



## FUJIFILM

### FUJIFILM C-FIT receives PIA/GATF 2007 InterTech Award

by Jason Kammes

C-Fit Image Intelligence software has provided Fujifilm with its second PIA/GATF InterTech Award. The first InterTech award was received in 2000 for the Multi-Laser Technology in the Sumo Imagesetter, which was for the world's fastest Imagesetter.

Fujifilm C-Fit Image Intelligence technology is a drop folder and server based product with its key benefit to greatly increase image re-touching productivity. C-Fit is designed to automatically enhance the color and quality of digital images, making them more manageable and easier to print, all in a matter of seconds. Not only does C-Fit enhance the images but automates the conversion from RGB to CMYK, saving users valuable time and increasing profits.

#### THREE MODULES OF C-FIT

**1) Image Enhancement** analyzes and optimizes every incoming RGB image through face detection, skin smoothing, light source recognitions, exposure correction, white balance adjustment and memory color correction. The result of the optimized digital master is that it can be archived, further manipulated, or optimized to your color workflow! (Note: example on the far right)

**2) Color Conversion** is also known as Color Fitting (thus the "C-Fit" name). Color Conversion maps the color gamut of the RGB Digital Master to the maximum gamut potential of the target device. C-Fit Color Conversion maps image to profile, not profile to profile. (Note: Example is below)

**3) Document Conversion** is able to process fully-composed PDF documents. Each image and graphic within the PDF is evaluated individually, providing intelligent colorspace conversion of each element on the page. (Note: This software is in testing and should be released soon!)

#### TARGET MARKETS FOR FUJIFILM'S C-FIT

The primary target market for C-Fit are customers that edit large quantities of images, such as Yearbooks, Newspapers, Magazines, Catalogs, Photo Labs, and High Volume Commercial Printers. To date, FUJIFILM Graphic Systems has had nearly 100 requests for a Free Trial Version of C-Fit by registering for it on [www.fujifilmcfi.com](http://www.fujifilmcfi.com). Current C-Fit trial customers include Herff Jones, Harper House, NY Daily News, and LifeTouch, with National Account customers (like Herff Jones) using C-Fit in multiple locations across the USA.

Fujifilm Accounts Managers, C-fit is the perfect opportunity to visit your customers to discuss this exciting new technology. C-fit could offer your customers a tool that improves their business, and shows how Fujifilm partners with our customers. So make this the purpose of your customer visit today!



Before Enhancement



After Enhancement

#### GETTING STARTED

- Log onto [www.fujifilmcfi.com](http://www.fujifilmcfi.com). On the website you are able to get additional information on the product, register for a free trial version of the software and download manuals or brochures.
- Or you can contact Jason Kammes at [jkammes@fujifilmgs.com](mailto:jkammes@fujifilmgs.com)

