

FUJIFILM ANNOUNCES NEW PHOTO ORGANIZER “WONDER PHOTO BOX”

Wonder Photo Box Automatically Organizes, Stores, and Enables Users to Share Photos Anytime, Anywhere, and Makes Ordering Photobooks Easy

PHOTOKINA 2014, COLOGNE, GERMANY, September 16 2014—FUJIFILM Corporation is proud to announce the development of its new photo organizer WONDER PHOTO BOX, a home device that offers auto-organizing and storage of photos from smartphones and digital cameras along with integrated printing services that enable consumers to order photo prints and Photobooks easily.

In recent years, the number of photos taken has dramatically increased in line with the rapid popularization of smartphones and digital cameras. And, as smart devices and SNS have become popular, consumers are now enjoying photos in various ways and places. As the number of stored photos increases, there is a growing trend in the number of consumers who have latent needs in photo organizing and printing. Among comments most often heard by consumers are, “My photos are scattered in different devices and media,” “No time to select good photos for printing,” and “It’s hard to select good photos from such a large amount.”

Enrich your photo life by sharing your memories, emotions and experiences with friends and family. WONDER PHOTO BOX releases you from all of the photo-related burdens with its user-friendly interface which makes it easy to share and print photos in various imaging devices.

WONDER PHOTO BOX imports photos via Wi-Fi, USB2.0 and SD-Card. Imported photos are automatically stored in both internal and cloud storage. With Image Organizer, each photo is analyzed, rated and finally organized by several criteria. Photos can be displayed on HDTV, smartphones and tablets. Those photos are shared through cloud so that anyone can check newly uploaded photos even from the most remote places. In addition, photo book data are automatically generated one after another, and can be easily ordered through the online printing service.

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 deliver the message of “enrich your life with Photography.”

Product Name:

Photo Organizer “WONDER PHOTO BOX”

Availability:

The WONDER PHOTO BOX will be available in the first half of 2015.

Main Features:

- Photos from smartphones and digital cameras are easily imported and stored. Imported photos are automatically uploaded and backed up in the cloud storage. Compatible with various input interfaces such as SD Card, USB2.0 and Wi-Fi.
- Image Organizer automatically analyzes the imported photos, distinguishes focused photos and blurry photos, rates them individually and recommends good ones (Smart Select Function). Image Organizer organizes photos by time (Year/Month/Day), object theme (10 patterns, individual person) and shooting location which enables consumers to search photos depending on their purpose. Several criteria are available for searching photos and favorite photos can be stored in the “favorite folder” for quick access.
- Image Organizer automatically generates Photobook data by the period (Year/Month/Day) or events from the imported photos. Photobooks are editable with smartphones and tablets.
- Consumers can order photos and Photobooks just by a single push of the printing button after choosing favorite photos and receive them in stores or by post.
- Consumers can browse organized photos and Photobook data on wide screen TVs, smartphones and tablets. As those photos can be browsed even from anywhere, even family members and friends who live far away can check or print newly uploaded photos.
- Simple and user-friendly interface, comfortable operation with high-speed processor.