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Graph Expo 2008 – Booth #4404

FUJIFILM Helping Customers Cut Costs With New Pressroom Systems

VALHALLA, N.Y. (October 26, 2008) – Printers are striving to become more efficient and more sustainable and the pressroom presents some significant opportunities to accomplish both. FUJIFILM Graphic Systems U.S.A., Inc. has integrated new products into the pressroom, creating incredible advancements in cost savings and sustainability. The new solutions, including the Mx6 ink dispenser from GFI Innovations and Maratek's Solvent Recovery System, will be on display during Graph Expo 2008, being held Oct. 26-29 at McCormick Place Convention Center in Chicago.

GFI Innovations' Mx6 ink dispenser is an in-house unit that accurately dispenses PMS ink in minutes, rather than hours, in the precise amount needed, cutting spot color ink costs by up to 40 percent; eliminating shelf inventory, using cost effective base materials, making only the ink necessary for a job and reducing lost press time. The dispensing units offer the flexibility of either 10 or 18 dispensing stations and a wide variety of options including a bar code reader, connectivity to a spectrophotometer and easy transitioning from one family of bases to another.

Accuracy is key to consistent PMS blending and these systems, regardless of their batch size, offer unparalleled repeatability from batch to batch. The ink blender works with any type of offset ink. The optional spectrophotometer interface allows you to read pre-printed materials, enter color standards and even compensate for substrate color and dryback, allowing printers to fine tune a color pallet across multiple substrates.

Fujifilm will also showcase the Maratek Solvent Recovery Systems (SRS), which safely distill solvents in a vacuum environment at low temperatures (well below hydrocarbon breakdown temperatures), allowing solvents to be reused. As petrochemical prices rise and there's heightened awareness of environmental issues, printers are under added pressure to reduce solvent usage and the associated VOCs.

The Maratek SRS units are rated at 20, 50, 75 and 120 gallon per day capabilities. Solvent recycling allows printers to save up to 70 percent on their annual purchases as well as lower their reportable VOC levels.

Each of these technologies allow printers to reduce their expenses and their overall carbon footprint. In an era when print buyers are seeking out printers with sound “green” policies, the Mx6 ink dispenser and the Solvent Recovery System provide proof points for claims of sustainability.

The GFI system will be running live 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 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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