

**FUJIFILM Introduces  
Fujicolor Crystal Archive Album High Definition Paper**

**PHOTOKINA 2010, COLOGNE, GERMANY, September 21, 2010** — FUJIFILM Corporation is pleased to introduce its Fujicolor Crystal Archive Album High Definition Paper, the first glossy photo album paper in the world based on silver halide technology. The Album High Definition paper meets the demands of consumers who want to experience high quality Photobooks.

The Album High Definition Paper incorporates the high definition silver halide emulsion technology — which delivers enhanced color reproduction, white purity and excellent image stability with a smooth high glossy finish — with a specific protective layer resulting in outstanding fingerprint protection.

The Album High Definition Paper has a thin glossy base that is specially designed for the assembly and mounting of prints for Photobook and provides optimal handling of the pages when viewing.

The Album High Definition Paper allows the reproduction of a much wider color space than electrostatic prints. Digital cameras use the RGB color space and the Album High Definition Paper is also printed in RGB color space. As a result, no image quality loss occurs and an automatically produced photo album can be viewed with a brilliance as never before.

The Album High Definition Paper product features:

- Glossy surface for a brilliant appearance
- Additional protective layer which makes the glossy surface less sticky and fingerprint sensitive

**FUJIFILM**  
***Expand the World of Imaging***



- Optimal designed thickness properties for smooth paper handling
- Extra vivid color reproduction, wider color range
- Enhanced brilliant white and deeper blacks
- Excellent image stability

The Album High Definition Paper is specially designed as a premium Photobook product and adds a premium range to our existing Fujicolor Crystal Archive Album High Definition Paper product range.

As a leading company in the imaging field, FUJIFILM Corporation will continue to enhance consumer interest in Photobook by providing excellent quality color paper, which will enable retailers to produce higher quality Photobooks.

**Availability:**

This product will be available from October 2010.

For more information, please contact your local FUJIFILM Sales Representative.