Imaging Systems

The Imaging Systems segment includes businesses related to photographic materials, motion picture films, digital cameras, and videotapes. Segment sales during the fiscal year were ¥477.4 billion, up 1.5% from the previous year. Key contributions came from newly launched color films and the superior performance of the FinePix series of digital cameras.

PHOTOGRAPHIC FILMS
Fujifilm launched several new color films that feature the Company’s proprietary 4th Color Layer Technology, the first such technology in the world in high-speed ISO 800 color negative films, including 35mm SUPERIA X-TRA 800 and NEXIA 800 for APS cameras. Also debuted was FUJICHROME PROVIA F, a series of color reversal films that provides exceptionally fine graininess.

We also saw soaring demand, mainly in overseas markets, for our QuickSnap one-time-use recyclable cameras, after expanding our lineup in this area with such new products as Fujicolor QuickSnap SUPERIA.

To further bolster our ability to supply and service the global market, we expanded the capacity of the color film and photographic color paper factory at Fuji Photo Film, Inc., our manufacturing subsidiary in South Carolina. These expansions were completed in February 2001.

MOTION PICTURE FILMS
Our SUPER F series of color negative motion picture films, which, through our advanced technology, offers one of the highest levels of graininess in the world, continues to garner high praise from the movie industry.
CAMERAS
Fujifilm further expanded its lineup of silver-halide products and enhanced their appeal. New additions included the NEXIA 4100ix Z, a small and light APS camera with a 4x zoom lens, and the FUJIFILM KLASSE, an easy to use 35mm camera that produces high-quality images.

Fujifilm also launched the Instax mini 20, one of the Instax mini series of instant cameras capable of delivering high-quality, credit card-size photographs. This and the release of higher-quality film for instant cameras helped boost sales in this field.

DIGITAL CAMERAS
With the digital camera market still expanding in the period under review, we launched a variety of new products for all kinds of applications featuring Super CCD, Fujifilm’s independently developed technology that greatly improves picture quality. We scored major hits with the FinePix 4700 Zoom, which features a 3x optical zoom lens, the FinePix S1 Pro SLR-type digital camera that uses exchangeable lenses, the FinePix 4900 Zoom, featuring a 6x zoom optical lens, and the FinePix 40 i, which can also play high sound quality MP3 audio.

Another hit was the FinePix 6800 Zoom, with a 3.3-million pixel Super CCD that realizes ultrahigh-resolution image files with 6.0 million pixels. Launched in spring 2001, this camera features an innovative design developed by The Porsche Design Studio and, when placed in a PictureCradle, can be recharged and easily hooked up to the Internet, where all the image files can be displayed at a single button touch. Also, Fujifilm made e-Pictures more fun and broadened their appeal by introducing its proprietary FinePix “Picture The Future” system, which makes it possible to link digital cameras with the Internet more easily.

VIDEOTAPES
In broadcast-use videos, Fujifilm worked to increase sales through new product launches. New items included the HD331 tape for the HDCAM system, a new digital format for HD broadcasting, and thin tape for long-period recording in the DVCPro high-quality compact digital videotape series for broadcasting.
Photofinishing Systems

Products in this segment include photofinishing and digital-imaging materials, chemicals, equipment, and photofinishing services. Segment sales during the period under review amounted to ¥360.7 billion, up 4.4% from the previous year. Despite intensifying competition in this area, Fujifilm enjoyed steadily growing demand for its FDI net service centered on the Digital Minilab Frontier series of products.

PHOTOFINISHING EQUIPMENT AND SERVICES

In this segment, Fujifilm’s proprietary Digital Minilab Frontier lineup greatly increased its sales. Employing an exclusive laser exposure system based on solid-state blue and green lasers, the Frontier system’s exclusive laser exposure system makes possible fast, high-quality digital exposures on long-lasting, silver-halide photographic paper. This system delivers extremely pure color reproductions, smooth gradations, superb sharpness, and many other advantages. The realization of ultra-high-quality prints from silver-halide film is only one of the strengths of the Frontier system. As for the FDI service, it also enables the customer to not only get high-quality, long-lasting prints from digital cameras, but also get digital images through the FUJICOLOR CD service and process the images on PCs during development. The wide range of FDI service, including “variety” prints, is making photography more fun. Fujifilm is also adding to the content of its FUJICOLOR CD service. As customer demand diversifies, we are making it easier to order prints by upgrading built-in software, developing dedicated FUJICOLOR CD equipment, and increasing the number of photo-shops that offer FUJICOLOR CD service. By using the Internet as we innovatively expand our photo print business, we are further contributing to the infrastructure for e-Pictures.
Information Systems

Products in this segment include materials and equipment for graphic arts, medical, and office systems as well as materials for LCD panels and data media. During the fiscal year, segment sales totaled ¥602.2 billion, up 2.8%.

GRAPHIC SYSTEMS
Fujifilm focused on expanding sales of CTP systems, which are spreading throughout the printing industry as processes become digitized. Innovative new products included the Luxel P-9600CTP, a photopolymer platesetter that offers the world’s fastest CTP output in its class. We also strove to increase our share of the graphic arts film and presensitized (PS) plate markets. Meanwhile, Fujifilm’s strategic response to the wave of digitization and networking spreading across the printing sector is GTRAX, developed jointly with two other companies. This innovative network solution shortens lead times and streamlines procedures by linking all processes, from planning to printing, through a network.

MEDICAL IMAGING
In this arena, Fujifilm worked to expand sales of dry imagers in response to the increasingly widespread digitization of X-ray images, and made a full entry into the total solution business for hospital networks with the launch of SYNAPSE medical imaging network. The FCR5000MA system for mammography imaging, which has been traditionally very difficult to digitize, is expected to contribute significantly to the early detection of breast cancer. We also built a medical X-ray film factory at our South Carolina production subsidiary, Fuji Photo Film, Inc., to expand production capacity.

LCD MATERIALS
Stable demand for PCs and the growth of the market for LCD monitors combined to boost demand for such products as the LCD materials FUJITAC film, WV FILM, and TRANSER. In response, we are aggressively expanding production capacity through a range of measures, including the planned construction of a new FUJITAC film production factory.

DATA MEDIA
The spread of the Internet and e-commerce has created rapidly expanding demand for highly sophisticated, large-volume data storage media. To meet these needs, Fujifilm has become the first company to launch Ultrium-format tapes. Based on our proprietary Advanced Super-Thin-Layer and High-Output Metal Media (ATOMM) technology, this product has strengthened our leading position in the backup tape market established by DLTtape™ and DDS data cartridges.

*DLTtape™ is a registered trademark of Quantum Corporation of the United States.