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Graph Expo 2008 – Booth #4404

Fujifilm Puts Printers ‘In Control’ at Graph Expo 2008

VALHALLA, N.Y. (October 26, 2008) – The printing industry has changed dramatically in recent years. In fact, it’s changed dramatically in recent weeks. Now, more than ever before, printers must be in control of their operations, paying close attention to their bottom lines and ensuring that each process is running as efficiently and profitably as possible. Additionally, they’re facing increased pressure to become more sustainable and reduce their impact on the environment and their communities. FUJIFILM Graphic Systems U.S.A., Inc. has developed a full portfolio of products and solutions designed to put printers “In Control.” It’s also the company’s theme for Graph Expo 2008:

One company has the technology, solutions and support to provide consistency and integration across all forms of output ... Fujifilm.

Throughout Graph Expo 2008, Fujifilm will showcase a number of solutions in color proofing, CTP, workflow, digital printing, wide format, technical service and support, including the introduction of Fujifilm’s new conSYS workflow solution.

Fujifilm has also developed a full product portfolio that encourages sustainability and helps printers meet customer demands for greener products.

Automation, automation, automation

Automation is key for printers looking to increase efficiencies and it’s most crucial with workflow, the heart of any printing operation. Fujifilm will debut conSYS, a suite of workflow solutions designed to give printers unparalleled levels of automation. conSYS offers an open, expandable platform, promising JDF cross-connections between products that can be customized for each printer’s needs.

The open architecture of conSYS allows all aspects of prepress, color and production to be connected and it can be expanded as business needs grow. Additionally, conSYS can be connected to Fujifilm’s Taskero Universe, a unique solution that gives plant and operations

managers control over every process. Made up of a suite of diagnostic tools, Taskero Universe delivers real-time information on the status of prepress devices and helps avoid costly downtime.

Wide, wide world

Many printers are adding wide format printing to their roster of capabilities and FUJIFILM Graphic Systems. U.S.A., Inc. continues to advance its offerings and meeting the evolving needs of its customers. Drawing on the company's color expertise and worldwide experience in delivering digital printing solutions, Fujifilm is introducing the new Acuity Advance UV flatbed printer.

The new Acuity Advance is 40 percent faster than previous models and now features an optional white ink, opening up additional opportunities in the promising packaging and flexographic segments. The imaging technology of the Acuity Advance enables each print head to produce variable sized droplets, as opposed to traditional fixed droplets.

Green's not just our corporate color

At the heart of all of Fujifilm's operations is a dedication to the environment and the company develops products and services that help customers do the same. We've developed Ecomaxx-T, the only true processless thermal plate on the market that's 100 percent effluent free, and for those who still require a processed plate, Fujifilm has created a plate and processor combination that enables users to save up to 80 percent in developer use.

Fujifilm will be demonstrating a number of solutions live throughout Graph Expo 2008. For more information, please visit Fujifilm at Booth #4404 or on the web www.fujifilmgs.com.

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 customers 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, 2008, had global revenues of \$24.48 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.

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