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**Media Xchange 2009 – Booth #2001**

## **Media Xchange 2009: FUJIFILM Keeping Publishers *In Control*, No Matter What the Speed**

**VALHALLA, N.Y. (March 9, 2009)** – Whether it's a small, local newspaper or a large, national chain, FUJIFILM Graphic Systems U.S.A., Inc. is able to provide publishers with customized solutions designed to fit their specific needs. Thanks to partnerships with the industry's leading manufacturers and our own groundbreaking technologies, Fujifilm is uniquely poised to help publishers contend with the challenges that face them. Fujifilm will highlight a number of these solutions during Media change 2009, taking place on March 9-11, 2009 at Las Vegas' Mandalay Bay.

"We're continuously working to create better and more efficient solutions, as well as provide in-depth expertise and support, for our newspaper customers," says Lane Palmer, FUJIFILM's vice president for newspaper sales. "They rely on us to help them streamline their workflows and manage their costs all while ensuring optimum quality. We take that job very seriously."

During this year's Media Xchange, FUJIFILM will present the new Krause LS Jet 350 platesetter, capable of output speeds up to 350 plates per hour. Aimed at newspaper publishers requiring a high volume of throughput, the LS Jet 350 is part of a family of CTP devices, all upgradeable for enhanced productivity. The Krause LS Jet 350 also features a smaller footprint and left or right operation, making it an easy addition in any prepress environment.

Fujifilm will also highlight Screen's PlateRite News 2000 series of CTP devices, which provides reliability and high quality in a compact and productive thermal platesetter. Four models are included in the series and range from a speedy 106 broadsheet plates per hour (PlateRite News 2000S+) to 58 broadsheet plates per hour with the economical PlateRite News 2000E. All of the devices are capable of handling plates from 11.5" x 18.1" to 38.5" x 26.9" and are engineered for single or dual plate loading, so two broadsheet plates can be loaded simultaneously.

For small to mid-size publishers, FUJIFILM offers the NEWSmatic platesetter from ECRM. The NEWSmatic also appeals to larger newspapers, where multiple plate lines are commonly used to achieve higher productivity or to serve as a back-up device. It provides a very fast change between imaging formats, from a single tabloid page to a double broadsheet, which can be important in environments with more than one press.

Unlike other manufacturers who supply commercial printing plates to newspaper, FUJIFILM has designed its plates to produce the best possible performance on newspaper presses. Printing newspapers puts heavy demands on plates and FUJIFILM's research and development team has created a range of plates – including violet, green and conventional plates – to fit our customer's needs. FUJIFILM will debut the new LH-NN2 thermal plate and will preview its full line of plates (Brillia LP-NNV, LP-NN2 and FNE) during the show.

For more information about these solutions, please visit Fujifilm at Media Xchange 2009 at Booth #2001. These products and solutions are available from FUJIFILM Graphic Systems U.S.A., Inc. Please visit us online at [www.fujifilmgs.com](http://www.fujifilmgs.com).

**About FUJIFILM Graphic Systems U.S.A., Inc.**

FUJIFILM Graphic Systems U.S.A., Inc. is the nation's largest distributor of equipment, consumables and technical services for the graphic communications industry. FUJIFILM provides its customers with products and technologies from best-in-class manufacturers as well as a nationwide network of technical service and support and is fully committed to its customers, which range from commercial printers, color separators, service bureaus and graphic design/art studios to newspapers, publishers and advertising agencies.

Whether it's information on emerging technologies or reliable delivery of supplies, customers know they can rely on Fujifilm – the industry's source for technology, solutions and support. For more information, please visit [www.fujifilmgs.com](http://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](http://www.fujifilmholdings.com).

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