

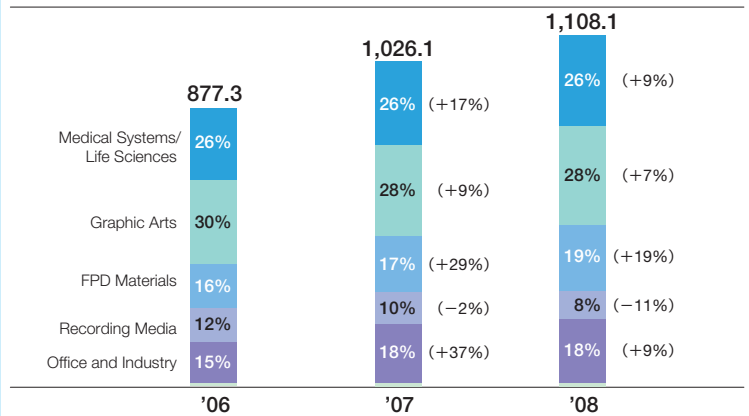
# Information Solutions

The Information Solutions segment includes equipment and materials for medical systems and life sciences, equipment and materials for graphic arts, flat panel display (FPD) materials, recording media, optical devices, electronic materials and inkjet materials.



## Breakdown of Revenue (2006–2008)

(Billions of yen)



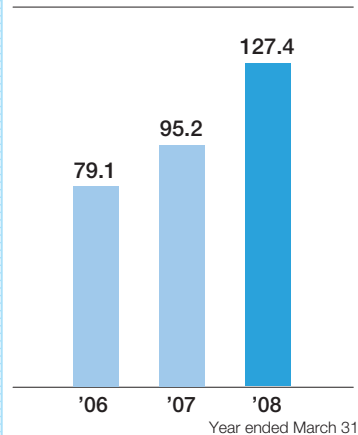
Year ended March 31  
Percentages in parentheses represent year-on-year changes in revenue of each category

### Reasons for YoY Changes

- + Sales growth in main business fields

## Operating Income

(Billions of yen)



### Reasons for YoY Changes

- + Benefits of higher sales volume for mainstay products
- Rises in the prices of silver and other principal raw materials
- Effects of the adoption of revised depreciation methods

## Results for Fiscal Year Ended March 31, 2008

Consolidated revenue in this segment rose 8.0% compared with the previous fiscal year, to ¥1,108.1 billion, against the backdrop of the robust performance of medical systems and services, which are centered on Fujifilm's SYNAPSE, a medical-use picture archiving and communications system (PACS), and strong demand for FPD materials, along with steady sales of the Company's lens units for camera phones in the optical devices field. Operating income totaled ¥127.4 billion, an increase of 33.9% year on year, up 13.3% compared with pro forma operating income, which excludes structural reform charges booked in the previous fiscal year. The negative impact of surging raw material prices and the cost increase attributable to the adoption of revised depreciation methods was offset by increased sales and ongoing cost-reform program.

## Segment Outlook

Even amid a headwind of surging raw material prices, the Fujifilm Group has achieved an increase in operating income, buoyed by strong sales of mainstay products and reduced costs attributable to the effective implementation of its "Slim & Strong Drive." Looking forward, the Company will aggressively invest in the Information Solutions segment and actively implement various initiatives to realize sustainable growth over the medium to long term.

### Medical Systems/Life Sciences

We continued to achieve robust sales growth for Fuji Computed Radiography (FCR) digital X-ray imaging and diagnostic systems, dry films and other equipment and materials. Increased use of IT at medical institutions has led to expanded sales of SYNAPSE. Meanwhile, amid intensifying competition in the endoscope business, we have bolstered the marketing for compact, high-performance and differentiated products such as our transnasal endoscopes while strengthening our global sales network. Furthermore, Fujifilm made Toyama Chemical Co., Ltd. a consolidated subsidiary in March 2008. Toyama Chemical will lead our penetration into the medical treatment business.

### Business Outlook

Closely observing the ongoing digitization and increasing use of IT in the medical field, Fujifilm is promoting the shift to a business portfolio prioritizing equipment and network systems. Also, we are bolstering the marketing of these products in emerging countries. In endoscopes, we will selectively allocate management resources and sharpen our market competitiveness. By entering the pharmaceutical business, in other words, complementing our existing portfolio of preventive treatment and diagnostic businesses with

a medical treatment business, we aim to develop a comprehensive healthcare business.

### Graphic Arts

Sales expanded due to demand growth in emerging countries and our improved production capacity responding to the spread of computer-to-plate (CTP) systems. In April 2007, we commenced the North American marketing of industrial-use inkjet printers that use FUJIFILM Sericol's solvent inks and UV inks, which boast outstanding weather-resistance. The Company is now expanding the marketing of these printers into Europe and Asia.

### Business Outlook

To absorb price surges for aluminum—a raw material of CTP plates—Fujifilm will advance its efforts to reduce fixed costs. In addition, we will strengthen our business structure to expand our global CTP plate market share. To this end, we will bolster sales activities toward attaining a global market share target of 40% and invest approximately ¥15 billion to build a new CTP plate production line at our base in the Netherlands.



FCR CAPSULA-2



"SYNAPSE EX" a PACS for medical use



Luxel T-9800CTP HS

### Flat Panel Display Materials

Sales grew for our mainstay FUJITAC protective film for polarizers and wide-view (WV) films for expanding the viewing angle due to robust demand in the liquid crystal display (LCD) market. At FUJIFILM Kyushu Co., Ltd.'s No. 2 Manufacturing Plant, the new third and fourth production lines commenced operation in August 2007 and January 2008, respectively. These new lines have enhanced capacity for producing FUJITAC and highly functional films for in-plane switching (IPS)-mode LCD TVs.

### Business Outlook

Fujifilm will establish a formidable supply structure for FUJITAC and maintain its overwhelming market share. Also, we will keep upgrading WV film performance to broaden application fields, covering both the existing LCD monitor category and the new medium-sized LCD TV category. Furthermore, we aim to improve the share of our films in the VA-mode LCD TV market by launching new high-function films while maintaining the de facto standard status of our films for IPS-mode LCD TVs, which command a 90% or greater market share today.

### Recording Media

In the high-end enterprise-use data storage product market, sales were strong for our data cartridge products used for the IBM TotalStorage® Enterprise Tape Drive 3592. On the other hand, our performance was stagnant in the mid-range data storage category due to severe price competition in the market.

### Business Outlook

Amid the intensifying price competition, we will pursue further cost reductions through the promotion of the “Slim & Strong Drive.”

### Office and Industry

Amid the trend of rising pixel counts and other sophisticated needs related to camera phones, Fujifilm achieved sales growth in the optical devices field, reflecting a high market evaluation for its camera phone lens units featuring compact, light, high image quality, auto-focus and zooming functions. In particular, our advanced three-megapixel and higher lens units, which require sophisticated manufacturing know-how and apply our proprietary capabilities, command approximately 60% of the global market share.

### Business Outlook

Fujifilm will continue the development of next-generation, high-value-added lenses to bolster its leading industry position. Furthermore, we will work to increase sales through the development of lenses for applications in surveillance, verification and automotive cameras, all of which have potential for accelerated expansion.

### FUJINON Lenses Mounted on Lunar Orbit Explorer *SELENE*



(© JAXA/SELENE)

*SELENE* is the lunar orbit satellite launched by the Japan Aerospace Exploration Agency (JAXA)—the world's first of such attempts since the Apollo project. Three types of satellite optics lenses developed by FUJINON Corporation, a Fujifilm consolidated subsidiary, have been mounted on *SELENE*, which was launched on September 14, 2007. The satellite will make detailed observations of the moon for about a year to investigate the moon's origin and evolution.

For imaging under the harsh conditions of space, satellite optics lenses are required to demonstrate not only high durability, but also reliability in achieving sharp, high-resolution images. FUJINON lenses have met such requirements and are being used to capture images of landforms and mineral distribution on the moon. Also mounted on a high-definition television camera developed by NHK (the Japan Broadcasting Corporation), FUJINON lenses are being used to shoot images of the earth rising on the horizon of the moon—the world's first of such attempts.

## New Production Line at Netherland Plant to Expand Production Capacity of Offset CTP Plates

Fujifilm will invest approximately ¥15 billion in its European manufacturing operation, FUJIFILM Manufacturing Europe B.V. (Netherlands), to construct a new CTP plate production line. FUJIFILM Manufacturing Europe is one of four global bases\*1 for the production of offset printing plates. Construction will commence in October 2008 and operation is scheduled to start in January 2010.

In step with the spread of digitized printing processes, the demand is rapidly rising for CTP plates, which enable direct transfers of digital text and image data to printing plates, eliminating the film processing stage. Meanwhile, due to increased environmental awareness on a global scale, demand is growing sharply, particularly in Japan, the United States and Europe, for environment-friendly products such as processless CTP plates\*2, which generate no waste liquid due to the elimination of the film development process, and chemical-free CTP plates, which reduce waste liquid thanks to simplified development processes. Recently, demand for CTP plates is expanding also in emerging countries.

This new production line, coupled with the upgrading of Fujifilm's existing production facilities, will boost the Company's global CTP plate production capacity to 18 million square meters per month. The application of Fujifilm's unique surface treatment technology, called MultiGrain Technology\*3, will enable the stable production of high-durability, high-definition CTP plates with excellent reproduction capability. Furthermore, the new line will be compatible with the manufacture of processless and chemical-free CTP plates, which require advanced production technology.

This Netherland base will be Fujifilm's third base for producing advanced plates, following those in Japan and the United States. Looking ahead, the Company will expand the supply of CTP plates in Europe, as well as in the Middle East-region boasting exceptional growth potential. In this way, we aim to further increase the market share of our CTP plates.

\*1: Japan, the United States, the Netherlands and China

\*2: CTP system, which generates no waste liquid due to the elimination of film development processes and has low environmental load

\*3: Technology to place four layers of multiple fine-texture grains on the surface of CTP plate aluminum base



FUJIFILM Manufacturing Europe B.V. Plant

### Profile of the New Production Line

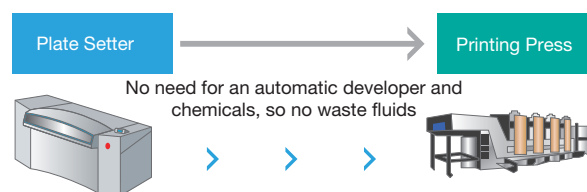
<b>Location</b>	FUJIFILM Manufacturing Europe B.V. Industrieterrein Vosseenberg, Oudenstaart 1, 5047 TK Tilburg, the Netherlands
<b>Investment</b>	96 million Euro
<b>Product</b>	CTP plate, an offset printing plate material
<b>Total floor area</b>	Approx. 19,000 m <sup>2</sup>
<b>Construction start</b>	October 2008 (plan)
<b>Operation start</b>	January 2010 (plan)

### Printing Work Flow of Processless Thermal Plates

#### ● Current CTP Plate Workflow



#### ● Processless CTP Plate Workflow



Approx. 40% reduction in CO<sub>2</sub> emissions substantially lightens the environmental impact.