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PRINT 09 – Booth #6919

FUJIFILM Showcases Total Solution for Wide Format Printers

Inca Onset S20 Running Live; addition of Fujifilm Wide Format roll media enhances portfolio

VALHALLA, N.Y. (Sept. 11, 2009) – With a continued investment in the graphic communications industry and, more specifically in the wide format market, FUJIFILM Graphic Systems U.S.A., Inc. will display its full portfolio of wide format solutions during PRINT 09, being held Sept. 11-16, 2009 at Chicago's McCormick Place Convention Center.

Making its North American debut and running live in the Fujifilm booth (#6919) is the new Inca Onset S20, a new wave in UV flatbed printing that promises to challenge the way printers view traditional methods of printing. With production speeds up to 2,688 sq. ft. per hour over a 123" x 63" area on substrates nearly 2" thick, the Inca Onset S20 features FUJIFILM Dimatix Spectra printheads and a choice of print finished from low glare satin to high impact gloss.

Fujifilm's portfolio – which now includes a "best in class" full portfolio of eco, mild and UV printers, Fujifilm ink, high quality color management RIP software, Fujifilm media, Fujifilm technical support, service and consulting– was developed in response to customers' demands for a turnkey solution. "Our customers overwhelmingly told us that they wanted more than a dealer that supplied them with products," explains Jason Kammes, Fujifilm's product marketing manager for color, proofing and wide format products. "They're looking for a long-term partner to help steer them in new directions and to grow their businesses. With our wide format specialists and the expansion of our portfolio, we're uniquely poised to do that."

The latest addition to the company's wide format offerings is a full range of Fujifilm wide format solvent and UV roll media, including everything from banner media to multiple paper selections to canvas to wall graphic material and adhesive vinyl.

"Our new range of roll media is designed to provide optimal performance in terms of print quality, color development and durability and will allow our customers to better control their

printing operations, making them more efficient and minimizing their overall operating costs,” adds Kammes.

The Fujifilm Acuity Advance UV flatbed printer will also be running live throughout the show. It’s 35 percent faster than previous models and prints up to 239 sq. ft. per hour and now features white ink for packaging, flexographic and POP applications as well as roll-to-roll option.

Fujifilm will also introduce the new Mutoh ValueJet 1618 (64”) printer that has extremely high-quality at production speeds up to 480 sq. ft per hour. Fujifilm will also showcase the Epson Stylus® Pro GS6000 64” solvent-based commercial outdoor printer and the Epson Stylus® Pro 9900, a 44” inkjet printer designed for the professional large format market. All solutions provide astonishing, brilliant color, exceptional image quality and best-in-class print speeds.

Driving all of the Fujifilm wide format solutions will be ColorGATE PRODUCTIONSERVER⁵ Ultimate FUJIFILM Edition, a new universal RIP software that offers robust color management features and functionality. With ColorGATE, users are able to RIP once and color manage across all of the devices in their shop, allowing them to achieve predictable results and consistent color each and every day.

For more information on Fujifilm’s wide format portfolio or for a live demo, please visit FUJIFILM Graphic Systems U.S.A., Inc. 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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