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**For Immediate Release**

## **FUJIFILM Launches INKdrop Professional Service for Rampage**

*New service reduces ink costs, enhances print quality while maintaining customer file integrity and workflow flexibility*

**VALHALLA, N.Y. (June 16, 2009)** – Fujifilm Graphic Systems U.S.A., Inc. now offers the INKdrop Professional Service for Rampage INKdrop 2.0. Printers looking to increase efficiencies and cut costs now have a new tool in their arsenal. Many products have been offered to reduce ink consumption. However, all of these offerings come with some sort of cost. They often require PDF files to be processed outside of the primary workflow, requiring the flattening of important elements, or provide poor quality color conversions or don't have the flexibility to allow the user to select or protect the areas of ink optimization all the way to the imposed press sheet. INKdrop Professional Service for Rampage INKdrop 2.0 addresses these limitations and provides many enhanced features.

Fujifilm combines the power of Rampage INKdrop 2.0 and Oris DLP creation tools in a single package with expert implementation services provided by the company's Professional Services Group.

Rampage Systems' INKdrop 2.0 is seamlessly integrated within the Rampage workflow and transforms data downstream just before screening, meaning users aren't required to start a job again just because of one change in the conditions (stock, press, coatings or screening). INKdrop 2.0 can be easily applied to any project and is capable of excluding black overprints, pure colors and other specifically defined colors. Printers are also able to protect selectable areas such as logos or advertisements. Unique to INKdrop 2.0 is the ability to allow for defined protected areas not only within a single page, but also within imposed press sheets. Proofs of the job can easily be made of the ink optimized job or simply showing the customer's original intent without any ink optimization applied.

ORIS profile creation is at the core of successful color proofing and press matching products. The INKdrop Professional Service makes use of specially designed software created to provide a single source solution to generate ORIS ink optimized and protected device link profiles.

“Coupling the Fujifilm Professional Services team with the Rampage INKdrop 2.0 and powered by ORIS software creates a truly unique solution and offers more functionality – and ink savings – than any other workflow on the market,” says Bryan Hughes, Fujifilm’s product marketing manager for workflow. “And, it offers printers one more way to improve their automation and their efficiency, which is crucial in today’s economic climate.”

**About Fujifilm Professional Services**

The Professional Services team has provided and delivered more than 100 G7 implementations industry wide and is recognized as the leader in professional services for delivering “In Control” press and color adherence services.

**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](http://www.fujifilmgs.com).

**About FUJIFILM**

FUJIFILM Corporation (NASDAQ:FUJI) brings continuous innovation and leading-edge products to a broad spectrum of industries, including electronic imaging, photofinishing equipment, medical systems, life sciences, graphic arts, flat panel display materials, and office products, based on a vast portfolio of digital, optical, fine chemical and thin film coating technologies. The company was among the top 15 companies around the world granted U.S. patents in 2008, employs more than 70,000 people worldwide and in the year ended March 31, 2009, had global revenues of \$24 billion. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit [www.fujifilmholdings.com](http://www.fujifilmholdings.com).

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