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**For Immediate Release**

## **FUJIFILM's Taskero Universe Tackles the Pressroom**

**VALHALLA, N.Y. (February 26, 2009)** – FUJIFILM Graphic Systems U.S.A., Inc. has opened the pressroom doors to Taskero Universe, a groundbreaking suite of performance analysis tools designed to increase profitability and reduce waste. Fujifilm debuted the pressroom application of Taskero Universe in a recent live demonstration during a series of Technology Demo Days hosted by Komori America Corporation.

Designed to give printers the ultimate level of quality control, Taskero Universe is a complete solution that delivers valuable business information across the entire production cycle.

“There’s been significant development of new products by other vendors that are focused around the front end of the workflow – such as ease of file delivery via the Internet or automatic file pre-flighting just to name a few. But, who is paying attention to the back end of the production, to what printers are actually selling?” explains Don Schroeder, director of solutions development for Fujifilm. “That’s precisely what Taskero Universe does.”

As soon as a press goes into “production mode,” Taskero Universe begins collecting and analyzing data, verifying that the job is staying within the specified tolerance set at the press console. Taskero Universe collects the raw data – including information on performance across all ink keys, color conformance and even paper performance – and then aggregates the data and delivers a variety real-time reports via the web or a PDF to the printer or their customers.

Additionally, Taskero Universe can be customized for the printer’s end user and, through a secure, password-protected interface, printers can create reports and give their customers access to whatever data they choose. All of the information is available online or can be sent as a PDF via email.

“This means that printers, and their customers, can watch the performance of their jobs virtually in real time and can even compare the same job over a number of facilities. Taskero Universe also delivers an aggregation of a particular job, something that has not been available until now,” adds Schroeder.

Taskero Universe works automatically with presses on the market that utilize the X-Rite Intellitrax-S technology or any Komori press utilizing the Komori PDCS-II technology. Additionally, Taskero Universe is compatible with Mitsubishi, Sakari, Akiyama, Ryobi and Shinohara presses. It also works with the offline Intellitrax system. Other online press and offline press solutions are being considered for integration in the near future.

“With this solution, printers can now prove that a job is in compliance, whether they run a job today, tomorrow or two months from now,” adds Schroeder. “Taskero Universe not only keeps you in control, but it proves that you’re in control. With more printers adopting the G7 method, we expect Taskero Universe to play a key role in making sure they stay in compliance with G7 standards and that they can prove it.”

#### **About FUJIFILM Taskero Universe**

Fujifilm’s Taskero Universe is a process-based solution that increases profitability and reduces waste. Consisting of three components – ColorPath Verified, Server Performance Management, and Hardware Monitoring – Taskero Universe offers an opportunity to control, manage and verify color production from the design and prepress stage all the way through the pressroom.

#### **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](http://www.fujifilmgs.com).

#### **About FUJIFILM**

FUJIFILM Corporation brings continuous innovation and leading-edge products to a broad spectrum of imaging industries including medical, life sciences, consumer electronic, chemical, graphic arts, information systems, photography and office products based on its vast portfolio of digital, optical, fine chemical and thin film coating technologies. It was ranked number 15 for U.S. patents granted in 2006, employs more than 75,000 people worldwide and in the year ended March 31, 2008, had global revenues of \$24.48 billion. Fujifilm ADRs (American Depository Receipts) are traded in the U.S. on the NASDAQ exchange (NASDAQ:FUJI). For more information, please visit [www.fujifilmholdings.com](http://www.fujifilmholdings.com).

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