

Fujifilm. Expand the World of Imaging
— Dedicated to creating new value-added products and services —

Under the slogan, “Fujifilm. Expand the World of Imaging,” Fuji Photo Film Co., Ltd. will exhibit a diverse array of new products and services at the Photokina 2006 exhibition. In addition to its extensive existing lineup, Fujifilm will continue to create new value-added products and services while projecting a powerful image of the company as a leading player in the imaging industry.

With the introduction in October this year of a new holding company “FUJIFILM Holdings Corporation,” which aims to enhance consolidated management, and the start of a new operating company under the new designation “FUJIFILM Corporation,” the forthcoming year will be a crucial period for the company as it undergoes its “Second Foundation.” At Photokina 2006, the new corporate logo will be launched and the Fujifilm booth will display the new corporate logo widely in order to raise awareness of the changes the company is currently undergoing and to showcase the future envisaged direction of Fujifilm.

Since its foundation some 70 years ago, Fujifilm has consistently endeavored to enhance the imaging field by offering high-quality films, printing materials and services. While being fully aware from an early stage that digital technology had the potential to greatly expand the world of imaging, Fujifilm has also made great efforts in the research and development of digital products. At Photokina 2006, Fujifilm will display the fruits of its ongoing efforts to contribute, as a pioneering company, to the world of imaging.

Until recently, photographs have been associated with the simple concepts of “shoot,” “print” and “view.” However, Fujifilm intends to create the new added values of “fun,” “convenience” and “sharing” to the existing concepts, and further expand the world of imaging.

FUJIFILM
Expand the World of Imaging



Digitalization has had a profound impact on the world of imaging and has brought about many major changes. The widespread use of digital cameras has resulted in a huge increase in the number of photographs taken, and the fun and enjoyment of photographs doesn't stop merely at prints. Today, digital photographs can be transferred through various information networks, and there is a vast array of imaging processing options available to further enhance the enjoyment of photography. The progress of digitalization has created a wealth of business opportunities, and it is, of course, extremely important to ascertain exactly in which areas possible business opportunities exist.

Despite the momentous changes in the world of imaging, however, people's expectations of pictures remain unchanged. People all over the world continue to place a high value on photographs that contain precious moments, loved ones and important events in their lives that will last forever. And Fujifilm remains firmly committed to preserving this culture of photography under the sub-slogan "Photo is" while also expanding the role and the world of photographs.

Outline of the Exhibition

The interest of the imaging industry is currently focused on the dual areas of digital cameras and in-store printing, also known as retail printing. At Photokina 2006, Fujifilm will respond to this interest by placing "Digital Cameras" and its "Print at Retail" products and services as the main exhibits of its overall display. In the Digital Camera Area, Fujifilm will display the full lineup of its high-end FinePix series. In the Print at Retail Area, digital camera prints from Frontier minilabs and print order terminals will be exhibited to raise awareness of the diverse range of retail printing services Fujifilm is able to offer.

1. Digital Cameras – Enhance the World of “Capture the moment as your eye sees it!” with Newly-developed “Face Detection Technology”

Fujifilm continues to advance the image quality and sensitivity of cameras as seen with the epoch-making FinePix F10 digital camera. The enhanced high sensitivity further enables the capability of beautifully capturing backgrounds even in dimly-lit conditions, and minimizes camera hand-shake and blurring of photographic subjects. Capitalizing on the success of the FinePix F10, the even further enhanced FinePix F30, which was released this summer, boasts a sensitivity of ISO 3200 at full resolution. With the addition of Intelligent Flash, the FinePix F30 is able to beautifully capture both subjects and backgrounds simultaneously, and has contributed greatly to the further expansion of photographic opportunities.

According to a survey conducted by Fujifilm on photographic subjects, approximately 70% of all photographs taken feature human photographic subjects, and many of these photographs suffer from subject blur, inappropriate backlighting, or out-of-focus subjects. This results in a massive amount of wasted photographs. In order to combat this trend, and as part of its ongoing efforts to enhance user benefits, Fujifilm has developed Face Detection Technology in addition to high sensitivity and Intelligent Flash.

Face Detection Technology — which was originally used in the Image Intelligence™ technology of the Frontier digital minilab, and has been further enhanced with the introduction of a new type of IC chip — is able to detect the faces of up to ten different people in only 0.05 seconds,* and simultaneously optimizes the exposure and focus of the face of the main subject. This new technology enables a vast reduction in the number of wasted photos and maximizes photographic opportunities.

* Fastest possible detection time.

The FinePix S6500fd is equipped with 6.3 million pixels, Super CCD and a 10x long zoom, and is suitable for a whole host of photography enthusiasts — from advanced amateurs to everyday family use. With a 28mm wide angle lens and a 300mm telephoto lens, it comes in a handy, compact size, and boasts a 2.5-inch LCD monitor. Its ISO 3200 sensitivity at full resolution and built-in Intelligent Flash ensure high-quality images. With the world's fastest face detection technology,** the FinePix S6500fd maximizes photographic opportunities and ensures an absolute minimum of wasted photos.

The FinePix F31fd is the world's first compact camera to be equipped with Face Detection Technology. With key features such as ISO 3200 with full resolution and i-Flash being inherited from its award-winning predecessor the FinePix F30, the FinePix F31fd will enable any photographer to take perfect pictures with fully focused and exposed subject faces regardless of lighting conditions.

The FinePix S5Pro is a digital SLR camera that has been long awaited by photographers around the world. Fujifilm has combined several of its proprietary technologies into the FinePix S5Pro, including Super CCD SR Pro, RP Processor Pro and the cutting-edge Face Detection Technology. With 6.17 million high sensitivity S-Pixels and 6.17 million low sensitivity R-Pixels, the S5Pro will deliver the same wide dynamic range as its predecessor the S3Pro, but it will give even greater flexibility by enabling the photographer to choose settings manually. The FinePix S5Pro is also equipped with a unique film simulation mode, and will be especially beneficial for portrait photographers who will be able to produce even smoother skin tones. An added advantage is the one touch Face Detection button, which automatically zooms in on subject faces. Photographers will be able to confirm facial details and quality on the LCD monitor.

Fujifilm's Digital Camera exhibit will also include the highly-acclaimed FinePix F30 with its ISO 3200 high sensitivity and high image quality; the compact F series as highlighted by the FinePix F20 with its built-in picture stabilization button; the slimline

and stylish FinePix Z3 which comes in a range of attractive colors and is perfect for both men and women; and the entry model Super CCD-equipped FinePix A700 which boasts an amazingly high image quality with its 7.3 million pixels. Finally, there is the FinePix S9600 which houses even further enhancements than its popular predecessor the FinePix S9500.

To further highlight the great image quality that Fujifilm digital cameras are able to offer, high-speed printing demonstrations of photos taken with Fujifilm digital cameras will be held using print order terminals which are compatible with the infrared-equipped IrSimple™ system.

From digital cameras to our vast range of printing products and services, visitors are cordially invited to experience for themselves the range of user benefits that Fujifilm — through its long-continuing efforts to enhance the world of high sensitivity — is able to provide.

**Correct at the time of research conducted by Fujifilm in July 2006.

2. “Print at Retail” – A Variety of Print Solutions

Photokina provides a showcase for Fujifilm’s diverse array of retail digital printing products and services. The “Print at Retail” services are based on output of digital camera images with the Digital Minilab Frontier — a remarkable fusion of digital and silver halide technology. At Photokina 2006, the combination of the Digital Minilab Frontier series including the new 590 model, Fujicolor Crystal Archive Paper Type II and CP-49E chemical processing makes possible a whole new dimension in easy, beautiful and long-lasting digital camera prints. This year’s exhibit will also introduce the DPC print order terminals for prints from digital cameras and camera-phones. The added feature of the easily-operated, thermal photo printer ASK-2000 further expands Fujifilm’s extensive range of retail printing services.

Fujifilm is constantly developing new products and services to expand the world of photography, and remains firmly committed to its mission of offering new products and services that enhance customer enjoyment and convenience. As part of these efforts, Fujifilm will introduce a reference exhibit of the value-added print services, Shuffle Print and Story Photo, which further expand the fun of photography.

Alliance with Noritsu

Fujifilm and Noritsu Koki Co., Ltd. will exhibit a collaboration corner at Photokina 2006 in both the Fujifilm and Noritsu booths to highlight the recent alliance that has been concluded between the two companies. The collaboration corner in the Fujifilm booth will display Noritsu's LPS-24Pro printing processor and the QSS-3501i digital minilab. The alliance between Fujifilm and Noritsu will further enhance their capability of providing a variety of solutions to meet the needs of the rapidly growing world of imaging.

3. Amateur and Professional Films

In this area, we will exhibit our new films — the Fujicolor Superia 200, the X-TRA 400, and Fujicolor 100 and 200, all of which boast improved toughness and brand new package design. We will also display our range of professional films with a particular focus on the Fujichrome Provia 400X, Velvia 100 and T64 professional films. In addition, we will exhibit a large number of photographs that amply portray the high level of granularity, the rich gradation and power of expression that comes with silver halide films, and further promote Fujifilm as the company that strives to preserve the culture of photography.

4. A Range of New Products to Expand the World of Imaging

Through skilful application of existing photographic technologies, Fujifilm is expanding the world of imaging in numerous ways. Examples of this can be seen in the exciting hologram and inorganic electroluminescence exhibit area. With several three-

dimensional holograms and electroluminescent samples on display, we aim to promote the enjoyment and convenience of inorganic electroluminescence, which is able to be processed in a variety of ways.

Finally, in the DVD corner we will demonstrate Labelflash™ DVD discs which provide an absolutely new form of image expression without the need for a printer or any consumables such as ink. Visitors can experience this amazing high-resolution labeling technology with a variety of template designs in the booth.