

PRESS RELEASE

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RICOH AND EFI INTRODUCE POWERFUL FIERY QX¹⁰⁰ FOR THE PRODUCTION PRINTING MARKET

New Product Offers Integrated Solution to Deliver Professional Results for Customers

West Caldwell, N.J., and Foster City, Calif., September 11, 2009 – [Ricoh Americas Corporation](http://www.ricoh-usa.com), a leading provider of digital office equipment, and EFI (Nasdaq: EFII), the world leader in customer-focused digital printing innovation, today introduced the Fiery® QX¹⁰⁰ for the Ricoh Pro C900/900s digital color printers to meet the demanding needs of the production printing market. The Fiery controller delivers top speed, unmatched quality, advanced color management tools and powerful variable data printing (VDP) features to increase return on equipment investment for Ricoh customers. With the Pro C900-Fiery QX¹⁰⁰ combination, print service providers can easily satisfy their customers' unique needs, from the simplest to the most complex applications, all in short turnaround times.

The Fiery QX¹⁰⁰ controller allows users to compete more effectively in extreme printing environments. It features Fiery ColorWise®, the EFI in-RIP color management system, which delivers color that is consistent across applications, computer platforms, color spaces, and color file formats. The Fiery QX¹⁰⁰ has the Graphic Arts Package Premium Edition with expert-level tools for graphic arts professionals, EFI Impose to streamline

and automate the imposition process, and EFI Compose, which delivers powerful visual functionality to prepare complex documents for printing. These advanced Fiery job management capabilities are achieved through an intuitive visual workflow that optimizes productivity by providing job progress at-a-glance.

“We are pleased to add the Fiery QX¹⁰⁰ to our Ricoh Pro C900/900s Series. The new addition addresses our production customers’ need for fast, efficient and reliable printing, all with an intuitive interface,” said Carl Joachim, vice president of Marketing, PPBG, Ricoh Americas Corporation. “In production environments, speed is crucial and this combination merges speed and efficiency with the ability to customize documents, creating a convenient solution that provides value to our customers.”

John Henze, vice president of marketing, Fiery Division, EFI, said: “The Ricoh Pro C900/900s are powerful solutions for businesses with complex production printing requirements, made even more robust when paired with the Fiery QX¹⁰⁰. The Fiery controller ensures perfect color every time, fast document turnaround, even for the most complex VDP work, and powerful customization capabilities to help customers realize greater efficiency and competitiveness.”

The Fiery QX¹⁰⁰ serves as a gateway for Ricoh to EFI products such as Colorproof XF™ for proofing, EFI Digital StoreFront web-to-print platform, and EFI business management software and pre-press solutions. This allows the Fiery QX¹⁰⁰ to seamlessly bridge the production aspects of the Ricoh Pro C900/900s with customers’ print shop business management systems. This integration improves accuracy, speeds production, reduces costs, supports plant-wide optimization and improves profit potential.

The Fiery QX¹⁰⁰ will be at Ricoh’s booth – # 2074 – during [Print® 09](#). For more information on this and other PPBG products and solutions, please visit www.ricoh-usa.com/ppbg/.

About EFI

EFI (www.efi.com) is the world leader in customer-focused digital printing innovation.

EFI's award-winning solutions, integrated from creation to print, deliver increased performance, cost savings and productivity. The company's robust product portfolio includes Fiery® digital color print servers; VUTEk® superwide digital inkjet printers, UV and solvent inks; Rastek™ UV wide-format inkjet printers; Jetrion® industrial inkjet printing systems; print production workflow and management information software; and corporate printing solutions. EFI maintains 23 offices worldwide.

About Ricoh's Production Printing Business Group

The Production Printing Business Group (PPBG) of Ricoh Americas Corporation is dedicated to delivering state-of-the-art, high-speed production systems that provide efficient document workflows with high-volume production printing and finishing. Incorporating superior engineering, service, reliable technology, and extensive software and finishing options, PPBG helps production centers to cost-effectively modernize and streamline their operations to meet today's rapid turnaround and high-quality demands.

Ricoh Americas Corporation, founded in 1962, is headquartered in West Caldwell, NJ and is a subsidiary of the \$20 billion Ricoh Company Ltd., the 73-year-old leading supplier of office automation equipment.

Information about Ricoh's Production Printing Business Group can be accessed on the World Wide Web at www.ricoh-usa.com/ppbg/.

About Ricoh Americas Corporation

Ricoh Americas Corporation, headquartered in West Caldwell, N.J., is a subsidiary of Ricoh Company Ltd., the 73-year-old leading supplier of office automation equipment and electronics, with fiscal year 2008 sales in excess of \$20 billion.

Ricoh Americas Corporation is a leading provider of document solutions. Ricoh's fully integrated hardware and software products help businesses share information efficiently and effectively by enabling customers to control the input, management and output of documents.

Ricoh Americas Corporation directly or through its network of authorized dealers markets and distributes products in North, Central and South America.

Information about Ricoh's complete range of products and services can be accessed on the World Wide Web at www.ricoh-usa.com.

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