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PRINT 09 – Booth #6919

New FUJIFILM Workflow XMF™ Now Available

Robust Workflow Driving Devices Live During PRINT 09

VALHALLA, N.Y. (Sept. 11, 2009) – FUJIFILM Graphic Systems U.S.A., Inc. introduced its new FUJIFILM Workflow XMF earlier this year and will demonstrate it live – with improved connectivity to the powerful Xerox® 700 Digital Color Press – during PRINT 09, on Sept. 11-16, 2009 at Chicago's McCormick Place Convention Center.

An end-to-end JDF workflow solution with tremendous flexibility and increased integration capabilities, FUJIFILM Workflow XMF provides printers the flexibility and ease-of-use they need to increase their productivity, quality and efficiency.

“Today, it's quite common for companies to have a variety of presses, both offset and digital, with widely varying capabilities that require them to utilize a variety of imposition schemes and, in many cases, multiple workflow solutions,” explains Bryan Hughes, Fujifilm's product manager for workflow products. “FUJIFILM Workflow XMF is capable of providing a single point of production that can easily produce jobs for both offset and digital, or a combination of both, within the same job. Workflow XMF has the added ability to automate many of the processes and will save valuable time and enable printers to meet increasingly tight deadlines.” The new “Section Proof” feature allows for the quick automated de-impose of an offset job for proofing to a digital press.

Utilizing the latest advancements to create an open and scalable workflow, FUJIFILM Workflow XMF is capable of cross-connectivity between a variety of print environments, including offset, digital and wide format. The solution isn't simply “built on” JDF standards, but is actually a complete JDF engine that incorporates the most recent Adobe PDF Print Engine technology and is capable of achieving huge increases in RIP speed and output performance. FUJIFILM Workflow XMF's “pure PDF” technology means that original PDF content is preserved throughout the workflow, with instructions for processes such as imposition stored as JDF data in an associated JDF Job Bag. This clean PDF implementation requires no internal conversions or file “flattening” to carry out job processing.

Workflow XMF also incorporates a fully integrated, unlimited-user Fujifilm imposition engine, allowing users to avoid the bottleneck imposed by workflow solutions that rely on external

applications. With FUJIFILM Workflow XMF, users can create and edit impositions live from within the workflow with dynamic templates, easily changing parameters as required. This means there are fewer templates to manage, saving time and reducing the chance of error. FUJIFILM Workflow XMF is also capable of importing JDF templates from popular imposition and planning applications, such as Metrix, for direct use.

Not only does Workflow XMF apply intelligent automation at the end of the prepress process when it allocates jobs to different presses, it applies it at the job input with full pre-flighting capabilities and action list support.

Based on open standards, FUJIFILM Workflow XMF is designed to remain compatible with new print technologies and preserving a printer's investment in the future. As a printer's business grows, Workflow XMF's modular and scalable architecture allows users to increase capacity and productivity and expand the range of services. The workflow solution is suitable for printers with minimal press equipment as well as for larger printers requiring additional RIPs and processing speed.

Fujifilm Workflow XMF™ is now commercially available nationwide and will be running live at the Fujifilm booth (#6919) throughout PRINT 09. For more information, please visit 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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