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**Press Release**  
*for immediate release*

**Electronics for Imaging Announces “Built for Business” Fiery Color Server with Breakthrough Price**

***Entry-level Fiery SI Optimized for Business Graphics***

SAN MATEO, Calif. — March 13, 1997 — Electronics for Imaging, Inc. (NASDAQ:EFII), a pioneer and leading supplier of technologies for high-quality digital color printing, today introduced a new, entry-level Fiery® Color Server™. The new Fiery SI™ is optimized for fast, high-quality performance on common business graphics applications, and is also capable of producing photographic quality output for more demanding graphic arts applications. The Fiery SI offers a feature set and performance not found on color servers costing thousands more.

EFI will demonstrate the Fiery SI — as will several of the company’s OEM partners — at the CeBIT trade show (Hall 1, Stand 4k2) from March 13 to March 19 in Hannover, Germany.

“Color is everywhere,” said EFI’s president and CEO, Dan Avida. “For businesses of all sizes, the ability to print in color isn’t a luxury any longer, it’s a competitive necessity. But price is still the greatest barrier to the expansion of the high quality color printing market. Until today. With the Fiery SI, we’re driving the entry price down — dramatically. The Fiery SI is designed to bring the legendary performance and quality of our Fiery Color Servers within reach of most businesses.”

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The Fiery SI offers an unbeatable combination of features and performance at a breakthrough price. Incorporating technologies used in both EFI's market-leading Fiery XJ+™ Color Servers and innovative Fiery XJe™ Controllers, the Fiery SI is designed to offer fast print speeds and high-quality output on common business graphics applications such as color overheads, presentations and brochures. When coupled with one of the new generation of entry-level digital color copiers, the Fiery SI offers a cost-effective, high-performance solution for both corporations and copy shops. As users' needs grow the Fiery SI can be upgraded to a Fiery XJ+ configuration.

### **Fiery SI Features**

The Fiery SI utilizes a 100 MHz RISC CPU, EFI's custom-designed XJ RipChips™ (ASICs which speed printing by offloading data movement tasks from the CPU), and Adobe PostScript™ to produce continuous tone, photographic-quality output. EFI's STARR™ dynamic compression technology — also used in the Fiery XJe Controllers for Fiery Driven™ desktop color laser printers — enables the Fiery SI to produce continuous tone images at the full resolution of the output device using just 32MB of RAM. The Fiery SI also includes a 2 GB hard drive for local storage of processed pages and fonts.

Despite its entry-level price, the Fiery SI includes advanced technologies such as EFI's RIP-While-Print™ and Continuous Print™ technologies. With RIP-While-Print, the Fiery SI can raster image process (RIP) one page while simultaneously printing another. Continuous Print speeds printing by preventing the attached copier from cycling down between pages and jobs.

The Fiery SI is designed to integrate into a variety of business networks, with a built-in Ethernet interface and support for simultaneous Novell IPX, TCP/IP and EtherTalk network protocols. The Fiery SI can be used on Token Ring networks with the purchase of an optional Token Ring interface.

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As with the entire Fiery Color Server product line, the Fiery SI includes EFI's powerful yet simple user interface and remote management software utilities. These tools provide PC, Macintosh and UNIX users with complete control over print queue operations, print options and print order. The Fiery SI software suite also allows users to calibrate output to match press standard calibration targets and includes ICC profiles, color separation tables and color rendering dictionaries (CRDs).

### **Pricing and Availability**

Pricing for the Fiery SI will be set by EFI's OEM partners, but is expected to be in the \$10,000 range. EFI has begun shipping the Fiery SI to its OEM partners.

### **About Electronics for Imaging**

Electronics for Imaging, Inc. (EFI) is the industry pioneer and market leader in the development of products and technologies that enable high-quality digital color printing over computer networks. The company's Fiery Color Servers incorporate advanced hardware and software technologies to achieve fast, photographic-quality color output and provide network connectivity for a range of devices, including color copiers from all leading vendors, wide-format plotters and digital presses. Fiery XJe Controllers leverage these same technologies to increase the output speed and improve the print quality of Fiery Driven desktop color laser printers.

EFI's products are distributed by the company's blue-chip OEM partners —Canon, Digital Equipment Corporation, IBM, Eastman Kodak, Minolta, Océ, Ricoh and Xerox. Fiery Color Servers and Fiery Driven color printers are installed worldwide in leading corporations, advertising agencies, graphic design studios and print-for-pay businesses. Founded in 1989 and headquartered in San Mateo, Calif., the company employs more than 370 people and has 22 worldwide sales offices. Its stock is traded on the NASDAQ national market system under the symbol EFII.

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***EFI Announces “Built for Business” Fiery SI — p. 4***

Additional information regarding Electronics for Imaging may be obtained by calling the company directly at (415) 286-8600, or through public sources, including the company's SEC filings. Electronics for Imaging may also be reached on the World Wide Web at <http://www.efi.com>.

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