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Press Release
for immediate release

Konica To Preview New Desktop Color Laser Printer With Next Generation Fiery Print Controller From EFI

Konica to Demonstrate Affordable, Fiery Driven KL-3015 at PC EXPO in New York

NEW YORK, NY — (June 17, 1997) — Konica Business Machines U.S.A., Inc., a leading worldwide OEM manufacturer of color laser printer engines, announced today a new, low-cost desktop color laser printer designed in conjunction with Electronics for Imaging, Inc. (NASDAQ: EFII), a leader in network color printing technologies. Konica's first venture into the color desktop market under its brand name, the KL-3015 incorporates an advanced, next generation Fiery® print controller from EFI. The KL-3015 will be demonstrated at Konica's booth (#428) during PC EXPO in New York, June 17-19, 1997.

The Fiery Driven® KL-3015 delivers superior performance at an extremely economical price point. Optimized for corporate workgroup communications such as color presentations, manuals and brochures, the KL-3015 offers printing speeds of 3 pages-per-minute in color and a market-leading 15 pages-per-minute in black-and-white. The KL-3015's brilliant, photographic-quality color output is also ideal for a range of graphic arts applications such as composites and proofs. In addition, the KL-3015 includes built-in tools for remote management via the World Wide Web or corporate intranets.

"We are very pleased to announce our partnership with EFI, a leader in networked print controllers," said Terry Nakazawa, president and chairman of Konica Business Machines. "Combining our technologies and expertise with those

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of EFI, we have developed a printer that sets a new price/performance benchmark for the desktop color printer market. The KL-3015 will allow us to build on the tremendous success we've enjoyed with our popular Konica-branded line of products for black-and-white network printing."

"The Konica KL-3015 marks the beginning of a new era of affordable, high-quality desktop color printing," noted Dan Avida, EFI's president and CEO. "Now, for what was recently the cost of a black-and-white only printer, companies can purchase a color printer. And not just any printer, but one that melds Fiery print quality and document processing power with Konica imaging performance."

About the KL-3015

The combination of Konica's high-performance print engine and EFI's next generation Fiery print controller enables the KL-3015 to produce brilliant 600 x 600 dpi, photographic-quality color output at the print engine's maximum rated speed. EFI's RIP-While-Print™ technology provides increased throughput on multi-page documents and multiple jobs by enabling the KL-3015 to process and print pages simultaneously. EFI's Continuous Print™ technology also allows the KL-3015 to generate faster output by eliminating the need for the print engine to cycle down between pages or jobs.

The Konica KL-3015 is expected to be equipped with 45 resident PCL 5c® fonts (in addition, an Adobe PostScript® Level 2 interpreter and 35 Adobe Type 1 fonts are available as an option). The printer's standard 16 MB of memory can be upgraded to a maximum of 80 MB. Supporting A4, B5, legal, letter, and executive paper sizes, the KL-3015 allows users to manually feed other popular media, including overhead transparencies, envelopes, postcards, and labels. A standard 250-sheet input bin and 50-sheet manual feed tray can be supplemented by an optional 500-sheet cassette, while the KL-3015's output capabilities include a 250-sheet capacity face-down tray and a 10-sheet capacity face-up tray.

Web Utilities

Providing an added level of flexibility for corporate workgroup printing environments, the KL-3015 can be managed remotely via the World Wide Web or corporate intranets using EFI's Fiery WebTools® software. Using any standard Java™-enabled browser, Fiery WebTools provide network administrators with the ability to access and control a variety of printing functions -- such as job tracking, job reprinting, job print order -- and even deleting jobs. Remote access to the print

queue also gives the administrator instant updates on job status and error messages, allowing for timely response to problems. The Fiery WebTools utilities also provide job accounting and job security capabilities, two significant functions required in network printing environments.

Network Support

The Konica KL-3015 can be connected to all popular networks and platforms running most major operating systems, including Novell NetWare 3 and 4, Windows NT, Windows 95, Windows 3.1, UNIX, and Macintosh System 7. Protocol support includes IPX/SPX, TCP/IP, AppleTalk, Token Ring, and Ethernet.

Pricing and Availability

The KL-3015 will be available in the fourth quarter of 1997 and will be positioned aggressively based on current and anticipated street prices for color laser printers. Official pricing will be released in the third quarter of 1997.

About Konica Business Machines U.S.A.

Konica Business Machines U.S.A., Inc., headquartered in Windsor, Conn., is a $500 million sales and service company which markets a full range of digital printer/copiers, color laser printers, analog copiers, and digital multifunctional products through direct sales offices, authorized dealers and value-added resellers located in North, Central and South America. The company, which employs approximately 2,000 people in the United States, is a wholly-owned subsidiary of Konica Corporation of Tokyo, Japan, a leading manufacturer and worldwide distributor of imaging products. Konica can be accessed on the internet at http://www.kbm.com.

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

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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, Konica, 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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