

Expanded Line-up of Labelflash™-Compatible DVDs

PHOTOKINA 2006, COLOGNE, GERMANY, September 26, 2006 — Fuji Photo Film Co., Ltd. is adding an exciting new product to its line-up of DVDs for use with the laser-labeling system, Labelflash™, which was developed in conjunction with Yamaha Corporation. The new recordable discs, DVD+R with a data-burning speed of 1-16x, will be released this autumn.

Labelflash™ is a ground-breaking new technology that uses a laser beam to inscribe words and/or pictures at a depth of 0.6mm below the surface on the label side of recordable DVDs. The great advantage of Labelflash™ is that it provides a convenient mechanism for producing high-resolution images in sharply contrasted monochrome, without the need for a printer or any consumables such as ink. All you need is a compatible disc and a Labelflash™-compliant DVD writer. As the image is inscribed well below the surface of the disc, it has greater durability and resistance against scratching. For these reasons, Labelflash™ has already received considerable support from a number of DVD drive manufacturers and software makers, and inquiries have been received from many manufacturers of DVD drives and personal computers. Fujifilm has already introduced Labelflash™ to the Japanese and European markets, and in keeping with the schedule to introduce it in the rest of the world, the next step is to begin marketing compatible discs in the United States.

At the Photokina 2006 trade show in Germany, Fujifilm will be releasing a new DVD+R with data-burning speed of 1-16x for sale on the European market, and will be offering a preview of a new color-capable variation of Labelflash™ that will soon enable users to select their preferred colors for DVD labels to suit particular subjects or themes. This will enable the use of better quality, even more chic images. This is just

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one step in Fujifilm's continuing effort to develop extended product ranges to meet diversifying customer needs.

To further promote Labelflash™ to European consumers, Fujifilm has set up a website (<http://www.labelflash.eu>) offering suggestions for the uses of Labelflash™ and a selection of label templates for download and use. The site will also provide information on where to find the nearest retailer, dealer, or online store selling Labelflash™-compatible discs.

Fujifilm will set up a dedicated booth at Photokina 2006 to promote Labelflash™ and enable visitors to experience this high-definition DVD label-burning technology.

1. New recordable discs for Labelflash™ with a burnable speed of 1-16x

General Specifications of Labelflash™ System	
Laser wave length	655nm
NA	0.65
Picture-burning time	5min(Fast mode) - 20min(High Quality mode)
General Specifications of Labelflash™ Disc	
Depth of the picture-burning layer	0.6mm from the disc surface
Dye for the picture-burning layer	Organic Dye
Picture-burning area (radius)	25mm - 58mm
Format for data recording side	DVD+R
Data burning speed	1x-16x

2. Characteristics of Labelflash™-compatible discs

(1) Capable of burning an image onto the entire face of a DVD

Utilizes a new and specially developed dye on the label side of DVDs. Connected to a Labelflash™-compatible burner, Labelflash™ uses the same laser that burns data into a

DVD to turn areas of dye on the other (label) side of the disc translucent, creating clear, high-definition images and/or text in light and shade.

The nature and placing of the dye also ensures a high level of durability and light-resistance to preserve the images and/or text over a long period of time.

(2) Excellent interchangeability of drivers

(3) High-speed recording

- DVD-R discs: DVD-R for General Version 2.1 / 16X-Speed DVD-R Revision 6 standard discs can be burnt at speeds from 1x through to a maximum of 16x
- DVD+R discs: DVD+R standard Version 1.3 can be burnt at speeds from 1x through 16x

3. Characteristics of the Labelflash™ System

(1) Enhanced convenience with no need for a printer

With a Labelflash™-compatible DVD drive, it is possible to inscribe high resolution images with sharp contrast, without the need for any additional accessories, such as a special label printer, label seal or ink.

(2) Capable of producing high-precision images in a very short time

Incorporates newly developed laser control, pick-up drive control, rotation control and high-speed signal management for pictorial data. Structure of specialized discs makes the burning of labels possible in the most appropriate focusing situation on the same condition as data is recorded. Has excellent vibration tolerance and performs superlative pictorial data management to make the burning of a high-resolution, high-contrast images possible. Capable of creating a stable image in as little as five minutes.

(3) Long-term durability and resistance to scratching

Text and/or images are burned into the label side of a disc at a level of 0.6mm beneath the surface, so they remain protected by the surface layer of polycarbonate. As there is no need to touch the disc as the label is burnt, the resulting text and/or images are long-lasting and scratch-resistant.

Labelflash™ is a trademark of Yamaha Corporation