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PRINT 09 – Booth #6919

FUJIFILM’s Professional Services Group Boosts Customer Quality and Confidence

VALHALLA, N.Y. (Sept. 11, 2009) – Keeping your facility running as efficiently as possible requires more than just state-of-the-art equipment or the newest technologies. It also requires that your operations and your processes be in control, consistent and reliable. That’s the goal for Fujifilm’s Professional Services Group, comprised of a team of more than 200 specialists nationwide dedicated and trained to implement the services and processes that help keep customers in control.

Fujifilm’s Professional Services Group includes more than 20 professionals certified in the latest GRACoL® 7 standards and capable of guiding printers through the G7 Master Certification process. “At Fujifilm, we understand color and we understand how to manage it,” says Neil Johnson, director of technical solutions and support at FUJIFILM Graphic Systems U.S.A., Inc. “We’ve built a team of specially-trained professionals designed to help our customers better control and manage their color and, as a result, operate more efficiently and more profitably.”

An application methodology that enables printers to reproduce a similar visual appearance across printing devices and engines, the G7 standard will help print providers reduce waste by employing a methodology to ensure all print materials look alike.

Additionally, earlier this year, Fujifilm’s Professional Services Group introduced its new INKdrop Professional Service for Rampage, helping printers reduce ink consumption and minimize waste.

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.

Once the processes are aligned, the Professional Services Group employs Fujifilm's Taskero Universe ColorPath Verified to monitor and verify the color production processes and to ensure that each of the jobs are staying within the specified standard and in control.

For more information on Fujifilm's Professional Services Group or the services it offers, please visit Fujifilm at Booth #6919 throughout PRINT 09 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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