

Press Release
for immediate release



**Electronics for Imaging Takes the Color
Revolution to DocuWorld97**

SAN MATEO, Calif.—May 6, 1997—Electronics for Imaging, Inc. (NASDAQ:EFII), a pioneer and leading supplier of technologies for high-quality digital printing over computer networks, will demonstrate the present and future of digital color printing as a Global Sponsor of DocuWorld97.

Led by Xerox Corporation and jointly sponsored by its partners, DocuWorld is the first in a series of initiatives to help producers and users of documents profit from the estimated \$150 billion market opportunity enabled by digital printing. The goal of DocuWorld is to provide a forum to help users migrate from wherever they are on the spectrum of digital competency to wherever they want to be.

DocuWorld97 will take place simultaneously in six cities around the world and on the DocuWorld Web site May 13-14. The May locations include: San Francisco, Chicago (US), Toronto (Canada), Sao Paulo (Brazil), Zurich (Switzerland), and Welwyn Garden City (England). In addition, DocuWorld97 events will take place in Paris (France) in June and in Washington, D.C. in July, with numerous local events following worldwide throughout the year.

“We ignited the digital color revolution when we introduced the first Fiery Color Server in 1991,” said Dan Avida, president and CEO of EFI. “Since then, we’ve led the market and set the standards, delivering a range of high-quality, high-performance color solutions that have made color printing more affordable and more practical. Anyone who wants to see where color printing is today, and where it will go in the future should come to DocuWorld.”



Attendees at DocuWorld97 will have the opportunity to see how EFI and Xerox can help producers and users of digital documents realize the promise of distributed printing. Twice each day, presentations will be given by EFI on “The Evolving Color Document.” Using customer stories and application samples, EFI presenters will help attendees learn how to take better advantage of the digital document in their companies. How digital printing technology can make companies more productive and more profitable will also be discussed.

Additionally, EFI representatives will be on hand to facilitate discussions about the power of digital color printing. Discussion topics will include document management, dynamic document creation, variable data, archiving and workflow management. In a world increasingly linked by the Internet and the World Wide Web, EFI is leading the way to a new printing paradigm that allows documents to be created once and printed anywhere—whether across the room or across the world. Attendees will learn about new technologies that can help them harness the power of the Internet for distributed printing. EFI will also showcase its advanced, market-leading Fiery Color Servers, which shatter existing benchmarks in performance, quality and ease-of-use.

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, Kodak/Danka Office Imaging, Minolta, Océ, Ricoh and Xerox. Fiery Color Servers and Fiery Driven copiers and 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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For more information about this release contact:

Letty Dupuy
Electronics for Imaging
415-286-8595
letty.dupuy@corp.efi.com

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