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New EFI Wide Format LED and Soft Signage Printers, Plus Fiery and MIS/ERP Products at PacPrint Open the Door to New, Profitable Opportunities

MELBOURNE, Australia, May 23, 2017 – At PacPrint 2017, [Electronics For Imaging, Inc.](#) (Nasdaq:EFII) and several of its key partners are showing the latest EFI™ products for the first time in Australia. The show features new wide-format and soft signage printers offering exceptional returns on investment. Plus, attendees can see the important efficiency advantages available in commercial digital production printing with the new EFI [Fiery®](#) NX digital front end (DFE) platform making its Australian debut.

Customers can see how they can fuel their success with industry-leading Fiery DFE technologies for high-quality digital printing, and the industry's broadest portfolio of UV, LED and soft signage production printers. Tying it all together are EFI Productivity Suites and software including MIS/ERP products, eCommerce and cross-marketing platforms, and shipping and imposition solutions in the EFI exhibit (booth F45) offering comprehensive, market-specific business and production workflow automation.

Delivering reliability, support and innovation to Australian printers

EFI customer [All Flags Signs & Banners](#) is among the first in Australia to install two of the advanced printers showcased at PacPrint – the new EFI [VUTEk® FabriVU® 340](#) soft signage printer and the EFI [VUTEk LX3 Pro](#) hybrid roll/flatbed LED printer. Peter Wagener, managing director of the Perth-area company, chose the printers because of the level of commitment EFI shows to its customers with both technical innovation and trustworthy support.

“Having had VUTEk printers for over 12 years, it was the obvious choice to move forward with EFI in the next step of our business,” Wagener said. “The reliability of the machines is unquestionable and the support from EFI is second to none. EFI, while a very large company, are a very customer focused organization and the R&D for EFI VUTEk printers is outstanding.”

The new VUTEk FabriVU model installed at All Flags Signs & Banners, an aqueous dye-sublimation soft signage textile printer, is on display at PacPrint in the Starleaton exhibit (booth E30). The 3.4m printer builds on EFI Reggiani's 70-year long experience in advanced textile imaging and prints up to 2,400 dpi with four-level grayscale printing and 4 to 18 picoliter drop sizes. The FabriVU line, which is also available in 1.8m and 5.2m widths, gives customers sizable time

and money savings by allowing for transfer paper or direct print to textile using the same ink set.

The VUTEk LX3 Pro LED model at All Flags Signs & Banners is also being shown for the first time in Australia at PacPrint, in both the EFI and Spicers (booth C39) exhibits. The 3.2m, eight-color, LED hybrid inkjet printer is designed for high production throughput, higher volumes and shorter lead times while maintaining the image quality needed for premium retail signs and point-of-purchase displays on a broader range of substrates.

The [EFI Pro 16h](#), a 1.6m LED hybrid printer making its Australian debut in the Starleaton booth, sets the standards by which other entry-level hybrid roll/flatbed LED production printers will be judged. This new, embedded Fiery Driven™ printer is affordable, includes white ink, and its feature set assures a low total cost of ownership, superior image quality and a broad range of applications. It also has faster speeds than other EFI Wide Format hybrid production platforms, with some print modes offering up to a 30% higher throughput.

Starleaton also is demonstrating the [EFI VUTEk HS125 Pro](#) inkjet press. With true production-level throughput for expanded capacity, this high-speed 3.2m hybrid device allows customers to transition analog screen and offset print to efficient, versatile, high-quality inkjet production. It features Pin & Cure imaging technology for superior, accurate reproduction, as well as a full range of material handling automation options for outstanding throughput.

Full speed ahead for customer success with the new Fiery NX platform

For high-end commercial digital printing applications, Fiery DFEs are driving digital presses throughout PacPrint, in the exhibits for Canon® (booth G10), Fuji Xerox® (booth E10), Konica Minolta® (booth D30) and Ricoh® (booth F30). The new Fiery NX platform on display in the EFI booth has a cutting-edge and innovative industrial design customized for the needs of a highly efficient print environment. The DFE's NX Station LS features a height-adjustable workstation to give users a more ergonomic work area. Plus, the DFE features a new Fiery QuickTouch™ interface for simplified job and device management with easy access and faster view of job status information.

Also presented for the first time in Australia is the new version 6 of [Fiery Command WorkStation®](#) software, which offers a revolutionary new user interface. The software is designed to provide a single interface for the workflows of high-end cut-sheet, high-speed continuous feed and wide and superwide format printers, a significant improvement that will allow operators to manage digital print devices across a business.

The latest versions of EFI Productivity Software workflow systems are also on display in the EFI booth, highlighting a comprehensive workflow system for commercial and signage and graphics production based on award-winning

[Pace](#)™ MIS/ERP software. The latest-version [EFI Quick Print Suite](#) on display, featuring [PrintSmith](#)™ Vision as its core MIS software, is focused on helping small commercial, quick print and in-plant operations eliminate the IT challenges to management system implementation with an easy-to-use, cloud-based application.

EFI [Digital StoreFront](#)® and EFI [DirectSmile](#)™ variable-data print and marketing automation technologies on display are available as integrated suite components or as stand-alone technologies, giving customers the power to offer robust, customizable and flexible eCommerce job submission and campaign management across multiple media.

“By bringing new products to Australia, we are pleased to help customers in the region win in the market with some of the industry’s most advanced technologies,” said EFI Asia Pacific Director Andy Yarrow. “EFI customers have outstanding opportunities to use our inkjet printers to capture the expanding range of product applications with ‘The Imaging of Things,’ and our complete portfolio of solutions ensure that our customers print as efficiently as possible with the highest quality available.”

For more information about EFI products featured at PacPrint, visit www.efi.com.

About EFI

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analog to digital imaging. We are passionate about fueling customer success with products that increase competitiveness and boost productivity. To do that, we develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process. (www.efi.com)

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