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PRINT 09 – Booth #6919

FUJIFILM's Color and Proofing Solutions Come Together to Deliver Faster, More Flexible Proofing *Fujifilm, CGS, Epson Featured During PRINT 09*

VALHALLA, N.Y. (Sept. 11, 2009) – Known for delivering consistent and reliable color, FUJIFILM Graphic Systems U.S.A., Inc. will showcase the industry's latest proofing and color solutions – all designed to deliver faster, more flexible, automated proofing – when PRINT 09 kicks off on Sept. 11, 2009 at Chicago's McCormick Place Convention Center.

Teaming with Epson and CGS, a leading provider of color management solutions, Fujifilm will demonstrate a number of new products, including the Epson Stylus® Pro 7900/9900 series of inkjet printers and CGS' ORIS Color Tuner//Web, ORIS Press Matcher and ORIS Ink Saver.

Epson sets the standard in the printing industry, which includes the 24" Stylus Pro 7900 and 44" Stylus Pro 9900. The Epson Stylus Pro 9900 is nearly twice as fast as previous models. The state-of-the-art inkjet engines also include green and orange inks in addition to nine other ink colors, creating the largest color gamut possible and enabling printers to extend their business into new printing segments – such as packaging – with better spot color reproduction. Additionally, the new proofers feature an optional in-line spectrophotometer, resulting in tremendous time savings with the streamlining of calibration and an opportunity for making remote proofing more of a reality.

The Epson Stylus Pro 9900 will be running live in the Fujifilm booth (#6919) and will be powered by the ORIS Color Tuner//Web from CGS. Now a web-based application, the ORIS Color Tuner//Web is still using the award-winning core Color Tuner iterative color management and control system, but now offers additional automation and a more functional, friendly design.

The unique ORIS Press Matcher software is able to color manage a job once, yet output on a variety of devices (Color Manage Once-Output Many), keeping you and your color "In Control" with Fujifilm – from printing presses to digital presses to wide format devices, anything that can output color. The

ORIS Ink Saver is aptly named, allowing users to reduce ink consumption by nearly 25 percent thanks to UCR/GCR (under color removal/gray component replacement) technology as well as the ORIS iterative color management and additional control system features. Users will see many more benefits using this application including better gray balance, quicker makereadies, a faster drying time and less spray powder.

The Epson Stylus Pro 9900 will be running live, powered by CGS' ORIS Color Tuner//Web, throughout PRINT 09. For more information or a demonstration, please visit Fujifilm at Booth #6919 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 (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.

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