

GECHT GUY  
Form 4  
February 13, 2013

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
GECHT GUY

2. Issuer Name and Ticker or Trading Symbol  
ELECTRONICS FOR IMAGING INC [EFII]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
303 VELOCITY WAY  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
02/11/2013

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chief Executive Officer

FOSTER CITY, CA 94404

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (1) or (2) Price (3) or (4)		
Common Stock	02/11/2013		M		43,706 (1) \$ 10.77 (2)	D	
Common Stock	02/11/2013		F		20,537 (3) \$ 22.92	D	
Common Stock	02/11/2013		F		12,089 (4) \$ 22.92	D	
Common Stock	02/12/2013		S		11,080 (5) \$ 23.0425 (6)	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 10.77	02/11/2013		M	43,706 (7)	(8)(9) 08/28/2016	Common Stock	43,706

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GECHT GUY 303 VELOCITY WAY FOSTER CITY, CA 94404	X		Chief Executive Officer	

## Signatures

/s/ Guy Gecht 02/13/2013

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) These shares of common stock were issued upon exercise of stock options granted to the reporting person in August 2009. The exercise of these stock options was effected pursuant to a Rule 10b5-1 plan entered by the reporting person in February 2012 (the "10b5-1 Plan").
- (2) Corresponds to the exercise price of the stock options.
- (3) Represents shares of common stock withheld by the issuer in payment by the reporting person of the exercise price. This transaction is exempt under Rule 16b-3(e).
- (4) Represents shares of common stock withheld by the issuer for tax purposes upon the exercise of stock options by the reporting person. This transaction is exempt under Rule 16b-3(e).
- (5) This sale of shares was effected pursuant to the 10b5-1 plan.

## Edgar Filing: GECHT GUY - Form 4

(6) This transaction was executed in multiple trades ranging from \$22.77 to \$23.21. The price reported above reflect the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer, full information regarding the number of shares and prices at which the transaction was effected.

(7) The exercise of these stock options was effected pursuant to the 10b5-1 plan.

(8) This is a performance-based award granted on August 28, 2009. The vesting of these options is subject to the price of the issuer's common stock, as measured by the average per-share closing price over a period of 20 consecutive trading days (the "average stock price"), attaining specified levels of appreciation over the per-share closing stock price on the date of grant, or \$10.77 (the "grant date stock price"), according to the following schedule: 25% of these options were scheduled to vest when the average stock price equals or exceeds \$16.16 (150% of the grant date stock price); 25% of these options were scheduled to vest when the average stock price equals or exceeds \$18.85 (175% of the grant date stock price); [continued on footnote 9]

(9) 25% of these options will vest when the average stock price equals or exceeds \$21.54 (200% of the grant date stock price); and 25% of these options will vest when the average stock price equals or exceeds \$24.23 (225% of the grant date stock price). 43,707 of these stock options vested and became exercisable on April 27, 2011. 43,706 of these stock options vested and became exercisable on January 14, 2013. 43,706 of these stock options vested and became exercisable on February 11, 2013, as reported on this Form 4.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.