

**Photokina 2014, Cologne, Germany**  
**September 16-21, 2014**

**PHOTOKINA 2014, COLOGNE, GERMANY, September 16 2014**—FUJIFILM Corporation is pleased to announce that it is participating as an exhibitor in Photokina 2014, the world's largest trade fair for the photographic and imaging industries, held from September 16-21, 2014 in Cologne, Germany. On January 20 this year, Fujifilm celebrated the 80th anniversary of its founding in 1934. To mark the occasion, the company launched a new corporate slogan "**Value from Innovation**" which encompasses Fujifilm's commitment to creating innovative technologies that respond to the new challenges presented by the rapidly changing photographic and imaging industries, and to continuing its role as a leading producer of cameras and photographic equipment through continuously providing new products, services and solutions.

The Fujifilm booth showcases the products and services that only a company with the wealth of experience and technological power of Fujifilm is capable of achieving. Visitors are welcome to visit the Fujifilm booth and experience for themselves the innovation that underpins our products and services, and the new value and fun that Fujifilm offers to the world of photography.

### **Fujifilm Exhibition Outline**

The Fujifilm booth is designed both for consumers and trade customers, and showcases a wide range of new products and services that respond to their increasingly sophisticated requirements.

#### **1) Digital cameras**

##### **■ X Series**

##### **-Touch & Try Corner**

At Photokina 2014, in addition to unveiling the brand new **X100T** model, the successor to the X100s, and the **X-T1 Graphite Silver Edition**<sup>\*</sup>, we will also be exhibiting the **X30** model and the popular X-T1 and X-E2 models. The Touch & Try will showcase the

new **XF56mmF1.2 R APD\*** and the new **XF50-140mmF2.8 R LM OIS WR\*** which are new additions to our interchangeable XF lenses. Also on display will be our full lineup of XF and XC lenses, and visitors will be able to try out the lenses that best suit their personal requirements. The corner will also feature examples of the overwhelming image quality and color reproduction that only Fujifilm is capable of achieving, as well as the power of expression made possible with the high-quality, high-definition Fujinon XF lenses that are widely-used by many leading professional photographers, videographers and cinemscope photographers around the world.

\* For more details on these and other models, please see the webpage dedicated to our leading products.  
URL: [http://www.fujifilm.com/products/digital\\_cameras/x/](http://www.fujifilm.com/products/digital_cameras/x/)

### ■ X Photographers Stage

A stage area will be set up to host a series of discussion sessions by so-called “X photographers,” professional photographers who are keen users of the X-series digital cameras and lenses. A total of 23 photographers from 11 countries active in commercial, fashion, documentary and other branches of professional photography, will present their photographic works and discuss their personal impressions and the attractions of X-series cameras.

\* For more details on the X-series @ photokina, please see our dedicated webpage.  
URL: <http://fujifilm-x.com/photokina2014/>

### ■ X Photographers Gallery

We are delighted to hold an exhibition of the photographic works of all 23 photographers who will be taking part in the discussion sessions. In order to fully demonstrate the outstandingly high definition, color reproduction and power of expression of the X-series, each work is displayed with an optimal finish using Fujifilm’s high-definition silver halide and inkjet prints. At the entrance to the Fujifilm booth, enlargements measuring an impressive 1,800 × 2,700 mm amply portray the overwhelming power of expression and quality of enlarged prints. Throughout the entire photographic process, from input to output, Fujifilm will provide its full range of solutions aimed at professionals and all other photographers who appreciate high quality and high definition photography.

### ■ Quick Maintenance Service

Fujifilm offers a range of cleaning services for the exterior bodies of digital cameras and lenses along with simple operations checks and firmware updates. These are aimed

primarily at our X-series of digital cameras and lenses. This service is provided free of charge and without prior reservation. Please enquire about this service at the Fujifilm booth. Please also note that, as visitors will be served on a first-come, first-served basis, you may be required to wait a short while until a member of staff is available. Thank you for your kind understanding in this regard.

#### ■ **Camera Loan Service**

Throughout the duration of Photokina 2014, the X-series Corner of the Fujifilm booth will be conducting a camera loan service for our X-T1, X-E2 and X-Pro1 cameras and various XF lenses. This service is provided free of charge and without prior reservation. Please enquire about this service at the Fujifilm booth. We are delighted to be able to provide this service to Photokina visitors so that they can experience for themselves the outstanding features and advantages of our X-series cameras.

## **2) Photo Imaging**

#### ■ **Photo Renaissance**

Fujifilm plans to expand on a global scale its **Photo Renaissance** activities, based on the concept of “**enrich your life with Photography.**” While continuing to emphasize the importance of the traditional values of photography—shooting, preserving, displaying and gifting—we plan to further enrich the lives of people around the world by providing new products and services that respond to the increasingly sophisticated needs and technologies of today’s rapidly changing world.

Our Photo Renaissance exhibition includes displays of a diverse array of advanced print services and solutions. These include **My Photo Diary**<sup>\*</sup>, the new concept Photobook released in the Japanese market in 2013 as the **Year Album**, and which has been modified to appeal to the European market. This service enables a range of images to be simply and automatically edited and ordered, and has proved hugely popular with Japanese consumers. Also on display are our **Magic Video Print**<sup>\*\*</sup>, a new type of print service that produces still prints from videos recorded with smartphones and digital cameras, the **Wonder Photo Box**<sup>\*\*</sup>, a new photo organizer with data storage function for use at home, and the **Wonder Photo Link**, which links up to the internet with smartphones, cloud networks, photo retailers and photo labs to provide seamless data

archiving and image browsing anytime, anywhere. Visitors will be able to experience for themselves the new value of photography in the smartphone age through these new print services and solutions.

\* Scheduled for release in the 4th quarter of 2014.

\*\* Scheduled for release in the first half of 2015.

#### ■ **instax Fun**

Fujifilm's lineup of popular instant film cameras that respond to the ever-widening lifestyle needs of today's consumer is also showcased. On display are **the new color variations\*** of the popular **instax mini 8** and the **instax mini 90**, and the **WIDE 300** with a new design and usability that enhances user enjoyment of group photos and landscape images. An adjacent Touch & Try Corner will also be set up for visitors to experience the instax cameras for themselves and the instant fun of silver halide prints by trying out the **instax SHARE**, which was launched in January this year and allows users to obtain instax prints of images stored in their smartphones.

\* Scheduled for release in the 4th quarter of 2014.

#### ■ **Wonder Photo Shop**

Leveraging the extensive know-how Fujifilm has built up through its direct sales store in Japan, the Fujifilm booth will also feature a Wonder Photo Shop which will showcase a variety of value-added printing products and print ordering machines in a stylish concept photo shop especially designed for the smartphone age. Staff at the shop will suggest ways to enjoy a variety of Photobooks, Collage Prints and other products dedicated to particular occasions or seasons. Visitors will also be able to try out the new generation on-site kiosk **Wonder Print Station\***, an essential part of the infrastructure that underpins Fujifilm's response to users' 'touch, swipe, pinch' smartphone experience.

\* Scheduled for release in November 2014.

### **Trade Area**

In our area dedicated to trade and industry customers, we offer a range of new optimal devices, software, and a diverse array of compatible solutions that fully respond to the processing amounts and various requirements of trade customers.

In order persuade trade customers of the quality and benefits of introducing Fujifilm devices and equipment, we highlight our leading image processing technology **Image**

**Intelligence™**, the core technology behind Fujifilm's outstanding print quality and services, which continues to evolve in line with the image analysis technology **Image Organizer**.

As smartphones and tablets have become key photo capture devices, we showcase our latest cloud-based photo solution called **Imagine** developed by **Whitech**. This solution is able to access social media sites to retrieve images, and includes **Tablet Kiosk** and **Bring Your Own Device Apps** which allow customers to print in-store. Combining these with the space-saving and low initial investment solution **Frontier-S**, photo retailers are able to offer their consumers a wide range of shop printing services

Also on display is our recently enhanced **Frontier LP5000R** which can be combined with the Wonder Print Station for various on-site printing services in the Wonder Photo Shop. This infrastructure also supports the market in order to supply consistently-high quality and beautiful silver halide paper.

Also on display is the **Photobook Solution** optimized for photo retailers and labs, which has been made possible by combining the Frontier minilab series that supports both silver halide and inkjet prints with a variety of bookbinding devices. Collaboration between **Imaging Solution AG** and Fujifilm is one of the key elements of this solution which delivers high quality LayFlat silver halide Photobooks.

The **ip.labs Solution** helps photo retailers and labs to optimize their online presence and contributes to the expansion of their customer service menus.

**Our Advanced Event Photo Solution** now collaborates with **Disneyland Paris** to create opportunities for consumers to enjoy viewing, sharing and downloading all photos taken in the park via mobile apps and a website supported by ip.labs. This solution also enables customers to order a variety of photo products in their own home as well as in the park.

\*The launch schedule for new products and services will be determined depending on country/region.

We look forward to seeing you at Photokina 2014!