Electronics
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Press Release
for immediate release

Electronics for Imaging Showcases New Products and Technologies at Seybold New York

Faster Color Servers, New Tools to Manage Printing Via the World Wide Web are Seybold Highlights

NEW YORK CITY, NY — April 23, 1997 — Electronics for Imaging, Inc. (NASDAQ:EFII), a pioneer and leading supplier of technologies for high-quality digital color printing over computer networks, will demonstrate a variety of new products during the Seybold Seminars Conference and Exposition in New York City from April 23-25th. At the Jacob K. Javits Center, EFI (booth #2207) will demonstrate new Fiery® Color Servers™ as well technologies designed to make remote printing of high-quality color documents via the World Wide Web a reality.

"The Seybold Show is an excellent opportunity to see first-hand why EFI is a technology and market leader in the digital color printing industry," said Dan Avida, EFI's president and CEO. "Over the last few months we've completely enhanced our product line and introduced new technologies for distributed network color printing. In addition to making our Fiery Color Servers faster and even easier to use, we're embracing the Internet and the World Wide Web — which are the future of distributed color printing."

Among the products to be demonstrated for the first time in the United States are faster Fiery XJ+ Color Servers, the new, built-for-business Fiery SI, a new interface for Fiery Production Color Servers and Fiery WebTools, which allow any Fiery Color Server or Fiery Driven® desktop printer to be accessed from the World Wide Web. EFI will also be Adobe Systems, Inc.'s exclusive partner in demonstrating the native Web printing capabilities of the new Adobe® PostScript® 3™.

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Fiery XJ+™ Color Servers — EFI will demonstrate its full line of Fiery XJ+ Color Servers, including the current R4700 CPU-based models, and the new Fiery XJ+ which incorporate a MIPS R5000 CPU running at 200 MHz. Fiery XJ+ Color Servers will be driving a variety of color copiers and wide format printers from EFI's OEM partners.

Fiery SI™ — Seybold New York will mark the first U.S. showing of the Fiery SI, an entry level Fiery Color Server optimized for printing business graphics. With its aggressive pricing and extensive capabilities such as EFI's RIP-While-Print™ and Continuous Print™, the Fiery SI sets a new price/performance benchmark for color servers.

Fiery WebTools™ — Fiery WebTools allow any Fiery Color Server or Fiery Driven desktop printer to be accessed from the World Wide Web. Whether across the hall or on the other side of the globe, any Fiery can be accessed by any user with a Java™- enabled browser. Fiery WebTools allow users to access job information, print status and even reorder or reprint jobs.

Fiery Production Color Server™ Interface — EFI has completely redesigned the Command WorkStation™ user interface for its Fiery Production Color Servers. This next-generation version 4.2 interface provides a more intuitive picture of production workflow, including thumbnail previews of multi-page jobs, and real-time, on-the-fly job merging and editing.

Adobe PostScript 3 demonstration — EFI will be Adobe's exclusive partner in demonstrating the Direct Web Printing capabilities of Adobe PostScript 3. EFI will show HTML pages and PDF files being printed directly from the World Wide Web via a Fiery Color Server without the need for a separate helper application or downloader, significantly improving throughput.

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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 copiers and desktop color laser printers.

EFI's products are distributed by the company's blue-chip OEM partners — Canon, Digital Equipment Corporation, IBM, Kodak/Danka Office Imaging, 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.

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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