

The Fujifilm Group—A Brief History



Tokyo Midtown Head Office



FUJIFILM Advanced Research Laboratories

2004

VISION75 Plan—Toward a “Second Foundation”

Fujifilm’s performance in the imaging business deteriorated amid violent fluctuations in business environments attributable to advances in digital technologies. Aiming to effectively adjust to the changing times, Fujifilm formulated the VISION75 medium-term management plan in 2004. By focusing on the three fundamental strategies of “enhancing consolidated management,” “implementing comprehensive structural reforms at all management levels” and “building new growth strategies,” the Company is approaching the realization of its “Second Foundation.”



“FCR 101” medical X-ray digital imaging and diagnostic system



Netherlands plant completed in 1982

1980

Overseas Expansion and Digital Advances

Aiming for “World-Class FUJIFILM” status, Fujifilm accelerated business globalization through the establishment of production and other bases overseas. In its photo-related, medical and printing businesses, the Company led the industry in the development of digital technologies. The ongoing releases of such products as the Fuji Computed Radiography (FCR) digital X-ray imaging and diagnostic systems, digital cameras, computer-to-plate (CTP) digital printing plates and digital minilabs allowed the Company to drive the development of markets.



“Xerox 914” plain paper photocopier

New Business Fields and Overseas Markets

After gaining a strong foothold in the domestic photographic film market, Fujifilm shifted to a business diversification strategy, developing innovative products that applied photographic film-related technologies in the medical (X-ray diagnosis), printing, electronic imaging and magnetic material fields. Meanwhile, the Company penetrated overseas markets by establishing sales bases in the United States, Europe and Asia.



Pre-sensitized (PS) plates



Fuji medical X-ray film PX

1950



Fuji Chrome Film

Successes on the Domestic Front

Fuji Photo Film Co., Ltd. was established in 1934 with the aim of realizing domestic production of motion-picture films. Successes in domestic production of motion-picture, photographic and X-ray films enabled the Company to gradually solidify its business foundation as a comprehensive photo-sensitive material manufacturer. At the same time, the Company steadily developed its domestic sales network.



Fuji Positive Film

1934