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Graph Expo 2008 – Booth #4404

FUJIFILM Introduces New Solutions to Take Advantage of Explosive Digital Printing Market *New Xerox iGen4, 700 Digital Color Press at Graph Expo 2008*

VALHALLA, N.Y. (October 26, 2008) – The digital color print-on-demand market is expected to grow to \$49 billion by 2009, according to InfoTrends/CAP Ventures – and printers are rapidly positioning themselves to take advantage of this opportunity for growth. FUJIFILM Graphic Systems U.S.A., Inc. and Xerox are ready to help, and will debut a number of new devices and solutions during Graph Expo 2008, being held at McCormick Place Convention Center in Chicago on Oct. 26-29, 2008.

While printers recognize the opportunities, they're also keeping an eye on the bottom line and are demanding devices that offer them a rapid return on their investment as well as long-term revenue growth.

To answer these demands, Fujifilm and Xerox are introducing the new Xerox® 700 Digital Color Press and the iGen4™ Press.

The Xerox 700 Digital Color Press is the next step in color printing and combines powerful performance with a wide variety of front end, feeding and finishing options.

Owners are able to create value-driven coated and uncoated applications, including saddle-stitching booklets, catalogs, manuals, tri-fold brochures and variable print postcards, direct mail and photo specialty products. The device is capable of producing up to 70 pages per minute speed with a tight +/-1.0mm registration and offset-like color and quality and features three standard trays that, along with the bypass tray, hold 1,900 sheets of paper. The Xerox 700 also boasts incredible image quality and prints at the highest resolution available (2400 dpi x 2400 dpi). It also uses a robust transfer system to transfer the image to the page for consistent results over short, medium and long runs.

The new Xerox iGen4 Press is designed for the most demanding operations and handles high-end collateral, direct marketing and photo specialty products. Industry trends indicate that

printers are looking to complement their traditional offset printing capabilities and want a solution that can match the output efficiently and cost-effectively.

The iGen4 meets printers' requirements, thanks to patented innovative technology and a new level of automation, and is the world's most productive digital press with 25-35 percent productivity gains, higher monthly volumes and high definition image quality.

The iGen4 produces up to 110 pages per minute and is unique in the industry in its ability to print on oversized sheets as large as 14.33" x 22.5", allowing users to achieve better margins on each job by producing more in less time and giving them the ability to produce applications that other printers aren't able to do.

Fujifilm will also demonstrate the Xerox DocuColor 5000AP, which now runs all weights and all stocks at the rated speed of 50 pages per minute, including heavyweight, oversized, coated and specialty media with offset-like quality and appearance thanks to Fujifilm's exclusive TQC Profile enhancement.

It is also capable of auto-duplex up to 110 lb. cover and can easily and effectively handle new demands for variable information, faster turnarounds and Web-to-print, all of which help printers increase print volume and revenue.

DesignMerge Pro, the latest in variable data software, will show attendees how to create customized 1:1 marketing documents by linking a QuarkXPress or InDesign document to a database file. Each copy of a printed document can be personalized, changing items such as name, address, graphics or even the layout.

These solutions will be running live and on display under the Digital Printing banner at the Fujifilm booth throughout Graph Expo 2008. For more information or a demonstration, please visit Fujifilm at Booth #4404 or on the web at 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



Press Release

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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