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## **‘Seeing is believing’ for visitors to the Fujifilm stand at IpeX 2010**

**17<sup>th</sup> May 2010 IPEX** – At IpeX 2010, Fujifilm is demonstrating how its technologies, solutions and sound business advice will give printers of all shapes and sizes the ‘power to succeed’ in today’s tough economic climate, and invites them to come to its stand (9-CD360) to see its comprehensive range of products in action.

Fujifilm is in the unique position of being able to offer benchmark printing solutions across a wide portfolio of applications, all based on the latest technologies. At IpeX 2010, the company is demonstrating how it can bring the following benefits to printers visiting the stand:

i) Optimising offset print production

Fujifilm is showcasing a range of solutions designed to optimise the offset print process. The company is demonstrating how its range of thermal and violet plate production solutions can help printers increase productivity, reduce costs and minimise waste production, and so improve environmental performance. In particular, alongside two of the company’s latest platesetters, the Luxel V-8 and Luxel T-9300CTP NS, Fujifilm is showing how its Brillia HD PRO-T2 plate can deliver real benefits, such as the complete elimination of chemistry, to larger B1 printers without impacting on quality or productivity. Two new additions to its ‘lo-chem’ family will also be on show with the new Brillia HD LH-PLE and Brillia HD LH-NI3 plates allowing more printers to benefit from significantly lower chemistry consumption and costs while helping them reduce their environmental impact.

Fujifilm is also using a ‘virtual pressroom’ to demonstrate how its wide range of pressroom solutions can help printers improve production efficiencies on both sheet-fed and web presses. This interactive area of the stand highlights how Fujifilm founts, washes, sprays and auxiliaries can help improve quality and maximise press performance, and how its wide range of coatings can add value to offset print with minimal impact on production and the environment.

ii) Maximising the opportunities that digital print production brings

A major part of Fujifilm's 1,700m<sup>2</sup> stand is devoted to digital print production, with the company showcasing one of the widest ranges of high quality digital presses, making use of some of the latest Fujifilm technologies.

For A3+ applications, the Xerox<sup>®</sup> 700 and DocuColor™ 7002 colour production devices are in action, alongside the brand new Xerox<sup>®</sup> Color 1000 Press which uses the new Xerox<sup>®</sup> emulsion aggregation Eco Toner. This new digital press also features a clear, dry ink option for images and text to be highlighted, or digital watermarks applied for artistic effect or security. Fujifilm will be using this comprehensive range of digital solutions to demonstrate how, with a modest investment, printers can add a successful, high quality digital print service, or build on an existing capability with the addition of a high volume production machine, with the ability to manage the production environment with Fujifilm's XMF cross-media workflow.

Fujifilm is also showcasing its ground-breaking new B2 inkjet press, the Jet Press 720, which is set to revolutionise the business of short-run printing. This new inkjet press brings the benefits of digital print, including more efficient production and value-added services such as personalisation, to a much wider range of print applications. The press is particularly suitable for traditional commercial printers looking for a more effective solution for short-run work and for digital printers who are looking to offer a wider range of digital print services.

iii) Opening up new business opportunities with wide-format

A considerable area of the stand is devoted to wide-format print production. Here, Fujifilm is exhibiting the recently launched Uvistar UV inkjet roll-to-roll machine. The Uvistar uses Fujifilm's specially developed Uvijet QK inks and can print on rolls up to five metres wide, altering the way that material for both billboard and POP applications will be prepared in the future.

Fujifilm is also showing its brand new Pro-File system, which has been designed to allow screen printers to deliver consistent colour output and optimise production efficiencies across both screen and inkjet technologies. The Pro-File system combines three best-in-class components – Fujifilm Sericol screen inks, Fujifilm Acuity digital printers, and ColorGATE software – to help printers deliver the consistent colour demanded by customers in the 21st century.

In addition, the Inca Onset S20 printer, the latest high performance member of the Onset family, is on the stand alongside the latest Acuity Advance HS wide-format device. Fujifilm will be demonstrating how both these printers can be used to produce ultra-high quality, innovative print at high speeds to add value to wide-format print operations. Also, Fujifilm's euromedia experience area takes a prominent position on the stand, where the company is showcasing many different types of creative media applications.

To complete Fujifilm's wide-format offering, the Esko Kongsberg i-XL cutting table is on the stand, perfectly complementing Fujifilm's market leading range of wide-format solutions.

iv) Managing integrated offset and digital production with best in class workflow and web2print solutions

In its Integrated Production area, Fujifilm is demonstrating how the combination of its XMF cross-media workflow, web2print solutions and digital presses can be tailored to produce a 'best-of-breed' digital production solution. The company is showing how such a solution, when combined with sound business advice, can give printers the 'power to succeed'.

For the first time in the world, Fujifilm is demonstrating version 3.0 of its XMF cross-media workflow solution. This latest version has been specifically designed to accommodate the integrated production demands of larger print companies and provides a range of new options including advanced imposition and colour management capabilities, and an improved version of its innovative 3D proofing module.

The latest version of Fujifilm's online job submission and approval module, XMF Remote v5.0, is also being shown, which offers many developments to enhance the printer/client interface, including improvements to automation and job submission.

Also, XMF's recently launched fully integrated web-to-print capability, utilising EFI's Digital Storefront, is in action on the stand and Fujifilm will be showing how a web2print system can add value to a print business outputting work to either offset or digital print platforms.

In addition to this broad portfolio of offset, digital and wide-format solutions, the company will also be presenting its latest flexo plate developments. Following the technology announcement at drupa 2008 of a new Fujifilm Direct Laser Engraving (DLE) flexo CTP plate, at Ipex 2010 the company will show how its core Polymer Material and Imaging Technologies will create revolutionary new solutions for flexo packaging print applications.

Throughout the stand, Fujifilm is also demonstrating how printers can lower their environmental impact by maximising the efficiency of their production processes and introducing technologies that give them the 'power to succeed' whilst minimising material use and waste disposal.

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**About Fujifilm**

FUJIFILM Holdings Corporation 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 employs more than 70,000 people worldwide and in the year ended March 31, 2010, had global revenues exceeding 16 billion Euro. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit [www.fujifilmholdings.com](http://www.fujifilmholdings.com).

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