

**FUJIFILM ANNOUNCES UPDATED VERSION OF
IMAGE ORGANIZER TECHNOLOGY
THAT ENRICHES YOUR LIFE WITH PHOTOGRAPHY**

Photo Prints and Photobooks will be More Attractive and Much Easier to Create

PHOTOKINA 2014, COLOGNE, GERMANY, September 16 2014—FUJIFILM Corporation is pleased to announce an updated and enhanced version of its new Image Organizer technology. Fujifilm provides new photo products and services that respond to changing consumers needs and updated versions of its proprietary technologies that “enrich your life with photography” by emphasizing the traditional photographic values of “shooting, preserving, displaying and gifting”.

With the widespread popularity of smartphones and digital cameras, every family now takes hundreds of images every year and stores them in memory cards, smartphones and PCs.

In response to this situation, Fujifilm has equipped its proprietary technology “Image Organizer” with a range of unique functions such as “Smart select” function which recommends optimized images automatically; “Smart layout” function, which provides suitable image layout corresponding to each photo product, and “Smart casting” function, which sorts the images of main and important characters that are determined by consumers. Leveraging these functions, Fujifilm has launched “Year Album” and “My Photo Diary,” products that enable consumers to make Photobooks more attractive and much easier with main and important characters being determined simply by selecting storage location, period and page volume of the album. Fujifilm also offers its “Wonder Photo Box” which arranges and stores a massive amount of images automatically from smartphones and digital cameras, then generates and recommends optimized photo products.

Video recording opportunities with smartphones have been increasing in recent years—from special events through to casual scenes, A growing number of consumers now prefer to record videos instead of taking still pictures when the object is difficult to shoot. In addition, demand to print images from videos is increasing.

The latest version of Image Organizer (ver. 7.0) enables us to offer “Magic Video Print” which selects suitable images from videos in smartphones and digital cameras as well as still images automatically by analyzing faces, focus, brightness, and similarities. And the new Image Organizer also utilizes AR technology^{*1} that make it possible to offer “Magic Video Print SHARE” which replays the video with the original sound automatically with smartphones and viewer apps while the image actually starts moving.

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

Main features:

- “Smart select” function recommends optimized images from still images automatically. This function can also be used on video files.
- “Smart casting” function sorts the images of main and important characters that are determined by consumers.
- “Smart layout” function provides suitable image layout corresponding to each photo product.

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.”