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Graph Expo 2006 – Booth #4205

Fujifilm, Xerox Team Up to Illustrate the Latest Digital Printing Technologies

VALHALLA, N.Y. (Oct. 15, 2006) – 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 USA, Inc. has teamed up with Xerox Corporation and Electronics for Imaging (EFI) 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 2006 at Chicago’s McCormick place Convention Center on Oct. 15-18, 2006.

Graph Expo 2006 attendees can get a look at a number of Xerox devices – including the DocuColor® DC240/250 Copier/Printer, the DocuColor DC5000 and DocuColor DC8000 Digital color presses and the iGen3® 110 Digital Production Press – running live in conjunction with EFI’s Fiery RIPs at the Fujifilm booth (#4205) 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, Meadow’s DesignMerge, the Rampage to Fiery solution and Fujifilm’s C-Fit. Image Intelligence™ processing technologies.

“Digital printing is an incredible opportunity for today’s printers. More and more jobs are lending themselves to being printed digitally, creating an important, and significant, revenue stream,” explains Phil Kane, Fujifilm’s vice president, digital printing.

Today, almost anything can be printed digitally and, in many cases, more profitably and much more easily. Because of shorter run lengths, faster turnaround times and the ever-increasing use of variable content by savvy sales and marketing professionals, digital printing is the answer many in the industry are looking for.

Digital printing also allows those sales and marketing professionals to avoid maintaining an inventory of costly pieces that may become obsolete, to produce pieces that include time-sensitive information and to benefit from the cost effectiveness of printing on demand.

Add to these benefits the proven reduced prep and make ready times, “proof on press” capability for faster approval cycles and complete printing and finishing, and it’s easy to see why industry experts are predicting rapid growth for digital printing.

Combining the Xerox and EFI products with Fujifilm’s expertise and support offers customers a unique solution. In addition to its nationwide network of support and technical service, Fujifilm has specialists in workflow, color management and integration ready to help customers make the most of their newest investments.

Graph Expo 2006 attendees can see the full line of digital color printing products at Fujifilm’s Booth # 4205 throughout the show. For more information, please visit Fujifilm on the web at www.fujifilmgs.com.

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