print service provider's inbox.

Seamless, Reliable Output

Two-step access from anywhere to anywhere—Customers download the client software from the print provider's Web site and install it on their computers. The client software then appears as a printing device option in an application's Print dialog box along with the customer's installed printers. To initiate a print job, the customer simply selects the print provider's client from among their printer choices.

Secure Adobe PDF files—After the customer has selected the print provider as its output target, the client software generates an encrypted Adobe PDF file in the background for uploading to the target print provider's Web server. The Adobe PDF file is encrypted for secure and reliable output exclusively by the target print provider.

Standardized JDF—In addition to creating print-ready Adobe PDF files that have been tuned specifically for a print provider's own workflow or process management system, Adobe PDF Transit incorporates the use of a standardized Job Definition Format (JDF) job ticket to help print providers produce the job, further introducing the benefits of automation.

Reliable printing to any device, anytime—Print providers can configure the client software to generate Adobe PDF files that match the capabilities of their most complex output devices. This ensures that jobs are reliably and efficiently printed on any printer, anytime, depending upon the customer's need. Adobe PDF is inherently a more efficient, reliable format for delivering digital documents to a print provider. When converted into Adobe PDF, a native application file is compressed, enabling it to be easily transmitted over the Internet, and all necessary fonts can be automatically embedded. Configuring the client software to create Adobe PDFs that match a print provider's output capabilities provides even greater reliability.

WYGISYW (What You Get is What You Want)—To ensure final output meets their requirements, customers can preview a print job in a Web browser using a special Acrobat Reader plug-in. The plug-in is capable of reading encrypted Adobe PDF files and is automatically installed when the customer installs the client software.

Benefits for End Users
- Save time by avoiding the multiple steps involved in submitting print jobs. Simply select the print provider among the Print options.
- Save money by previewing jobs before output, thus correcting unexpected problems.
- Take advantage of the reliable and secure Adobe PDF structure for print job submission without investing in software to generate Adobe PDF files.

Benefits for Print Providers
- Increase revenue and profitability by lowering production time and costs.
- Increase production efficiencies through the use of Adobe PDF workflows.
- Increase customer satisfaction and return business by making it easier for customers to submit print jobs and by delivering output that is exactly as intended.

Benefits for OEM Partners and System Integrators
- Increase revenue by providing a powerful link to existing Adobe Extreme™ workflow products.
- Develop new services layered seamlessly and based on the Adobe PDF and JDF platforms for additional revenue opportunities.

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