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Graph Expo 2006 – Booth #4205

Fujifilm's New Approach to Workflow

VALHALLA, N.Y. (Oct. 15, 2006) – At Graph Expo 2006, Fujifilm will be demonstrating the company's future vision for workflow in the graphic arts market.

Having foreseen changes within the graphic arts market, Fujifilm knows that print service providers are expanding their portfolio of services and, as a result, need to function far more efficiently than has been possible in the past.

The changes in the market include managing cross media production, extending automation and communicating with a new generation of print buyers who do not have the technical expertise traditionally expected of a print buyer. By instantly providing print buyers with 3D representations of printed products, they are quickly able to approve printing jobs.

New technologies are helping Fujifilm realize their vision for the next generation of workflow solutions. Fujifilm was the first Adobe OEM to demonstrate the capabilities of the new Adobe PDF Print Engine. Native PDF rendering, live support for PDF transparency and outstanding ripping speeds are just a few benefits of what the new workflow will have to offer.

“Fujifilm is successfully delivering the next generation of PDF workflow by combining JDF, a unique approach to 3D proofing and full integration of the Adobe PDF print engine,” said Don Walker, senior director, product marketing and business development for Adobe. “Fujifilm's approach complements Adobe's vision for prepress workflows of the future.”

“The reaction to our new workflow concept has been outstanding,” says John Davies, software business manager at Fujifilm. “Our customers have told us the challenges they face, and we are able to knock them down, one by one, with our new approach to workflow.”

Fujifilm will be demonstrating its new workflow technologies on both the Fujifilm (#4205) and Adobe (#4229) booths at Graph Expo 2006 in Chicago on Oct. 15-18.

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