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ON DEMAND 2009 – Booth #2018

ON DEMAND 2009: Stay ‘In Control’ with Fujifilm

VALHALLA, N.Y. (March 31, 2009) – FUJIFILM Graphic Systems U.S.A., Inc. will demonstrate a number of solutions – as well as new equipment – for the digital printer when this year’s ON DEMAND Conference & Expo takes places in Philadelphia on March 31-April 2, 2009.

Along with partners Xerox Corporation, EFI, Meadows Publishing, Print On-Demand Solutions and Standard, Fujifilm will show printers how to stay in control of their operations and will highlight the very latest technologies and devices, as well as workflow solutions, for printers of all sizes.

During the show, Fujifilm will demonstrate the Xerox 700 and DocuColor 5000AP digital color presses. The DocuColor 700 delivers new revenue opportunities as well as the ability to reduce costs thanks to its excellent performance, versatility and effortless productivity. Customers will love the smooth color sweeps, sharp, high-resolution photographs, crisp, clean text and fine detail, coming from the 2400 x 2400 dpi resolution. The Xerox 700 uses a robust transfer system to transfer the image to the page for consistent results over short, medium and long runs.

The DocuColor 5000AP gives users razor-sharp printing and copying at speeds up to 50 pages per minute. It boasts 2400 x 2400 dpi, along with automatic duplex printing from all paper trays, for media up to 110 lb. cover stock and with sizes up to 12.6” x 19.2”. At On Demand, the DocuColor 5000AP will be shown with a Horizon Standard ColorWorks PRO document finisher to perform booklet making, head and foot bleed trimming, scoring, face trimming, corner/top stitching and stacking.

To accompany these devices, Fujifilm will also be showcase a number of software and workflow solutions, including DesignMerge from Meadows Publishing Software and Print On-Demand Solutions’ Darwin VI Authoring Tool.

And, to keep printers in control of all of their output, Fujifilm offers Taskero Universe, a powerful suite of performance diagnostic tools designed to monitor color and processes throughout a printer's entire plant.

To help printers customize the best digital printing solution, Fujifilm has built a team of specialists designed to assist customers with business planning and assessment, training services and sales support as well as other consultative services.

"Printers are faced with a unique challenge in today's economy: cutting costs while also developing new revenue streams," explains Phil Kane, Fujifilm's vice president of digital printing. "And it's crucial that they partner with someone understands the bigger picture and can help them not only now, but in the future and Fujifilm is poised to do just that."

Fujifilm has more than 200 technical support specialists to help solve workflow and technical issues. Additionally, the company has a dedicated technical sales staff to help customers decide what equipment they need and the best method for implementing it.

In addition to the Xerox and workflow solutions, ON DEMAND attendees will also be able to see the latest offerings from Fujifilm's wide format division, the Fujifilm Acuity Advance, in Booth #2018. Fujifilm's Acuity Advance is the latest breakthrough in wide format UV digital imaging technology and offers photographic-quality printing at speeds that provide a quick return on investment, all at an affordable price.

The new Fujifilm Acuity Advance is 40 percent faster than previous models, delivering up to 236 sq. ft. per hour, and now features optional white ink for packaging and flexographic applications or output. The devices imaging technology enables each print head to produce variable size droplets, as opposed to traditional fixed droplets. The printer's ability to jet droplets as fine as 6 picoliter produces sharp, precise images with smoother transitions and quarter-tones, while jetting larger droplets (up to 30 picoliter) delivers denser, more uniform solid image areas.

For more information about these solutions, please visit Fujifilm at ON DEMAND 2009 at Booth #2018. These products and solutions are available from FUJIFILM Graphic Systems U.S.A., Inc. Please visit us online 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



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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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