

FUJIFILM ANNOUNCES

Fujifilm Unveils Fujifilm Express Print System, a Smartphone App-based In-store Ordering System

New quick, easy and affordable print ordering system to be showcased at photokina 2018

PHOTOKINA 2018, COLOGNE, GERMANY, September 25th, 2018 — Fujifilm Corporation (president: Kenji Sukeno) is pleased to announce the development of FUJIFILM Express Print System, a system that enables users to order prints of photos they have taken on their smartphones through a dedicated smartphone app and pick them up at stores such as photo stores. The system is planned to be released in October 2018. The system comprises FUJIFILM Select & Go, a smartphone app enabling users to order prints, and FUJIFILM Express Print Order Receiver, a set containing a Wi-Fi device and dedicated software enabling stores to receive print order data from the smartphone app. FUJIFILM Express Print System will be showcased at photokina 2018, a trade fair held in Cologne, Germany from September 26 to 29.

The rise of smartphones in recent years has resulted an increasing number of opportunities to take photos easily, along with demand for a service enabling customers to print the photos they have taken on their smartphones. To meet that demand, Fujifilm has launched services allowing users to print from their smartphones in photo stores, and supplies a variety of printing systems to photo stores, including devices for ordering prints in stores, high-quality printers and mini-lab systems.

With our new system, the FUJIFILM Express Print System, stores can build the infrastructure required for receiving print orders from smartphones simply by installing a Wi-Fi device to communicate with the smartphone app and FUJIFILM Express Print Order Receiver, dedicated software for receiving print order information, on their store's computer. The system is compatible with FUJIFILM's Frontier DE100 mini-lab system, allowing stores to provide high-quality printing services. It also enables stores that already offer a printing service to expand their printing business without needing to install multiple devices for ordering prints, making the system ideal for stores where space is limited.

Users can order prints at any time from their home or while out. All users need to do is select the photos they want to print in the app, then select the print size when they arrive at the store.

Fujifilm aims to continue contributing to the development of photo culture by meeting users' diversifying needs with products and services that create ideal combinations of software and photo printing devices with various output methods, providing a high degree of convenience and added value.

Details

1. Product

FUJIFILM Express Print System, a smartphone app-based in-store ordering system

Configuration of FUJIFILM Express Print System

Smartphone app to be installed by users ^{*1}	FUJIFILM Select & Go ^{*2}
Computer software to receive order information from the smartphone app	FUJIFILM Express Print Order Receiver ^{*3}

*1: Can only be used for standard prints at the time of release (according to current plan).

*2: FUJIFILM Select & Go supports Android 4.4 and later.

*3: FUJIFILM Express Print Order Receiver supports Windows 10 and later.

2. Release

Planned for October 2018

3. Features

(1) Can be introduced with minimal cost and space needed

With this system, stores can build the infrastructure required for receiving print orders from smartphones simply by installing a Wi-Fi device to communicate with the smartphone app and FUJIFILM Express Print Order Receiver, dedicated software for receiving print order information, on their store's computer. The system is also compatible with FUJIFILM's Frontier DE100 mini-lab system, allowing stores to provide high-quality printing services. The configuration of the system is low-cost and space-efficient, enabling stores to expand their printing business without needing to install multiple devices for ordering prints - ideal for stores where space is limited.

(2) A smartphone app enabling quick and easy ordering

Users can order prints at any time from their home or while out. All users need to do is select the photos they want to print using the familiar controls of their smartphone, then select the print size when they arrive at the store. The smartphone app includes an automatic search function for the software that receives order data, enabling users to send their order information without the hassle of configuring Wi-Fi settings.