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New EFI Fiery DFEs for Xerox Color C60/C70 Printers Boost Color, Performance and Productivity

FREMONT, Calif., Nov. 03, 2016 (GLOBE NEWSWIRE) -- [Electronics For Imaging](#), Inc. (Nasdaq:EFII) today announced the availability of two new EFI™ [Fiery](#)® digital front ends (DFE) for the updated Xerox® [Color C60/C70 Printer](#). In addition to delivering proven Fiery performance, outstanding color, industry-leading usability, and seamless integration, the newest-version Xerox [EX and EX-i C60/C70 Print Servers](#) Powered by Fiery feature the latest Fiery FS200/FS200 Pro software, innovative new hardware technology, and new capabilities for professional print environments.

"Xerox customers are successful when they can leverage technology improvements to increase throughput, reduce costs and produce more high-quality color documents in less time," said Terry Antinora, vice president, Office and Solutions Business Group, Xerox. "The new Xerox print servers provide advanced Fiery digital production workflow advantages that customers can use to take their digital printing to the next level."

New Fiery NX platform

The new Xerox EX C60/C70 Print Server is the first worldwide to utilize the new Fiery NX Pro hardware platform previewed at drupa 2016. The new NX Pro server features a sleek, modern design and updated hardware. In addition, the newest-version EX C60/C70 Print Server on the NX Pro platform delivers a 33% performance increase compared to its predecessor.

Operators can use new Fiery QuickTouch™ software through a built-in 7-inch touchscreen display to get faster views of job status information and easily perform certain device management functions. With just a tap, the touchscreen display gives operators easy access to intuitive system installation, backup and restore functions as well as to system diagnostics information. Plus, users can driven even greater efficiencies by integrating their Fiery Driven™ printer and digital production data into their broader management operations thanks to the print server's seamless connectivity with productivity-enhancing EFI MIS platforms like the [EFI Quick Print Suite](#).

The NX Pro server is housed in the new [EFI Fiery NX Station GL](#), a cutting-edge, ergonomic work environment for customers who need a highly efficient and comfortable workspace. The NX Station GL's compact design boasts a 20% smaller footprint than previous Fiery workstations, and other features such as a large work area, wireless keyboard and mouse, sliding server shelf, and storage compartments help improve operator productivity.

The new EFI Fiery DFEs for Xerox Color C60/C70 printers can also be used with [Fiery Navigator](#)™ — a new, cloud-based product that gives users the ability to track production metrics remotely using a standard web browser.

Fiery Productivity Package option

A new [Fiery Productivity Package](#) option for the Xerox EX-i C60/C70 Print Server launched today delivers capabilities essential for professional printing environments. Package features include:

- l [Fiery JDF technology](#) to automate and integrate business and print processes for higher efficiency and increased profit
- l Fiery [JobFlow](#)™ Base software to automate job submission for increased productivity
- l Fiery ImageViewer software to examine post-RIP raster files, edit color curves, and view jobs exactly as they will print
- l [Fiery Image Enhance Visual Editor](#) software to adjust individual images for brightness, contrast, highlights, color balance, red eye correction, and more.

"EFI is committed to helping Xerox customers make the most of the new production capabilities they have with the upgraded Xerox Color C60/C70 Printers," said John Henze, vice president, Fiery marketing, EFI. "The Fiery DFEs launched today, along with our innovative NX hardware platform and NX Station, bring a new level of functionality, production power and ease-of-use that Xerox users will appreciate as they advance their digital color print capabilities."

The new Fiery servers are immediately available from Xerox or authorized Xerox resellers. For more information about EFI Fiery products, 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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Contact:

David Lindsay

PR Manager

404-931-7760

david.lindsay@efi.com