

**Fujifilm Exhibits New DPC4  
Print Order Terminal & ET (EasyTouch) Software Ver. 1.5**

**PHOTOKINA 2006, COLOGNE, GERMANY, September 26, 2006** — Fuji Photo Film Co., Ltd. is proud to exhibit the DPC4 print order terminal equipped with DPC4 ET (EasyTouch) Software Ver. 1.5, the most recent in Fujifilm's extensive line of innovative digital photo print kiosk solutions. The new system was developed to enable photo retailers to meet rapidly diversifying digital camera print needs, streamline the print order process, and enhance customer satisfaction.

The DPC4 is a self-service print order terminal that features a 15-inch touch-sensitive panel that makes it easy for the customer to view and manipulate images and order prints. Giving the consumer complete control of the ordering process, the new user interface (DPC4 ET Software) was also developed for functionality and ease of use.

Equipped with direct slots for a wide range of digital media as well as USB ports, the DPC4 also features a high-speed infrared interface and can be customized with optional Bluetooth capability. The infrared interface incorporates the new global-standard IrSimple™ high-speed infrared communications protocol. This new high-speed protocol makes it possible to beam a 3 megabyte image file from the IrSimple-equipped DSC to the print order terminal in a mere 1.5 seconds.

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### **DPC4 digital photo kiosk features**

- Prints can be output with a Digital Minilab Frontier or ASK-1500/ASK-2000 Thermal Photo Printer. The user interface can be displayed in any of nine languages, and the language of the display can be changed at any time during the ordering process.
- Featuring the latest Image Intelligence Ver.2.5 and fully automatic red-eye correction, the DPC4 system offers improved print quality. Image editing functions include the ability to rotate, enlarge, trim, perform color adjustments, print in monochrome or sepia tones, and add text to images.
- The system is also compatible with MO disks popular in Europe and can be incorporated into existing FTP (hub & spoke) networks.

The eye-catching green unit was designed to be easy to use, and features a built-in shelf area for placing media or prints.

With the introduction of the new DPC4 digital photo kiosk system, an expanded lineup of Digital Minilab Frontier units, and the ASK Thermal Photo Printer System, Fujifilm continues to offer new ways to meet the rapidly diversifying needs of consumers and expand the opportunity and profitability of retail digital print services.