



FRMU Holds 6th Annual Global IT Executive Summit in New York City

For two and a half days, from September 10 to 12, 2014, more than a hundred senior-level IT executives representing industries from broadcasting, telecom and energy to manufacturing and the Internet, had the opportunity to learn about the future of data tape technology during the 6th Annual Global IT Executive Summit, hosted by FUJIFILM Recording Media U.S.A., Inc. (FRMU).

The event took place in various New York City locations, including Ellis Island, where Fujifilm will sponsor the digital preservation of this historic U.S. landmark with heritage archive expert CyArk.

Among the guest speakers were Mr. Nathan Thompson, CEO and Founder of Spectra Logic, who discussed the evolving role of tape and deep storage; Mr.

Raymond Blum, Google's site reliability engineer, who explained how his company backs up the Internet to tape, providing an excellent example of tape in the cloud; Mr. Ken Boudreau, ESPN Senior Director of media technologies and engineering, who spoke about collecting, protecting and distributing ESPN's invaluable historic sports media assets; and Fujifilm customer Mr. Tab Butler, Director of Media Management and Post Production at MLB (Major League Baseball) Network, who discussed his organization's new production infrastructure, preserving America's heritage of baseball from the early days of the 20th century through today.

Tape technology expert Dr. Richard Bradshaw, who delivered a passionate presentation about the bright future of tape technology, summed it up with: "If it isn't saved on tape, it's not protected."



Many speakers at the two-day event took part in a robust panel and occasionally heated Q&A session on storage systems, moderated by Mr. Mark Peters, Enterprise Strategy Group Senior Analyst.



FRMU's new Dernity data protection and archive solution was presented to the attendees

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Delivering Tomorrow's Technology Today through Workshops and Training Events

Through workshops and training events in collaboration with the General Medical Workshop Association (G-MEA), Fujifilm has been taking every opportunity to introduce technologies so that it can meet the current needs of gastroenterology specialists.

On August 15 and 16, 2014, the company and G-MEA offered a training program in advanced endoscopic techniques for 20 to 25 teams of doctors at the G-MEA training center in Byblos, Lebanon. Expert instructors included Dr. Axel Eickhoff from Klinikum Hanau, Germany, Dr. Joerg Albert from University Hospital Frankfurt, Germany, Dr. Marwan Chemali from St. Joseph/Bellevue Hospitals, Lebanon, and Mr. Ali Farag from Cairo University, Egypt.

FFME also participated in the 9th Pan-Arab Congress of Pan Arab Association of Gastroenterology held

in Tunis, Tunisia, from October 9 to 11, 2014, and conducted four training sessions on EMR/ESD, led by Dr. Mostafa Ibrahim for a team of 80 participants.

More training events and workshops are on the schedule, and FFME will remain committed to delivering tomorrow's technology today.

Morita Masaharu, FFME Head of Medical division, stated "FFME started to manage Endoscopy business in MEA English and Arabic countries from April 2014, with motivated and high qualified new team, our sales target is 10 times more than last year."



FUJIFILM Middle East FZE (FFME) is now focusing on endoscopy, a rapidly evolving field driven by key advances, including virtual chromoendoscopy, confocal laser endoscopy, a new double balloon technology, and bleeding management with accessories such as clutch cutters. Laser endoscopes, in particular, are opening a new era of therapeutic endoscopy, in which Fujifilm will enjoy a distinct advantage.



FNAC-GSD Debuts Innovative Solutions at Industry Trade Shows

The Graphic Systems Division of FUJIFILM North America Corporation (FNAC-GSD) made impressive appearances at trade shows in 2014, including three of the industry's largest—Labelexpo, Graph Expo and SGIA.

Labelexpo 2014

- September 9–11, 2014 at the Donald E. Stephens Convention Center in Rosemont, Illinois near Chicago
- Organizer: Label Expo-Americas
- Exhibitors: 441 companies • Attendees: 16,029



From left: Mr. David Haley, Vice President, Distinct Packabilities; Dusan Culich, FNAC-GSD Inkjet Sales Manager—Packaging; and Mr. Andy Cook, Managing Director, FFEI, Ltd.

At its "What's Changing" themed booth at Labelexpo, FNAC-GSD demonstrated label printing innovations with Graphium, a versatile UV digital inkjet press for production of labels, packaging and specialty print. On the show floor, Graphium was sold to Distinct Packabilities, a Kentucky-based print provider.

"Fujifilm and Distinct Packabilities are going to establish a new standard for digital print quality in the flexible packaging and prime label markets," said Mr. David Haley, Vice President, Distinct Packabilities. "With a print asset of this magnitude in the hands of our experienced staff of some of the best printers in the world, we intend to shift a number of paradigms that have prevailed in these markets for too long when it comes to print quality."

Daily demonstrations also featured FLENEX Water Wash Flexo Plates.

"Attendee traffic to see Graphium in our booth was fantastic," said Chris Lomas, FNAC-GSD Vice President Sales. "This has been our best Labelexpo to date. Kicking off the show with a Graphium sale to Distinct Packabilities generated a lot of attention."

Graph Expo 2014

- September 28–October 1, 2014 at the McCormick Place in Chicago, Illinois
- Organizer: Graphic Arts Show Company (GASC)
- Participants: 500 companies • Attendees: 19,229

At Graph Expo, FNAC-GSD showcased workflow and inkjet solutions at its "Now You Can" themed booth, which also featured presentations and interactive demonstrations. Innovations premiering on the show floor included XMF Workflow version 6.1.

"We offered hands-on demonstrations of our workflow and software solutions, which exceed our customers' needs for everything from design to proof, to RIP and print," said Jason Kammes, FNAC-GSD Business Development Manager. "Launching all-new versions of XMF Workflow and XMF Remote was exciting, and our highly regarded portfolio of solutions continues to set the standard within the industry."



The Fujifilm booth attracting a crowd to one of its many presentations

Discussions took place around the J Press series (marketed as Jet Press outside of North America), Graphium and wide format solutions, and high quality print samples were available for attendees to view the results of Fujifilm's innovation.

Just prior to Graph Expo, renovations and an expansion were completed at the Chicago Technology Center. FNAC-GSD hosted two customer tours during the show, providing a shuttle bus for nearly 60 participants.

SGIA 2014

- October 22–24, 2014 at the Las Vegas Convention Center in Las Vegas, Nevada
- Organizer: Specialty Graphic Imaging Association (SGIA)
- Exhibitors: 541 companies • Attendees: 25,500

During SGIA, in collaboration with Inca Digital, FNAC-GSD showcased the North American debut of the Inca Onset R40i, the Inca Onset series' latest addition, with the Hostert full automation system. And show



Fujifilm booth visitors at SGIA Expo 2014 gather for the North American debut of the Inca Onset R40i.

attendees had opportunities to see the printer in action.

The Hostert system includes an automated feeder and alignment table, along with Inca Digital's proprietary material loader and take-off system. This combination allows for continuous printing onto a variety of substrates commonly used in the display, POP and sign markets.

Also making its debut on the show floor was the all-new Acuity F, a high performance dedicated UV flatbed printer for the display and signage market. The Acuity F Series maintains all the advantages of the popular and successful Acuity platform.

In addition, creative social media campaigns were held before and during each show so that people could follow FNAC-GSD and stay engaged with Fujifilm products.

Comment from Todd Zimmerman, FNAC-GSD Senior Vice President & General Manager

The interaction with attendees at these shows allows us to continue to share with the industry Fujifilm's innovations in technology. Our lineup of solutions enables print providers to expand their capabilities, and it's that momentum that will sustain our organization, allowing for future growth.