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For Immediate Release

FUJIFILM Taps ColorGATE to Drive Wide Format Offerings

VALHALLA, N.Y. (April 23, 2009) – In an effort to help customers streamline their workflow and improve color quality and consistency, FUJIFILM Graphic Systems U.S.A., Inc. has selected the ColorGATE RIP to drive all Fujifilm wide format devices.

ColorGATE includes a universal RIP and color management system that supports all Fujifilm wide format devices, including the Fujifilm Acuity series (HD 2504, Advance, X2), Mutoh Mild and Eco Solvent printers, Epson's GS6000, and virtually every product in the company's wide format portfolio, including Inca Digital printers (Spyder, Turbo, Onset S20 and Onset S70) and digital finishing systems.

"This is a tremendously robust RIP and it offers our customers a great deal of flexibility while also streamlining their workflow," says Jason Kammes, Fujifilm's product manager for color, proofing and wide format products. "It's a user-friendly, high-quality wide format software RIP that offers a number of advantages and capabilities over other products on the market. This solution offers top-notch color management capabilities with its proprietary color management solution and the iterative profiling means users get the best results of output quality and consistency to a variety of wide format devices."

Because printers are using one RIP and one color management system across all of the devices in their shop, they're able to achieve predictable results and consistent color.

Available in two different software packages from Fujifilm – Ultimate and Pro – ColorGATE is able to handle big banners and contour displays; placards, mega posters, billboards and façade advertising; vehicle graphics; advertising and trade show display graphics; digital proofs; and photos and fine art prints.

It features a user-friendly interface with a new online help system, intuitive menu navigation and automatic assistants, all designed to let users perform complex functions with ease. The software's Quality Assurance Module (QAM) provides users with a highly effective way to determine whether a poor image reproduction in a printing order is the result of the data

supplies or because of a deviation from the reference status with a “pass/fail” status. For additional tracking, trending and reporting, ColorGATE is fully compatible with Fujifilm’s Taskero Universe. If there is a deviation, the software’s Media Device Synchronization (MDS) process can be initiated to reset the system to its original settings, guaranteeing consistently high-quality production.

Additionally, the software features 16-bit rendering, making it much more possible to produce smooth gradients and noticeably optimize detail reproduction. It also has a color replacement option that enables users to choose any input color in the RGB, spot in CMYK or lab color ranges. Users can create and manage any color replacement tables and correct them interactively for the output and understand the color difference or Delta E value before printing.

“ColorGATE is simply a more powerful and comprehensive RIP that gives our customers a great deal of control,” added Kammes. “With the ability to handle iterative profiling, consistency between multiple engines, ease of use, output 16-bit screening and drive virtually any wide format device, ColorGATE has proven to be a powerful part of any wide format solution.”

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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