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Graph Expo 2003 – Enovation Booth #4020

**Fujifilm Continues to Advance
Halftone Digital Proofing Technology**
FINALPROOF Reliability Reigns, Now Available for Creo Devices

GRAPH EXPO 2003, CHICAGO, Sept. 28, 2003 – Fujifilm will highlight the reliable FINALPROOF Luxel 5600 digital contract proofer, along with the advances the manufacturer has made in the digital halftone proofing arena, on Sept. 28 – Oct. 1 at Chicago's McCormick Place during Graph Expo 2003.

Fujifilm's FINALPROOF not only offers one of the most reliable digital contract proofers on the market today, but it also offers users unprecedented color quality. Fujifilm now brings its expertise in producing high-end color and digital contract proofing to Creo proofing devices with the introduction of the new FINALPROOF TPM (thermal proofing material). Developed for the Creo Trendsetter Spectrum® and Proofsetter Spectrum® digital halftone proofing devices, FINALPROOF TPM is a high-resolution and consistent media that fits seamlessly within established Creo workflows.

"The biggest benefits that we see are the color fidelity and the resolution that we're able to achieve with this material," reports Gus Gutierrez, solution architect for Darwill, located in Hillside, Ill. "We're also seeing tremendous consistency; the numbers are literally speaking for themselves."

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In addition to introducing FINALPROOF TPM, Fujifilm is also expanding the capabilities of the FINALPROOF digital proofer and will introduce a white donor at this year's show. FINALPROOF also offers orange and green donor material, giving users the ability to proof in hexachrome.

"The white donor material for FINALPROOF will give users a great deal of flexibility in their capabilities and what they're able to offer their customers," says Don Schroeder, color group manager for Fujifilm proofing products, Enovation Graphic Systems, Inc.

FINALPROOF offers true halftone dot screening in a digital contract proof. Based on FujiProof Color-Art standards, this proofing system delivers the quality necessary for high-end production as well as the reliability, consistency and speed necessary to stay ahead in today's competitive market.

And, with Fujifilm's Match Certified service, users can be sure that what they're seeing at the proofing stage will be realized on press. Drawing on industry experience and using proprietary software, Match Certified mimics human vision and weights colors according to their relative importance. This gives added importance to neutrals and near neutrals, as well as the full range of flesh tones and memory color such as blue skies and green grasses.

Graph Expo 2003 attendees can see FINALPROOF, FINALPROOF TPM, Match Certified and other Fujifilm products and services on display at Booth # 4020 throughout the show. For more information contact Fujifilm at (800) 877-0555 or visit Enovation Graphics Systems, Inc. at www.getitfromtheexperts.com.

About Fujifilm

Fujifilm manufactures a full range of high-quality products including: conventional and image setting films, aqueous-based conventional subtractive plates, analog proofing materials, RIPs, image setters, computer-to-plate systems, thermal and visible light digital plates; digital continuous tone and halftone dot contract proofing products; flatbed color scanners, and color management software.

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About Enovation Graphic Systems, Inc.

The nation's leading distributor to the graphic communications industry, Enovation Graphic Systems, Inc. offers a full-line of analog and digital consumables, electronic imaging products, digital printing solutions, software, and technical support services, including: electronic prepress equipment; computer workstations and software; file servers and networking solutions; consumables and hardware for offset lithography and flexographic printing; pressroom supplies and chemicals; post-press and finishing equipment, and personalized, consultative services. For more information about Enovation and the products it represents, please visit www.getitfromtheexperts.com.

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