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**Graph Expo 2007 – Booth #4406**

## **Fujifilm, Xerox Showcase the Latest Digital Printing Technologies**

**VALHALLA, N.Y. (Sept. 9, 2007)** – Digital printing continues to offer tremendous opportunities for today’s commercial printers. In adding digital printing to their list of capabilities, printers are not only able to provide current customers with additional services, but are also in a position to capture new business. FUJIFILM Graphic Systems U.S.A., Inc. has teamed up with Xerox Corporation, Electronics for Imaging (EFI) and Meadows Publishing Solutions to provide the latest solutions and to demonstrate how to implement and benefit from these capabilities. Fujifilm will illustrate the latest technologies during Graph Expo 2007 at Chicago’s McCormick Place Convention Center on Sept. 9-12, 2007.

Graph Expo 2007 attendees can get a look at a number of Xerox devices – including the DocuColor™ 260 Copier/Printer, the DocuColor 5000 and DocuColor 8000 digital color presses and the iGen3 110 Digital Production Press – running live in conjunction with EFI’s Fiery RIPs at the Fujifilm booth (#4406) throughout the show, as well as talk with Fujifilm’s digital printing experts on how digital printing can help them improve their businesses and their bottom line. Also shown will be EFI’s Digital StoreFront and Meadows Publishing Solutions’ DesignMerge.

“Digital printing is a capability that is being added to a growing number of traditional commercial printing operations,” explains Phil Kane, Fujifilm’s vice president, digital printing. “As these two processes become integrated under one roof, printers often need assistance realigning workflows and business models. Because of our history of color expertise and thanks to the team of experts we’ve brought together, Fujifilm is uniquely qualified to do that.”

To help printers customize the best digital printing solution, Fujifilm has built a team of specialists designed to assist customers with business planning and assessment, training services and sales support as well as other consultative services.

“While it’s important to choose the right equipment, it is just as important to choose the right solutions provider,” adds Kane. “Look for someone who can meet your needs now and in the future. Make sure that provider will be there for you as your business changes and grows.”

Fujifilm has more than 200 technical support specialists to help solve workflow and technical issues. Additionally, the company has a dedicated technical sales staff to help customers decide what equipment they need and the best method for implementing it.

Combining the Xerox, EFI and Meadows products with Fujifilm's expertise and support offers customers a unique and reliable solution..

Graph Expo 2007 attendees can see the full line of digital color printing products at Fujifilm's Booth # 4406 throughout the show. For more information, please visit Fujifilm on the web at [www.fujifilmgs.com](http://www.fujifilmgs.com).

**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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