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For Immediate Release

FUJIFILM at PRINT 09: 'In Control' of Your World

VALHALLA, N.Y. (Sept. 11, 2009) – At Print 09, Fujifilm will highlight its approach to the integration between offset and digital printing and will give attendees a new look at workflow, demonstrating a wide range of new printing concepts, technologies, products and services, promising to put printers “In Control.”

Fujifilm, a leading supplier of solutions for the graphic arts industry worldwide, will have a significant presence at the country's largest printing industry exhibition and will show printers how to maximize quality and business efficiency – whether with digital inkjet printing, a new take on workflow or a new wave in wide format UV printing technology – while also staying “in control” of their operations and minimizing the impact on the environment.

“At Fujifilm, we're committed to helping printers with their businesses by offering them the latest innovations and technologies as well as providing them with the competitive intelligence and information they need to emerge from the current economic storm with their businesses secure and in position to move ahead of their competition,” explains Masahiro “Sam” Ota, president and chief executive officer for FUJIFILM Graphic Systems U.S.A., Inc.

Fujifilm is one of the few companies that has experience in offset printing as well as in emerging digital technologies and it gives the company the unique ability to assist customers in developing customized solutions and capabilities. It's with that in mind that Fujifilm has assembled its current portfolio.

Fujifilm Inkjet Digital Press

The company will showcase its new Fujifilm Inkjet Digital Press, a revolutionary digital sheetfed inkjet printing press with printhead technology developed by FUJIFILM Dimatix and capable of producing up to 2,700 4-up sheets per hour. A true piece of digital equipment, it has the look and feel of an offset press, but offers the versatility and job handling that only a digital device can provide

Workflow

Fujifilm will demonstrate how its Workflow XMF can help bring a higher level of control to complex print operations producing work for multiple output devices. An end-to-end JDF workflow solution with tremendous flexibility and increased integration capabilities, Workflow XMF gives printers the flexibility and ease-of-use they need to increase their productivity, quality and efficiency.

Wide Format

Fujifilm has continued to invest in and expand its portfolio in the wide format digital printing arena and, during PRINT 09, will highlight the new Inca Onset S20. The next wave in UV flatbed printing, the Onset S20 will be running live and promises to challenge the way printers view traditional methods of printing. Additionally, Fujifilm will show the Acuity Advance flatbed UV printer as well as debut a comprehensive portfolio of roll media for the digital wide format segment. The addition of media complements Fujifilm's existing portfolio and offers customers a fully integrated and proven wide format solution.

Print Performance

Keeping tabs on everything in the booth as well as several products throughout the show floor is Fujifilm's patented Taskero Universe™ ColorPath Verified®, a unique process-based solution designed to increase profitability and reduce waste that gives printers an unparalleled level of quality control, from the prepress stage all the way through to the pressroom. Winner of the Printing Industries of America's InterTech™ Technology Award, Taskero Universe ColorPath Verified remotely monitors, maintains and services every facet of the color production process and is easily accessible via an Internet connection. Fujifilm will also have its team of G7 certified experts on hand to discuss the latest industry standards.

At Print 09, FUJIFILM will also showcase a wide range of innovative new products and a full line of prepress and pressroom solutions – including the Fujifilm Javelin 8-up CTP device and the Brillia series of CTP plates – and will run live demonstrations, presentations and videos, all geared towards helping today's print professionals run their businesses more successfully.

For more information, please visit FUJIFILM at Booth #6919 during Print 09 (Sept. 11th – 16th) or 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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