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## **Fujifilm Renovates National Demo Center** *New Facility to be State-of-the-Art*

**VALHALLA, N.Y. (Sept. 9, 2007)** – For printing and graphic arts industry professionals, researching and purchasing new equipment can be a time-consuming and intensive process. Often times, printers only have online searches, marketing pitches and educated guesswork to determine how well a particular piece of equipment will fit in to their particular workflow. At FUJIFILM Graphic Systems U.S.A., Inc., that's just not good enough.

Fujifilm is one of the few industry suppliers that has long maintained a centrally-located demonstration facility. The Fujifilm Demo Center in Hanover Park, Ill. (35 miles west of Chicago) is being completely renovated to make room for new equipment, which will make it one of the most diverse and advanced demo facilities in the country. Companies looking for new equipment will now have a single location at which they can view, test and evaluate the latest digital printing, wide format printing, color proofing and platemaking devices.

“The new demonstration center represents Fujifilm’s commitment to the printing industry, as well as to the continued refinement of technology,” comments Pierce Shannon, sales support manager for Fujifilm.

The renovated center encompasses 8,000 sq. ft. and is separated into four rooms. The main room will include computer-to-plate equipment, Xerox digital printing devices, various workflow option and Fujifilm’s new Acuity wide format printer, as well as the Xerox iGen 110 Digital Production Press. The three remaining rooms will house additional wide format equipment and color proofing technologies.

“These are not simply static displays or engineered to produce samples optimized for marketing purposes,” explains Shannon. “The equipment installed in the demo center is working every day, just like the devices in a printer’s shop, producing jobs for customers. Interested customers can spend as much time as they’d like going over the details of the equipment to make sure the purchase is right for them.”

Additionally, customers can submit their own files for processing, so they can observe how the equipment works and evaluate the output. They can also request jobs be output on stock that they provide as well.

Fujifilm's Demo Center is staffed with personnel dedicated to helping companies understand the hardware and software systems and there are separate technicians to represent CTP, proofing, wide format and digital printing – although each member has enough experience in the industry to expertly discuss any piece of equipment.

The renovation is slated to be complete later this year.

**About Fujifilm**

FUJIFILM Graphic Systems U.S.A., Inc. is the nation's largest distributor of equipment, consumables and technical services for the graphic communications industry. Fujifilm provides its customers with products and technologies from best-in-class manufacturers as well as a nationwide network of technical service and support and is fully committed to its customers, which range from commercial printers, color separators, service bureaus and graphic design/art studios to newspapers, publishers and advertising agencies.

Whether it's information on emerging technologies or reliable delivery of supplies, customers know they can rely on Fujifilm – the industry's source for technology, solutions and support. For more information, please visit [www.fujifilmgs.com](http://www.fujifilmgs.com).

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