



Press Release

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2009 SGIA Expo – Booths #1301 and #1415

FUJIFILM Sericol Debuts UVISTAR Series of UV Roll Inkjet Printers at 2009 SGIA Expo

Super-wide printers boast amazing speeds

KANSAS CITY, Kan. (Oct. 7, 2009) – One of the most exciting new technologies to debut in the super-wide format recently – the UVISTAR Series of UV roll inkjet printers – will be demonstrated live in the FUJIFILM Sericol booths (#1301 and #1415) during the 2009 SGIA Expo, being held at Ernest N. Morial Convention Center in New Orleans on Oct. 7-9, 2009. With amazing speeds of up to 3800 ft²/hour, the UVISTAR series of printers also offers flexibility, versatility and high print quality.

Developed out of a partnership between FUJIFILM Sericol and Matan Digital Printers, the original innovator of the super-wide format digital printing industry, the UVISTAR series is designed to produce both POP quality as well as billboard quality at exceptional speeds. UVISTAR printers are easy to operate, cost effective to run and environmentally friendly to use and, through its unique combination of features and benefits, the UVISTAR series enables printers to create new revenue streams through fast turnaround, high-quality printing and low operating costs. The series includes 3.5m and 5m printers that can handle a wide range of media, from flex and self-adhesive vinyl, mesh and blue-back paper to backlit material and Tyvek, including a full range of coated and uncoated media and a wide range of recyclable media.

“Matan is renowned for its manufacturing excellence and industry-leading technologies and FUJIFILM Sericol is proud of this new partnership,” says Mitch Bode, senior vice president, FUJIFILM Sericol. “Working together, we’re confident we can answer the demands of our customers and the industry.”

The UVISTAR printers incorporate leading print-head technology, featuring 32 print heads with drop sizes starting at 30 picoliters for high-quality output. The extended color gamut and

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flexible FUJIFILM Sericol Uvijet inks enable the printers to handle a wide range of demanding applications. The low ink consumption, with coverage of up to 1940 ft²/liter, and the speed of the devices (up to 3800 ft²/hour), meet the requirements of even the most advanced print shops.

The UVISTAR 5032 5m printer is capable of printing on both flexible and rigid materials, either coated or uncoated. Its optional multi-roll feature enables the UVISTAR printers to easily print on up to three rolls simultaneously, making it a perfect solution for printing in demanding production environments.

“We’re constantly striving to meet the most demanding of customer requirements and continue to seek out opportunities to improve our products and their productivity and performance,” says Hanan Yosefi, president and CEO of Matan. “The new UVISTAR series means customers don’t have to compromise on throughput or quality and can get the latest UV technology for a reasonable price.”

The UVISTAR series of printers are built to Fujifilm standards, have excellent build quality and offer the end user a reliable solution for all of their production requirements. The design of the printers offers an efficient platform with the fastest changeover between medias and the lowest media wastage for an UV roll printer on the market.

For more information on the UVISTAR series of inkjet printers or for a live demo, please visit FUJIFILM Sericol at Booths #1301 and #1415 throughout the 2009 SGIA Expo or visit them online at www.fujifilmsericol.com.

About FUJIFILM Sericol

FUJIFILM Sericol USA Inc., headquartered in Kansas City, Kan., is a leading global manufacturer of printing inks with more than 50 years of formulation experience. With operations in more than 15 countries, FUJIFILM Sericol is a customer-focused company and a leader in the development of UV inks for the screen printing, narrow web and large format digital printing industries. The company takes pride in its reputation for pioneering new products and technologies, and setting the industry standard for technical service and customer support. More information about FUJIFILM Sericol is available at <http://www.fujifilmsericol.com/>.

About FUJIFILM

FUJIFILM Corporation (NASDAQ:FUJI) brings continuous innovation and leading-edge products to a broad spectrum of industries, including electronic imaging, photofinishing equipment, medical systems, life sciences, graphic arts, flat panel display materials, and office products, based on a vast portfolio of digital, optical, fine chemical and thin film coating technologies. The company was among the top 15 companies around the world granted U.S.

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patents in 2008, employs more than 70,000 people worldwide and in the year ended March 31, 2009, had global revenues of \$24 billion. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit www.fujifilmholdings.com.

About Matan Digital Printers

Matan Digital Printers has been at the forefront of color digital printing technology for over a decade, offering unique solutions for demanding applications. Our experts specialize in the development, manufacture and marketing of state-of-the-art digital printers and presses based on two environmentally friendly technologies – UV-curable inkjet and thermal transfer. Matan's printing solutions allow users to enjoy excellent productivity, top quality printing and high durability. Matan offers a broad range of products aimed at the following major printing segments: Super-Wide Format, Tags, Labels and Tickets as well as Traffic and general signage markets.

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