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Graph Expo 2008 – Booth #4404

FUJIFILM Creates conSYS Workflow Platform That's Open, Connected, Expandable

Solutions Deliver Unparalleled Automation

VALHALLA, N.Y. (October 26, 2008) – In today's industry, it's all about efficiency. Efficiency is the answer to customer demands for quick turnarounds and to maintaining a healthy bottom line. And efficiency is what printers get with Fujifilm's new conSYS workflow solution.

FUJIFILM Graphic Systems U.S.A., Inc. will introduce the new suite of workflow technologies at Graph Expo 2008 on Oct. 26-29, 2008 at McCormick Place Convention Center in Chicago.

conSYS offers an open, expandable platform, promising JDF cross-connections between products that can be customized for each printer's needs. "This eliminates the requirement of proprietary connections and, with the JDF connectivity, allows our customers to take advantage of the newest technologies," says Bryan Hughes, Fujifilm's product marketing manager for workflow. "We've sought out the most advanced software solutions and have ensured that they're not only able to be seamlessly integrated with one another, but that they're also supported as *one* solution. We stand behind all of the conSYS components and see this as a key advantage for Fujifilm customers."

At the heart of Fujifilm conSYS is the well-established Rampage RIP as well as the new Fujifilm XMF workflow, which uses an Adobe PDF print engine. Also included in the suite of tools is Metrix, a planning and imposition software that affords users incredible automation opportunities.

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. "conSYS offers an alternative to the all-or-nothing approach that other manufacturers present," adds Hughes. "More importantly, it enables constant innovation and ensures that users are able to take advantage of the latest innovations from a number of companies as soon as possible."

Printers implementing a conSYS workflow are also able to achieve unparalleled levels of automation. Automation affords printers a number of advantages, including a reduction in costs, improved speed, better management of data and fewer opportunities for human error.

The JDF connectivity of the conSYS solutions also allows the system to be linked to proofing software as well as to Fujifilm's Taskero Universe monitoring system, which enables a printer's entire operation to be monitored – from the prepress area through to the pressroom. The data collected can then be used to examine processes, create and capitalize on efficiencies and provide important ROI information for prepress and pressroom managers, plant managers and executives.

Fujifilm's conSYS will be running live throughout Graph Expo 2008, featuring Rampage, Fujifilm XMF and Metrix. 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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