

Press Releases

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C. Brophy Christensen

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O'Melveny Represents EFI in Acquisition of Online Print Solutions

October 01, 2012

FOR IMMEDIATE RELEASE

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SAN FRANCISCO, CA - OCTOBER 1, 2012 - O'Melveny & Myers LLP represented EFI (NASDAQ: EFII), a world leader in customer-focused digital printing innovation, in its acquisition of Online Print Solutions, a global provider of web-to-print and cross-media marketing software solutions.

The O'Melveny team was led by partner C. Brophy Christensen, counsel Andrew Ellis, and associate Reid Jason.

About O'Melveny & Myers LLP

With approximately 800 lawyers in 15 offices worldwide, O'Melveny & Myers LLP helps industry leaders across a broad array of sectors manage the complex challenges of succeeding in the global economy. We are a

values-driven law firm, guided by the principles of excellence, leadership, and citizenship. Our commitment to these values is reflected in our dedication to improving access to justice through pro bono work and championing initiatives that increase the diversity of the legal profession. For more information, please visit www.omm.com.

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The following release was recently issued by EFI:

EFI Expands Cloud-Based Storefront Portfolio With Acquisition of Online Print Solutions

FOSTER CITY, Calif., Oct. 1, 2012 (GLOBE NEWSWIRE) -- EFI™ (Nasdaq:EFII), a world leader in customer-focused digital printing innovation, today announced that it has acquired Online Print Solutions ("OPS"), a leading innovator in the areas of web-to-print, dynamic publishing and cross-media marketing solutions. OPS brings a decade of experience developing and deploying applications developed specifically to manage the unique needs of corporate storefronts, retail sites and online design to variable data and cross-media solutions. Its customers include many commercial printers throughout North America, Europe and Asia. While financial terms of the acquisition were not disclosed, the transaction is not expected to be material to EFI's 2012 results.

"We are very pleased to bring OPS into our growing web-to-print customer community and combine our world-class offerings in the market," said Marc Olin, senior vice president and general manager of EFI's Productivity Software division. "With our track-record of providing the industry's largest and most comprehensive cloud offering, EFI has seen web-to-print expand and become a standard way of doing business around the world. We see great potential in continuing to expand our offerings in web-to-print and further leverage our unique ability to provide an integrated workflow with our MIS systems and our industry-leading Fiery® controllers."

OPS software will become part of EFI's Productivity Software portfolio. EFI intends to continue to offer both Digital StoreFront® and OPS products to the market, and in the near future, integrate key OPS features and technologies supporting cross-media marketing and variable data printing into the EFI Digital StoreFront platform, as well as with EFI MIS software.

EFI also plans to integrate the OPS platform into its industry-leading Fiery digital front ends, so that OPS clients may enjoy seamless connectivity to the wide range of Xerox, Ricoh, Canon, Konica Minolta, and other Fiery driven printers available on the market today. In addition, EFI plans to combine the two platforms over the coming years so that OPS and Digital StoreFront users will have an easy migration to a platform incorporating the best of both technologies. EFI will provide this new platform to all clients with current maintenance contracts on either system at that time.

"The OPS team and I are very excited about joining EFI, a clear leader in MIS/ERP and eCommerce software for print," said Mark McGowan, the founder of OPS. "We look forward to sharing our expertise in the areas of web-to-print, cross-media marketing, and variable data printing to enhance EFI products. We are committed to continuing to provide the next generation of web-to-print and marketing solutions."??

OPS, which consists of privately held DataCreation Pty Ltd, an Australian company, and Online Print Marketing Ltd., an Irish company, has offices in Dublin, Ireland, in Boston, United States, and Sydney, Australia.

About EFI

EFI™ (www.efi.com) is a worldwide provider of products, technology and services leading the transformation of analog to digital imaging. Based in Silicon Valley, with offices around the globe, the company's powerful integrated product portfolio includes digital front-end servers; superwide, wide-format, label and ceramic inkjet presses and inks; production workflow, web to print, and business automation software; and office, enterprise and mobile cloud solutions. These products allow users to produce, communicate and share information in an easy and effective way, and enable businesses to increase their profits, productivity, and efficiency.

The Electronics For Imaging, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=7332>

Safe Harbor for Forward Looking Statements

Certain statements in this press release are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. Statements in this press release that could be deemed forward-looking statements include, but are not necessarily limited to, statements regarding the impact of the acquisition on EFI's 2012 results, expansion of our product portfolio, EFI's plans regarding both Digital StoreFront and OPS products, integration of OPS, and any statements or assumptions underlying any of the foregoing.

Forward-looking statements are subject to certain risks and uncertainties

that could cause our actual future results to differ materially, or cause a material adverse impact on our results and trading price of our common stock. Potential risks and uncertainties include, but are not necessarily limited to, our ability to successfully integrate acquired businesses and expand our product portfolio; unforeseen expenses, including the costs associated with integration of businesses and expansion of product portfolio; the difficulty of aligning expense levels with revenue; management's ability to forecast revenues, expenses and earnings; any world-wide financial and economic difficulties and downturns; adverse tax-related matters such as tax audits, changes in our effective tax rate or new tax legislative proposals; volatility in foreign exchange rates; the unpredictability of development schedules and commercialization of products by the leading printer manufacturers and declines or delays in demand for our related products; changes in the mix of products sold; the uncertainty of market acceptance of new product introductions; intense competition in each of our businesses, including competition from products developed by EFI's customers; challenge of managing asset levels, including inventory and variations in inventory levels; the uncertainty of continued success in technological advances; the challenges of obtaining timely, efficient and quality product manufacturing and components supplying; litigation involving intellectual property rights or other related matters; and any other risk factors that may be included from time to time in the Company's SEC reports.

The statements in this press release are made as of the date of this press release. EFI undertakes no obligation to update information contained in this press release. For further information regarding risks and uncertainties associated with EFI's businesses, please refer to the sections entitled "Risk Factors," "Factors That Could Adversely Affect Performance," and other similar sections in our SEC filings and reports, including, but not limited to, EFI's annual report on Form 10-K and its quarterly reports on Form 10-Q, copies of which may be obtained by contacting EFI's Investor Relations Department by phone at 650-357-3828 or by email at investor.relations@efi.com or EFI's Investor Relations website at <http://www.efi.com>?

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