

**FUJIFILM ANNOUNCES NEW “MAGIC VIDEO PRINT”
AND “MAGIC VIDEO PRINT SHARE” SERVICES**
Photo Prints will be More Attractive Using Video Data

PHOTOKINA 2014, COLOGNE, GERMANY, September 16 2014—FUJIFILM Corporation is pleased to announce the development of its new Magic Video Print and Magic Video Print SHARE services with Fujifilm’s proprietary technology “Image Organizer” that enables the extraction of the suitable still images from videos recorded with smartphones and digital cameras.

With the widespread popularity of smartphones, in addition to digital cameras, video recording opportunities have rapidly increased in recent years. More and more consumers prefer to record videos instead of taking still pictures when the object is difficult to shoot. In addition, the demand to print images from videos is increasing among consumers.

The Magic Video Print service uses Smart Select function that analyzes faces, focus, brightness, and similarities in videos as well as still images, and selects the best pictures automatically. After extracting ten still images per second from videos, the software analyzes and recommends approximately twenty images from the video for prints.

The Magic Video Print SHARE uses AR technology^{*1} that allows users to share prints taken from the original video with family and friends. The video, complete with the original sound, will be replayed automatically over the image on the device and the still image actually starts moving. This service can be used for a wide range of purposes—giving photos of children to grandparents, hanging a wedding photo on the wall of your living room, or giving out photo gifts at birthday or farewell parties. Fujifilm will also exhibit a service that enables users to easily browse the contents of a video by displaying the extracted optimal images simultaneously.

^{*1} AR technology: “Augmented Reality” technology provides supplementary information while combining actual and virtual information.

Service Name:

- Magic Video Print
- Magic Video Print SHARE

Availability:

The Magic Video Print and Magic Video Print SHARE will be available in the 1st half of 2015.

Main features:

- Consumers can order prints with stylish templates. Magic Video Print service recommends approximately twenty images of the extracted optimal images from the video file.
- Magic Video Print SHARE service enables prints of original videos to be shared with family members and friends.

Fujifilm is committed to offering new products and services that meet various consumer needs by using innovative technological advancements. Fujifilm is also dedicated to enhancing the enjoyment of photography worldwide, and wants all users to experience the gratification of shooting, preserving, displaying and gifting images through “Photo Renaissance” activities that delivers the message of “enrich your life with Photography.”