



## Imaging Network Interviews MWA Intelligence, Inc. on their New Independence



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### 1. Why did EFI spin off MWA Intelligence, Inc.?

This decision to spin off MWA Intelligence benefits both Electronics for Imaging's (EFI) and MWA Intelligences' customers, enabling EFI to further focus on its strategic growth opportunities in digital printing while giving MWA Intelligence independence and dedicated resources to capitalize on the opportunities in the mobile field service, tracking and remote diagnostic tools marketplace. MWA Intelligence embraces the spin-off with open arms and we are anticipating great improvement with our product and solution suites.

### 2. What is the vision/strategy of MWA Intelligence?

MWA Intelligence's vision and strategy begins and ends with our customer! The focus of MWA Intelligence will be to enhance and expand the functionality of modular software solutions that enable service organizations to better manage mobile workers and hardware assets worldwide.

We are committed to give the office equipment dealer community the necessary tools to increase customer satisfaction, while capturing incremental revenue streams...driving more profit to the bottom line!

### 3. Is this good for the dealers? How so?

YES, this is great for dealers! We will strive to meet and exceed your expectations whether it is providing you with the best possible service or delivering you leading-edge solutions. We will continue to supply the tools and resources that enable our clients to reduce operating expenses, capture incremental revenue and deliver world-class service to their customers. MWA Intelligences', customers and partners can continue to expect superior service and support under the company's new ownership.

### 4. Who are your investors?

MWA Intelligence is happy to introduce you to our investors! Our investors include: Greyrock Capital Group, Opus Acquisitions Group, LLC, Electronics for Imaging (EFI) and MWA Intelligence's management team who have invested a great deal of time, money and effort into making this transition possible.

### 5. Who are you technology partners?

Our partners include but are not limited to: BEI Services, OMD Corporation, Digital Gateway, Strategic Response, De Lage Landen (DLL), ROI Print Manager, Imaging Fidelity (IFI), wireless solution providers, and others.



**6. You mentioned in the press release, "additional acquisition." What is your strategy in this area?**

In an effort to expand our solution suite, grow geographically and penetrate into new vertical markets, we anticipate acquisitions and partnerships. We are very excited about all of the opportunities that lie ahead and we encourage our customers to participate in this excitement. These acquisitions and partnerships will help us achieve our goals of expansion, success, and increased product suites. Whether we choose to do this internally or externally, our vision to stay loyal to our customers remains the same.

**7. What changes in the Office Equipment market do you expect and how will you position MWA Intelligence, Inc. to address these changes?**

As I am sure many of you would agree, dealers are facing some challenging times today with compressed margins on solutions, added direct sales channels, intense competition and increasing customer demands. However, we strongly believe that these challenges can be easily turned into opportunities and MWA Intelligence is here to do just that. Our solution offerings enable the dealer channel to become more competitive, more efficient by providing increased customer support and foremost gaining access to tools that drive profit to the bottom line.

**8. What is unique about MWA Intelligence, Inc?**

MWA Intelligence combines technologies, intellectual property and expertise borne from more than a decade of experience providing end-to-end service management solutions in the office equipment and utilities industries. The backbone of the MWA Intelligence solution set includes proprietary hardware and software from a variety of existing and former companies, including ADS and EFI.

**9. What are your expectations for MWA Intelligence, Inc?**

Our expectation for MWA Intelligence in the near future is to aggressively grow our business by enhancing and further marketing our current solution sets, reaching out to international markets and acquiring other businesses for aggressive growth, but most importantly delivering the best possible customer service to all of our customers.

**10. What would you like to achieve in the near future? What are your top goals?**

We are committed to become the best services and solutions provider in this industry – less is simply just not acceptable. Our top goals are:

1. Customer Satisfaction
2. Great New Products
3. Great Company of People

