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**Graph Expo 2006 – Booth #4205**

## **Fujifilm C-Fit Bridges Gap Between Image and Print** *Image Optimization Software Makes Photos More Manageable, Easier to Print*

**VALHALLA, N.Y. (Oct. 15, 2006)** – FUJIFILM Graphic Systems USA, Inc. will debut its latest development in color technology – Fujifilm C-Fit – when Graph Expo 2006 kicks off on Oct. 15<sup>th</sup> at Chicago’s McCormick Place Convention Center.

The prevalence of digital photography has created many new challenges for the printing industry and key among them is exchanging and converting images from RGB and into the CMYK workflows of the printing world. A color and image optimization tool, Fujifilm C-Fit enhances both the color and the quality of digital images, making them more manageable and much easier to print.

C-Fit maximizes productivity by allowing agencies, studios, trade shops, and printers that deal with large quantities of images to quickly and simply optimize every image that comes into a shop in a matter of seconds.

C-Fit takes advantage of Fujifilm’s patented Image Intelligence™ technologies, which are the result of more than 70 years of innovative research and development efforts and Fujifilm’s color and imaging expertise. C-Fit provides a method for controlling and standardizing color images while also automating the process of improving digital images and reducing the need for the slow and costly manual methods of editing images individually.

This new software automates the process of analyzing and improving RGB images from various sources using a series of built-in enhancement tools, including face detection and skin smoothing, light source recognition, exposure and white balance adjustment and sharpness enhancement. C-Fit then creates an RGB digital master optimized to each user's individual workflow.

C-Fit also features a unique Color Appearance Mapping technology, also known as "color fitting," which maps the color gamut of the RGB digital master to the maximum gamut potential of the profiled target device. It allows users to convert files to CMYK without changing or losing the feel of the RGB image, ensuring the best possible color conversion from original to printed image.

The intelligent hot folder workflow allows images of various formats and color spaces to all be dropped into a single folder.

For more information on Fujifilm's C-Fit or to see a live demonstration, please visit FUJIFILM Graphic Systems USA, Inc. at Booth #4205 throughout Graph Expo 2006 or visit

[www.fujifilmgs.com](http://www.fujifilmgs.com).

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