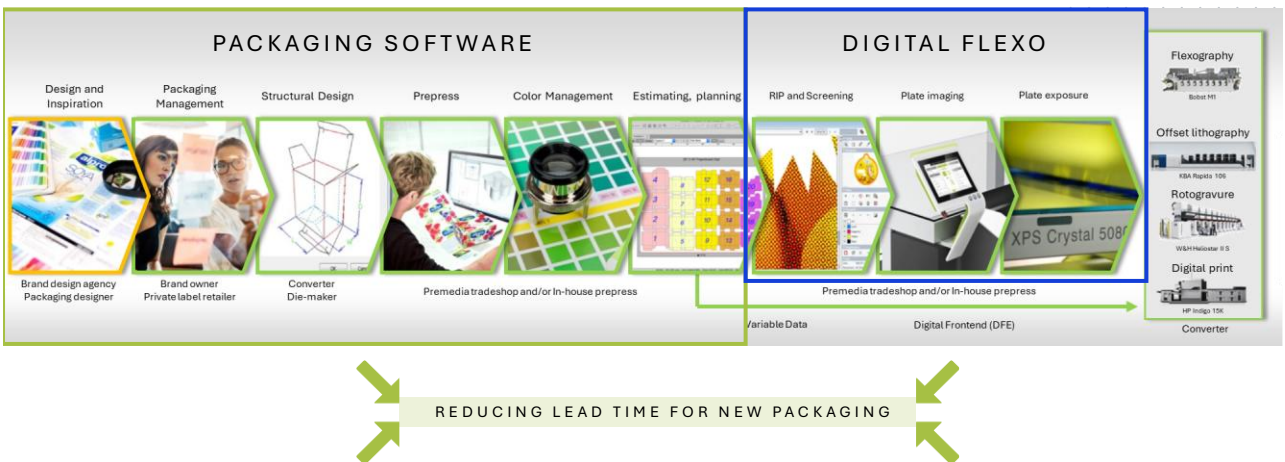




1

Delivering end to end platform



2

Reducing Packaging Lead Time

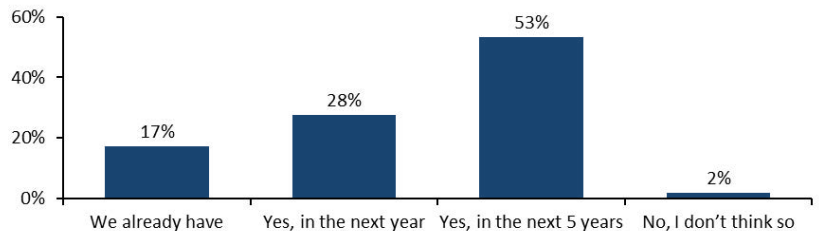


3

Moving from hype to action

Do you believe your organization can leverage AI to improve your business outcome?

EGN Leadership Report 2025



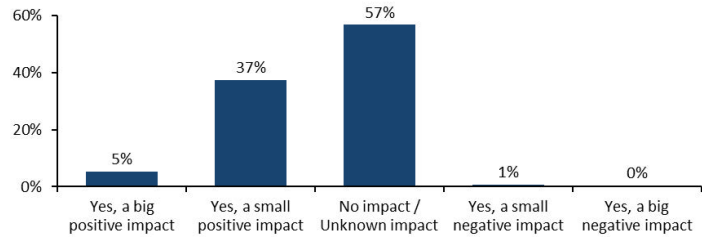
Artificial intelligence continues to capture attention as a **game-changing** force. Across industries, leaders and employees all increasingly recognize AI's capability to transform the way work is performed, **unlocking opportunities for greater efficiency, creativity, and strategic impact.**

4

Moving from hype to action

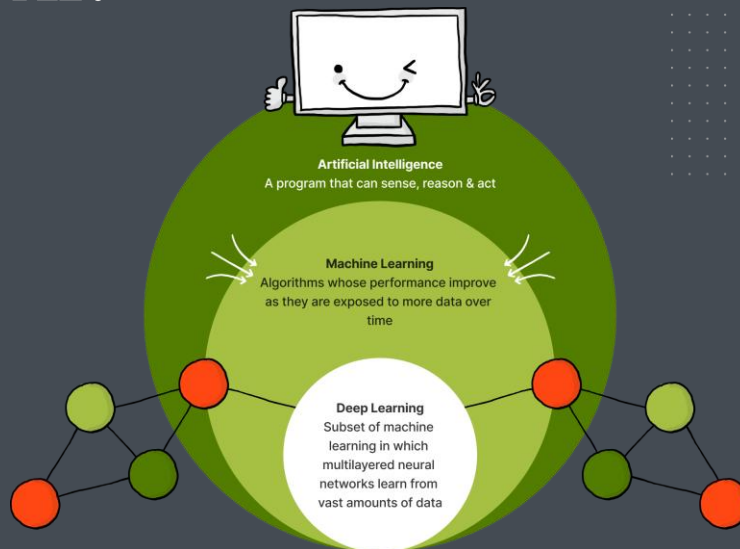
Has AI made a measurable impact on your business outcome in the past year?

EGN Leadership Report 2025

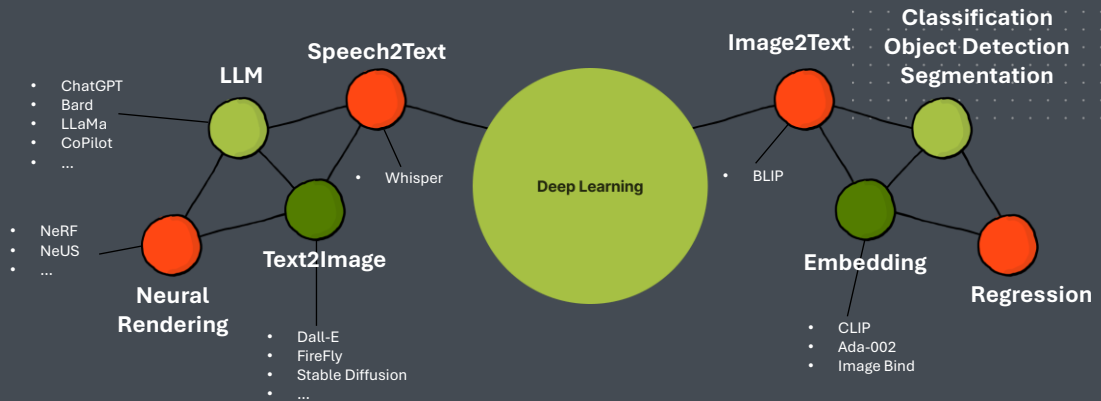


Businesses have yet to experience a tangible impact from AI, but remain optimistic about its future potential. While the promise of AI is widely acknowledged, organizations are still in the early stages of realizing its value at scale. As AI adoption matures, leaders must bridge the gap between potential and performance to unlock meaningful, measurable results.

What is AI?



Deep Learning Domains



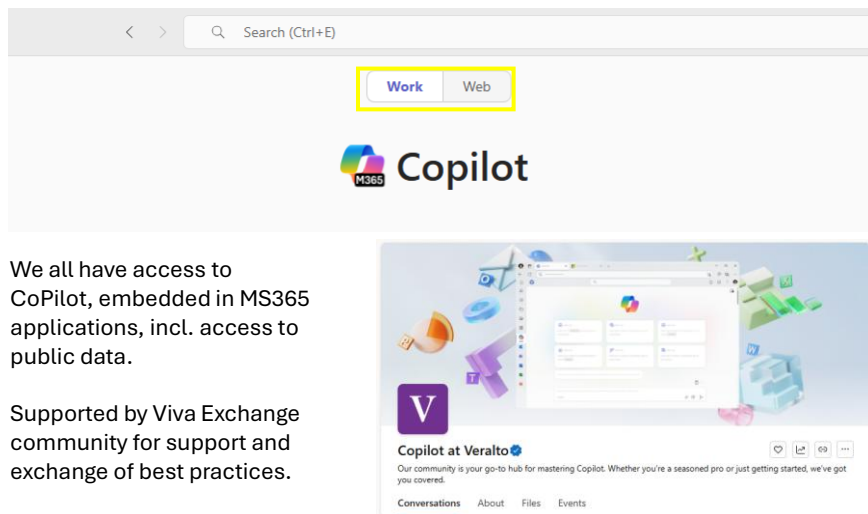
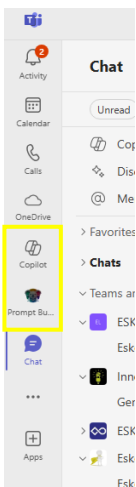
Artificial Intelligence at Esko

CoPilot all over the place

Why we're doubling down on EXPERIENCE

9

Settled for MS365 and CoPilot



We all have access to CoPilot, embedded in MS365 applications, incl. access to public data.

Supported by Viva Exchange community for support and exchange of best practices.

10



11

AI @ Marketing

1. Streamlined Content Creation

We've made notable progress in this area in the last few years. Our team leverages a variety of AI tools to enhance our output:

- **ChatGPT:** for generating written and visual content (FMM, Digital, Content team)
- **Claude AI:** for prompt creation and copyright-safe content (Digital team)
- **Adobe Express:** to summarize webinars and craft optimal YouTube descriptions (Digital team)
- **Gamma AI:** to design carousels and social visualizations (Digital team)
- **Opus Clip:** to produce short clips from webinars and video content (Digital team)
- **HeyGen:** for translation needs (FMM, Digital, Content team)

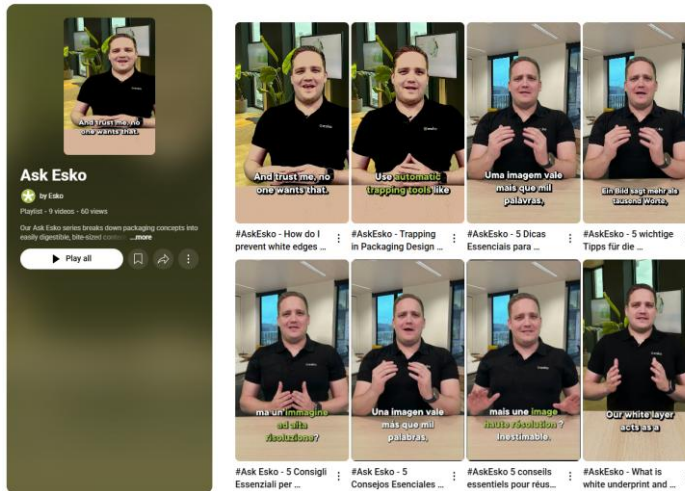
Currently, these tools are used manually and at varying levels by each team member. The **next steps** in this area would be:

- **Upskill the marketing team** to use AI as a strategic assistant for handling repetitive tasks
- **Investigate automation opportunities** and **integrate workflows with Google Analytics** to enable advanced and unified data analysis

12

AI for video production

Localizing social media content



13

Customer Services

Doubling down on EXPERIENCE



14

14

Customer support experience

My Esko



Home Support Member Zone

My Esko

English

Welcome Jan



Share your Feedback

Search My Esko...

how can i export an ArtPro+ Action List?

The AI search tool prototype will help you find answers from Esko articles and documentation. Be specific as possible, e.g. "How to check error logging for failing workflows in Automation Engine 24.03?" [More Tips](#)

Summarized Answer

To export an ArtPro+ Action List, you need to access the Action List Side Drawer and select the Action List you wish to export. From the fly-out menu, choose the "Export" option to save the selected Action List as a .pal file. You can also export a folder containing multiple Action Lists. Ensure you have the correct permissions and that the Action List is properly configured before exporting. This process allows you to create backups or share Action Lists with other users effectively.

For registering a support case, please visit: <https://my.esko.com/support/registercase>



Search Results

<https://docs.esko.com/docs/en-us/artproplus/25.03/userguide/pdf/artproplus.pdf>

To manage Action Lists in ArtPro+, users can create, edit, and organize four types of Action Lists, including Local and Standard. The Action List edit...

<https://docs.esko.com/docs/en-us/artproplus/24.11/userguide/pdf/artproplus.pdf>

15

Artificial Intelligence in your Esko products



16

MetaSearch, CAD Search...

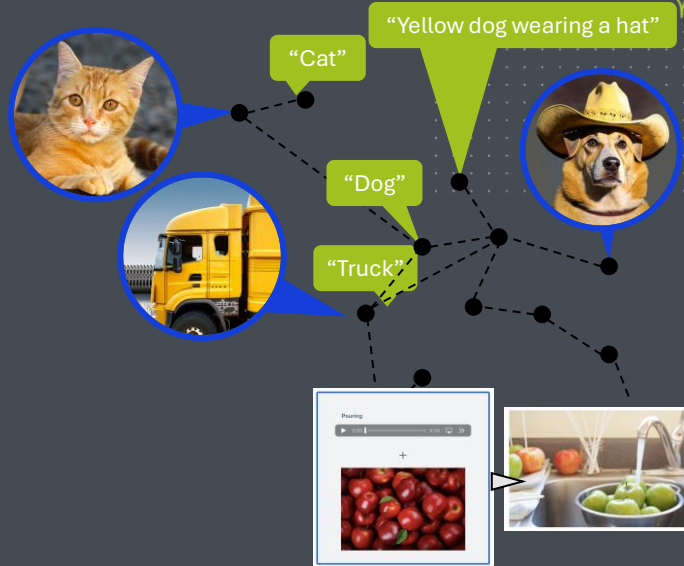
Embeddings



17

Embeddings

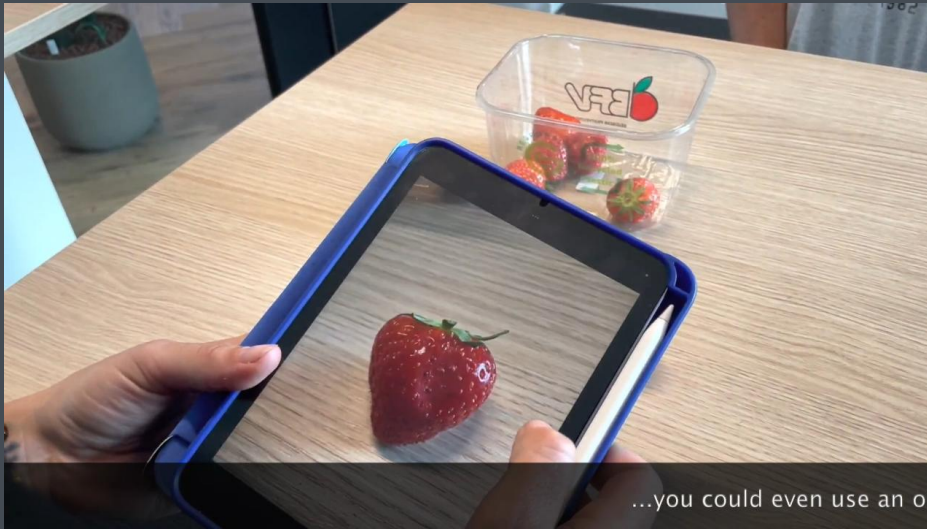
- Specialized ML model
- Encodes data into “embeddings”
- Make content more searchable



18

MetaSearch

- Innovation Days 2022 Participant

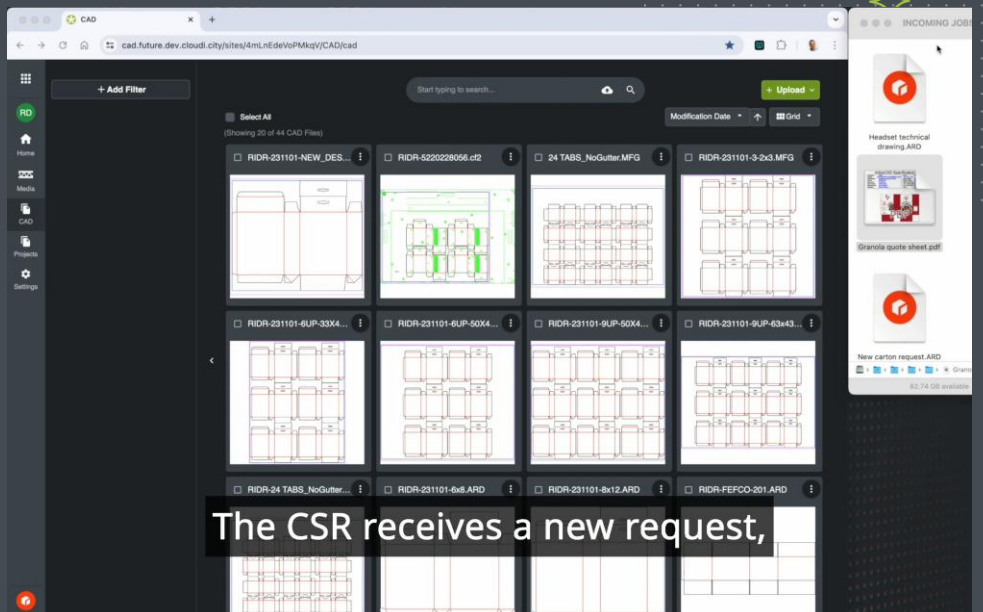


...you could even use an ob

19

19

CAD Search



The CSR receives a new request,

20

Print Clone

Super Low Data Regression



21

How to match a physical sample?



Having a printed sample as reference, is problematic as you have no clue how it was printed. It requires multiple iterations from a skilled operator, to have the artwork file correctly retouched in order to print identical to the sample.

22

What happens today?

- Spot color refinements
- Curves
- Photoshop



Workarounds are not treated as a science

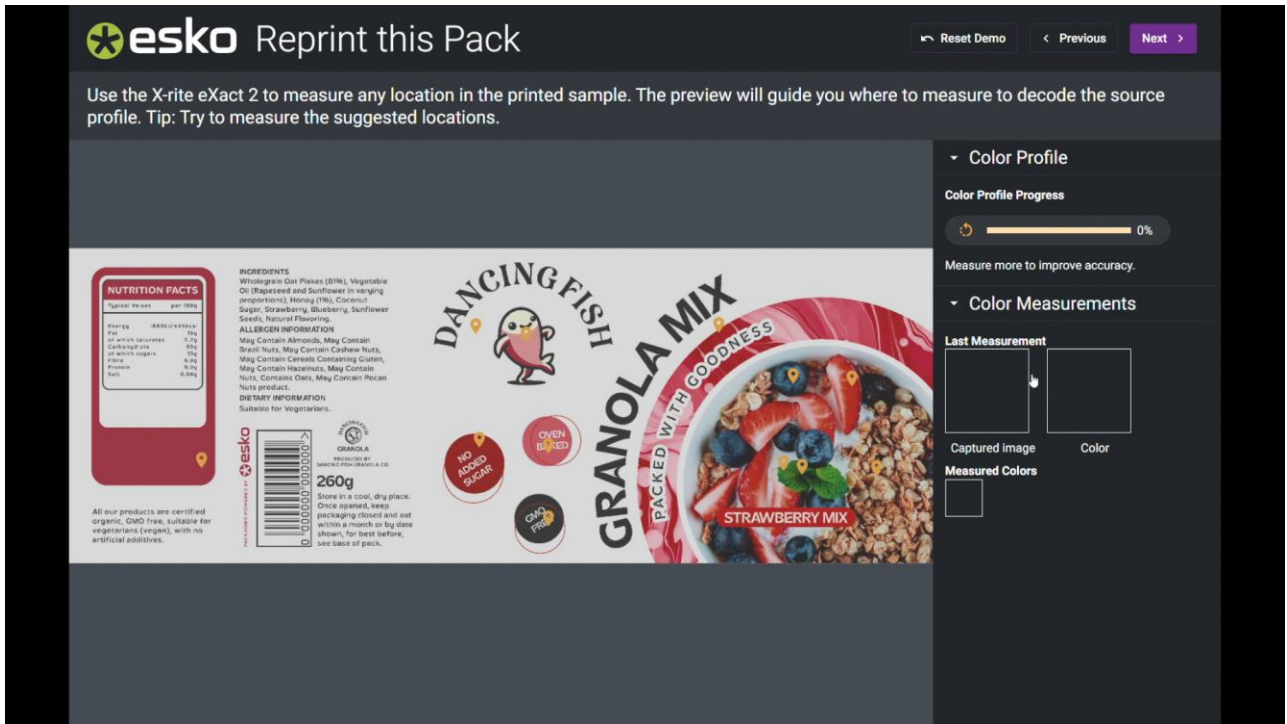
23

Print Clone



Decoding the unknown target profile from a printed sample with only a couple of measurements

24



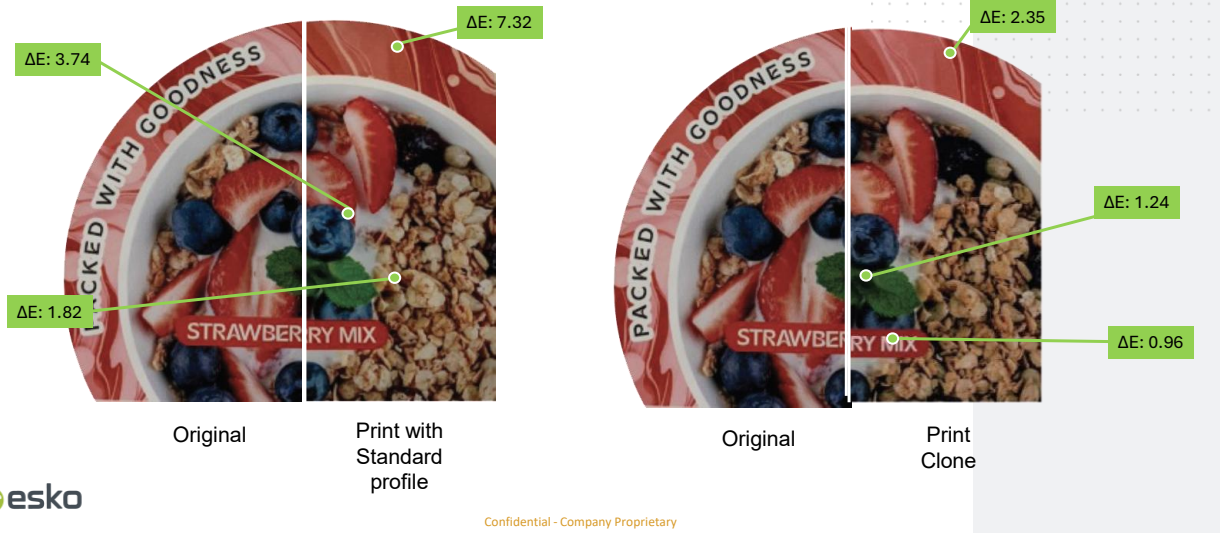
25

Results – Granola Mango



26

Results – Granola Strawberry



27

Operator assistance in ArtPro+

Meta SAM (Segment Anything Model)

28

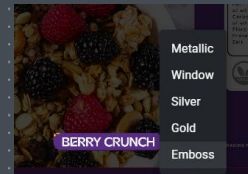
Segmentation



29

Object Selection

- Object selection can be hard
- AI Segmentation techniques are raster based
- Combine AI Segmentation with our PDF kernel
- Effortless Selection



30

Esko Comply

End to end QC, AI assisted



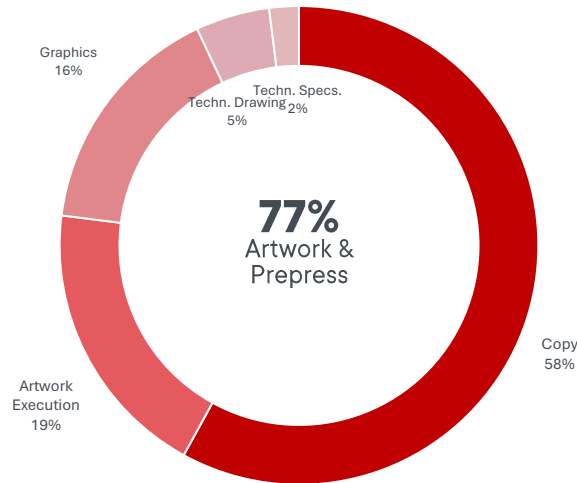
31

Problem

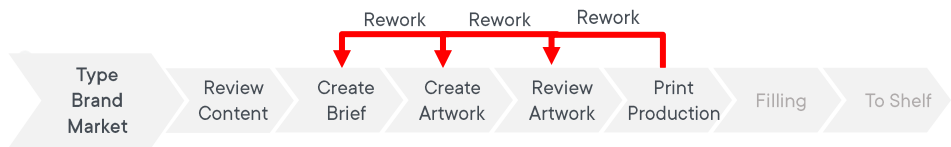
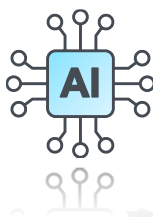


32

Errors that make it to shelf



33



Complexity

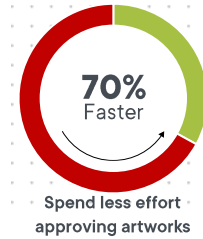
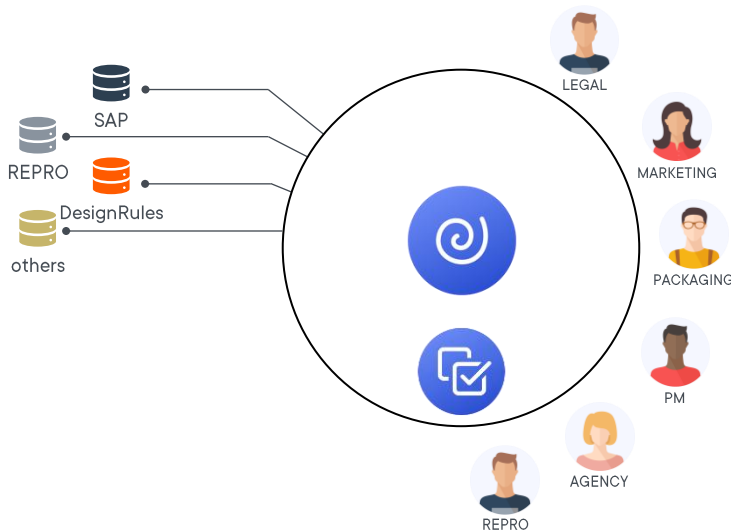
Cost of Changes



34

34

AI assistant in your Esko workspace

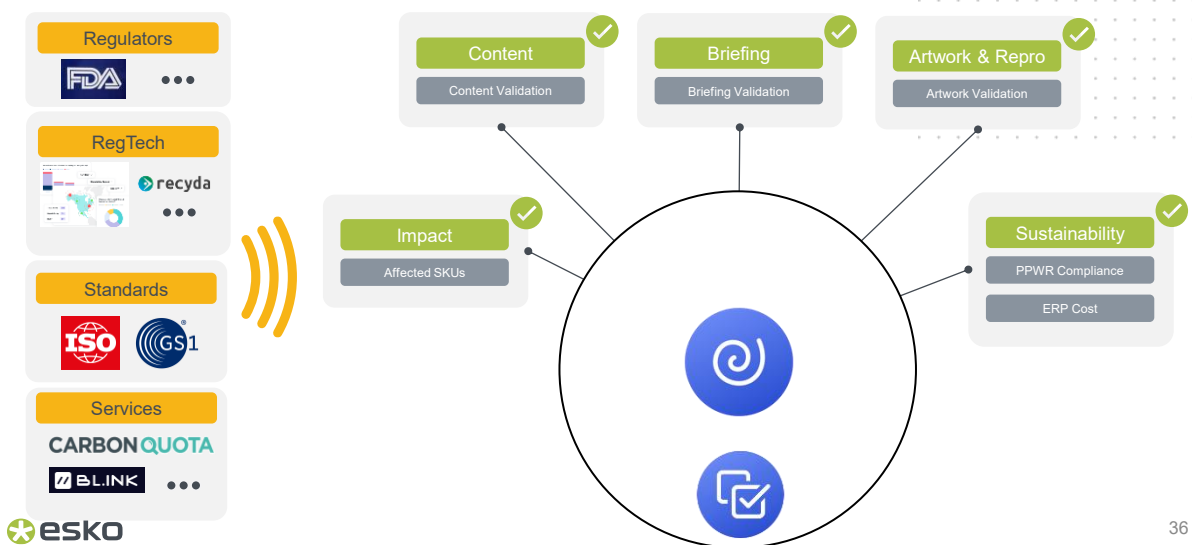


Statements	Printability
Presents	Inks
Verification	Lines
Spelling	Text
Formatting	Position
Fonts	Fonts
Codes	CAD
Presents	Presents
Verification	Verification
Logos	Color
Presents	Verification
Verification	



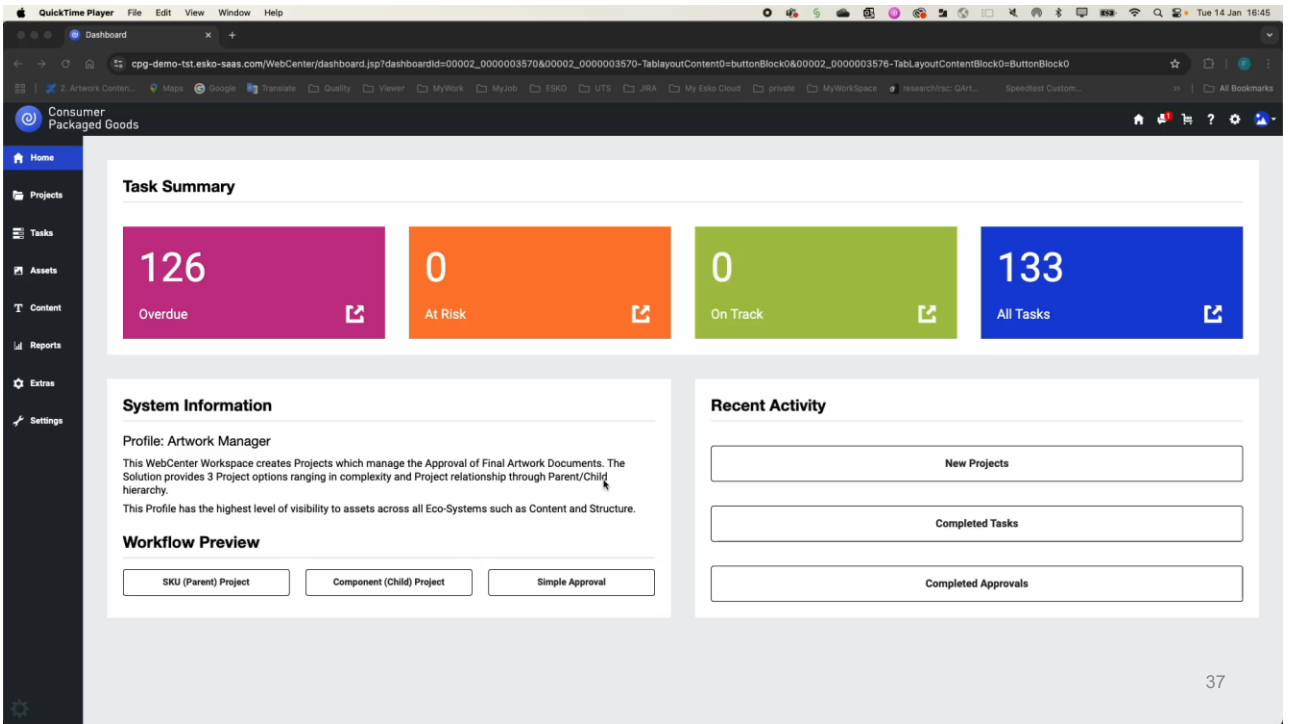
35

AI-driven end-to-end QC

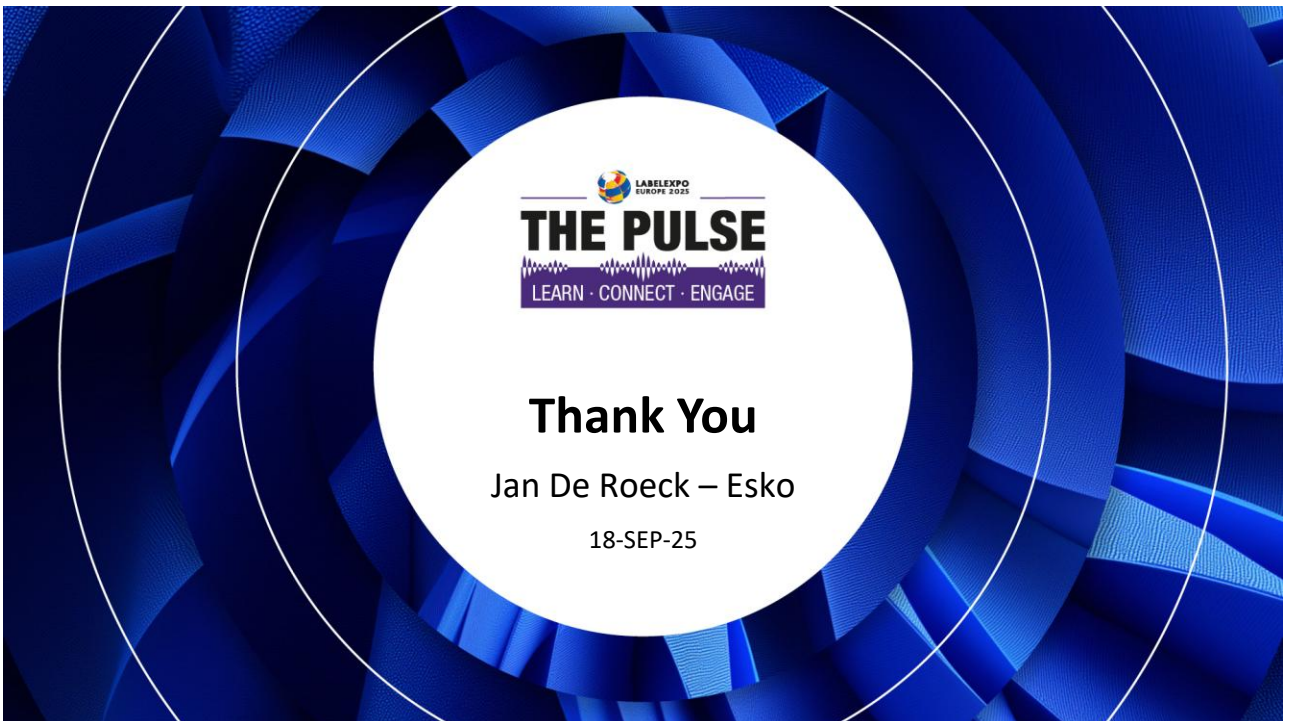


36

36



37



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