

FUJIFILM Graphic Systems U.S.A., Inc.
200 Summit Lake Drive
Valhalla, NY 10595
www.fujifilmgs.com

Contact: Kristi Mendez, KMPR
630.859.7401
kristi@kmpr.com

For Immediate Release

Portland Printer Adds Xerox DocuColor 8000AP, Upgrading System and Capabilities *ADPRINT Company Partners with Fujifilm for Advice, Installation*

VALHALLA, N.Y. (November 12, 2007) – As digital printing becomes a viable option for an increasing number of print jobs, many printers are looking to add digital printing to their roster of capabilities. But, for printers who pioneered the digital printing trend, it's time to *expand* their capabilities. That's what Portland, Oregon based ADPRINT Company is doing.

In response to the growing demand for digital printing, ADPRINT Company upgraded its equipment, replacing a Xerox DocuColor 6060 with the larger and more versatile DocuColor 8000AP. For owner John Trachtenberg, added flexibility and versatility were key.

"We're very heavy into digital print, are very experienced at variable data printing and are known for our short-run, highly personalized work," he says. "The DocuColor 8000AP gives us the ability to produce an even higher quality product."

The DocuColor 8000AP is capable of printing up to 80 color pages per minute – all at 2400 x 2400 dpi – to give users razor-sharp color. In addition to the 2400 dpi resolution, the DocuColor 8000AP features digital halftone screens to provide excellent image quality.

"The DocuColor 8000AP has made a big difference already," says Trachtenberg, whose company installed the new device in September. "The overall print quality has improved and it's been great from a production standpoint." Important factors for Trachtenberg, who notes that digital printing has been the growth part of the company's business.

"We saw the digital print trend emerging four years ago and we had to decide if we were just going to be another printer in the herd or if we were going to do something to stand out. And we definitely wanted to stand out," he says. "We made a planned and thoughtful decision to provide digital print services to our marketplace."

In hindsight, he says, a very smart move. “After 45+ years in the printing business a person is entitled to one smart move.”

With the addition of the DocuColor 8000AP, purchased through FUJIFILM Graphic Systems U.S.A., Inc., ADPRINT Company is producing higher quality products at an even faster pace. “We’re finding that more and more of our customers’ jobs are well-suited for being printed digitally and there’s no longer much of a stigma attached to digital print. With the DocuColor 8000AP, we’re now able to turn jobs around more quickly –often the same day – and that’s proven beneficial for our customers as well as for our own business.”

Operating since 1962, ADPRINT Company has continued to grow and to evolve because of the company’s reputation for fine printing and highly personalized service. “This new device allows us to continue to do that, while still meeting our customers’ needs for tight deadlines.

At the same time ADPRINT Company added the 8000AP it installed the Xerox Freeflow Web Services. Responding to customer requests for a web to print solution it allows for the creation of secure customer specific websites off which customers can order reprints of archived jobs, submit new jobs, view proofs and in general manage their relationship with ADPRINT online. It also provides a seamless online method for customers to manage their inventory of printed materials as well as fast, easy implementation of marketing programs.

About FUJIFILM Graphic Systems U.S.A., Inc.

As the nation’s largest distributor of equipment, consumables and technical services for the graphic communications industry, FUJIFILM Graphic Systems U.S.A., Inc. has assembled best-in-class solutions – including products and technical support – to deliver exactly what our customer need to stay *in control* and *ahead* of their competition.

We deliver solutions for workflow, process control, remote monitoring, color standardization, pressroom products, CTP, proofing, digital printing, wide format and more.

Only Fujifilm can bring an integrated approach to your technology, hardware and software. Only Fujifilm can put you *in control*. For more information, please visit www.fujifilmgs.com.

About FUJIFILM

Fujifilm Corporation brings continuous innovation and leading-edge products to a broad spectrum of imaging industries including medical, life sciences, consumer electronic, chemical, graphic arts, information systems, photography and office products based on its vast portfolio of digital, optical, fine chemical and thin film coating technologies. It was ranked number 15 for U.S. patents granted in 2006, employs more than 75,000 people worldwide and in the year ended March 31, 2007, had global revenues of \$23.6 billion. Fujifilm ADRs (American Depository Receipts) are traded in the U.S. on the NASDAQ exchange (NASDAQ:FUJI). For more information, please visit www.fujifilmholdings.com.