



Shanghai International Ad and Sign Tech Expo Marks Chinese Debut of EFI's Newest Roll-to-Roll Printer

SHANGHAI – 28 March 2018 – [Electronics For Imaging](#), Inc. (Nasdaq:EFII) will showcase the most technically advanced LED roll-to-roll printer on the market for the first time in the region at the Shanghai International Ad and Sign Tech Expo.

Visitors to the expo will be the first in China to see the [EFI™ VUTEK® 5r](#), a 5-metre wide roll-to-roll LED inkjet printer offering excellent image quality high throughput speeds. The printer is part of a EFI exhibit at the tradeshow that also includes advanced EFI VUTEk hybrid roll/flatbed LED, new EFI [MarketDirect](#) cross media customer engagement software, and a dynamic virtual reality (VR) experience for the company's high-speed and ultra-high-speed technologies for analogue-to-digital conversion of signage, graphics and corrugated packaging production.

The new VUTEk 5r model provides customers with a large range of options to offer a low total cost of ownership. Its list of impressive features includes:

- Maxed-out speed and quality with throughput up to 460m² per hour
- Superb transitions, vignettes, skin tones and shadows
- Powerful LED curing technology providing cost-saving and sustainability benefits.

One EFI customer, Mr Mikio Hino, General Manager at [Photobition Japan](#), said the five-metre wide LED printer has been a game changer for his business. "EFI's VUTEk 5r has taken our printing to the next level," Mr Hino said.

"Our decision making was based on the 5r's print quality, productivity and ease of operation. Even at close inspection, we are impressed by the high quality, and our customers are impressed too."

EFI Greater China Director Bing Wang said the company is excited to showcase new technologies like the 5r model and showcase the EFI portfolio of advanced products at this year's Expo.

"China is an exciting market and one we are thrilled to be a part of, bringing leading-edge technology to customers looking for the best ways to advance their businesses," Mr Wang said. "As Chinese printers continue to push the boundaries in the printing space we are keen to showcase our new technology and our complete ecosystem of products."

EFI also will have its new MarketDirect cross media product on display. MarketDirect is a next-generation cross media customer engagement platform, giving printing companies the power to deliver comprehensive management on loyalty programs, offers, newsletters, surveys and other customer communication activities.

Another product on display is the [EFI VUTEk GS3250Lx Pro](#) with UltraDrop™ Technology. The LED printer features smaller drop sizes and better control with the 7-picolitre UltraDrop Technology. It has eight colours plus white ink, and is able to handle rigid and sheeted media up to 3.2 metres wide and up to 5.08 centimetres thick. It is a versatile, efficient, cost-effective and environmentally friendly printer for a wide range of applications, including tradeshow graphics, indoor hanging banners, indoor murals, wallpaper, building wraps, window clings and graphics and fine art.

A new virtual reality experience

Visitors to the EFI stand in Hall 3 can experience EFI's 360-degree, interactive virtual reality demonstrations of two of the industry's most advanced production inkjet technologies.

The 3.2-metre EFI VUTEk [HS125 Pro](#) is a high-speed hybrid roll/flatbed printer for high-volume graphic producers. It produces high-quality graphics with resolutions of true 600 or 1000 dpi and grayscale print capability. The VR demo includes flatbed or roll-to-roll printing. Viewers can open the printer doors to see carriage movement and the printer's Material Edge Guide system, point and click to load media, initiate printing and simulate refilling ink.

In addition to the EFI VUTEk HS125 Pro, EFI's brand new virtual reality demo of the [EFI Nozomi C18000](#) gives an up-close virtual look at this ultra-high-speed single-pass, LED inkjet corrugated packaging press. This Nozomi press is a breakthrough production device helping to redefine the role digital print plays in packaging and merchandise display applications.

EFI's exhibit at the Shanghai International Ad and Sign Tech Expo is in Booth A0287 in Hall 3 from Wednesday 28 March to Saturday 31 March. For more information about EFI products, visit www.efi.com.

About EFI

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analogue to digital imaging. We are passionate about fuelling 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 personalised 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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