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PRINT 09 – Booth #6919

FUJIFILM's Expertise in Color Bridges the Gap Between Digital and Offset

*New Xerox® DocuColor® 8002 Digital Press,
iGen4™ Digital Production Press to Debut*

VALHALLA, N.Y. (Sept. 11, 2009) – Today, printers are faced with the challenge of deciding how to grow their businesses and many of them have already incorporated digital printing into their traditional commercial printing operations. The next challenge? Figuring out how all of those processes should work together and maintaining consistent quality, color and service for their customers.

Fujifilm has teamed with Xerox, our worldwide partner for digital printing, to create solutions that not only delivers the latest digital printing technologies – including the Xerox DocuColor 7002/8002 Digital Press and the iGen4 Digital Production Press – but one that also boasts brilliantly consistent color across an entire campaign, no matter how the individual pieces are produced.

Fujifilm will demonstrate the newest devices as well as its full line of digital printing solutions in the company's booth (#6919) throughout PRINT 09, being held Sept. 11-16, 2009 at Chicago's McCormick Place Convention Center.

The new Xerox iGen4 Digital Production Press creates offset and photo-quality images with consistent color and is an ideal solution for printers requiring high-end collaterals, direct marketing and photo specialty products. The device also increases productivity by 25-35 percent by automating a number of tasks and removing the need to interrupt the press for adjustments.

Also making its debut at PRINT 09 is the new Xerox DocuColor 8002 Digital Press, a device designed to deliver maximum detail with an offset look and feel, thanks to a new "low gloss" toner. The DocuColor 8002 runs all weights of paper at their rated speed of 80 pages per minute and owners are able to print simple jobs on common stocks or more complex jobs on heavyweight stocks.

Also running live at the Fujifilm booth will be the Xerox 700 Digital Color Press, the first true production-capable printer that makes it easy to get started in digital production printing. The Xerox 700 prints at speeds up to 70 pages per minute and offers improved image quality, with a 2400 x 2400 dpi resolution.

In addition to showing live demonstrations of these devices, Fujifilm personnel will be on hand to show attendees how to bridge the color and quality gap between digital printing and traditional offset printing. As marketing campaigns become more creative and we continue to see a greater mix of materials and components, it's increasingly important to be able to manage color across all of those devices – whether that's across the plant floor or across the country in multiple locations – and ensure that the color is accurate and consistent on each and every piece.

Using Fujifilm's patented Taskero Universe ColorPath Verified, customers are not only able to keep color consistent, but they can verify it on any device, in any location.

For more information on the Fujifilm's digital printing solutions and advice on bridging the gap, please visit FUJIFILM at Booth #6919 throughout PRINT 09 or visit them 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 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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