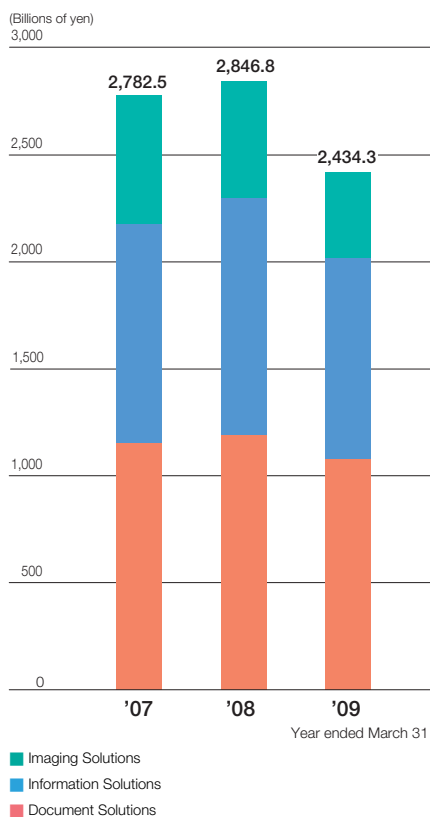


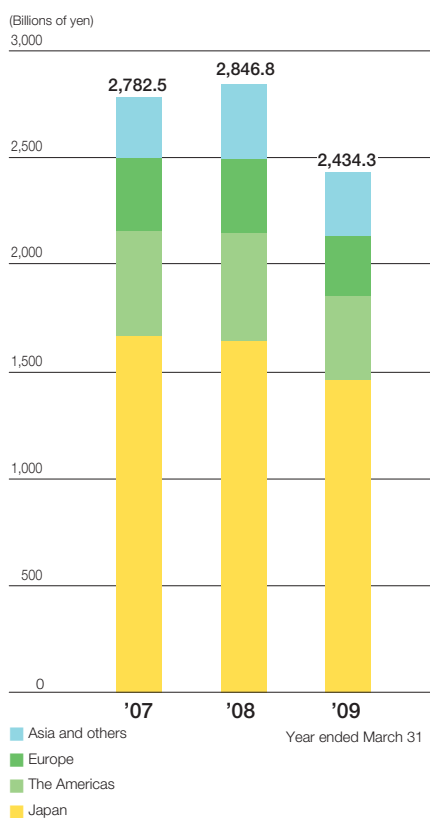
Operating Segment Information

Revenue

Breakdown by Business Segment

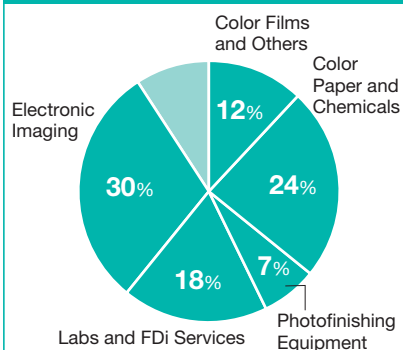


Breakdown by Geographic Segment

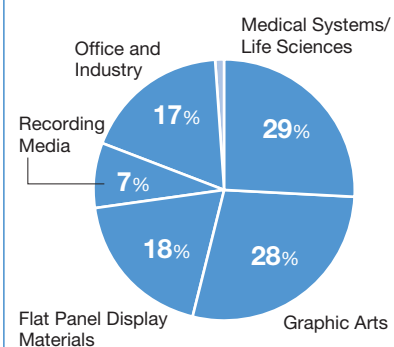


Segment Revenue Breakdown

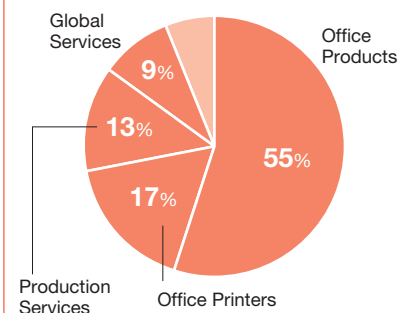
Imaging Solutions



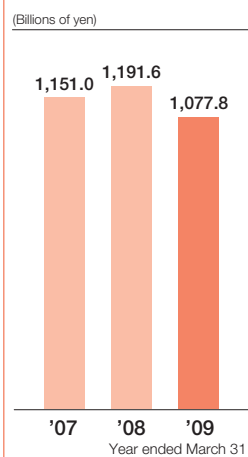
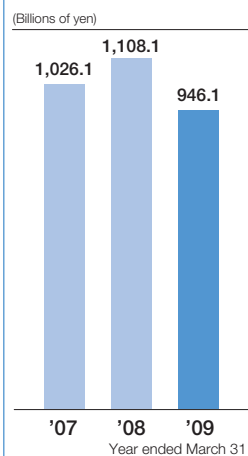
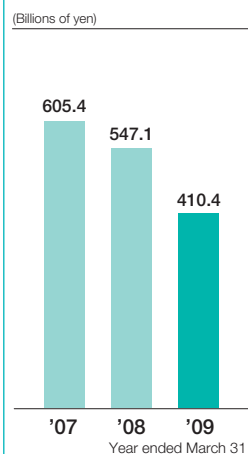
Information Solutions



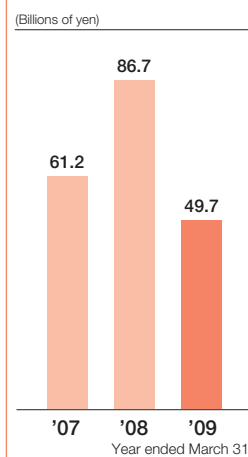
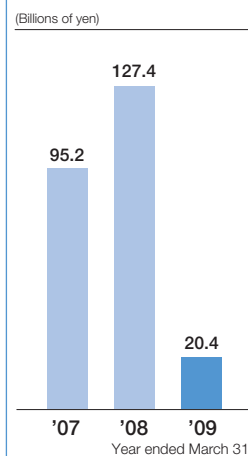
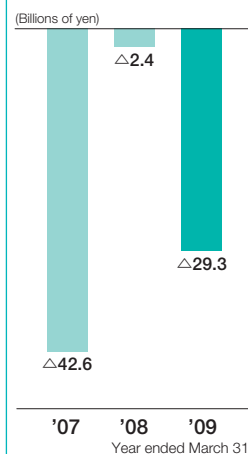
Document Solutions



Segment Revenue



Segment Operating Income (Loss)



Line of Business and Main Products and Services

● Color Films and Others

Color negative films
“QuickSnap” single-use cameras
Color reversal films

● Color Paper and Chemicals

Photographic paper for color prints
Photofinishing chemicals

● Photofinishing Equipment

Film processors/Printing equipment
Digital minilabs/Inkjet-system dry minilabs
Thermal photo printers

● Labs and FDI Services

Film processing services
Photo printing services

● Electronic Imaging

“FinePix” digital cameras
Digital camera accessories

● Medical Systems/Life Sciences

“FCR”/“DR BENE0” digital X-ray imaging and diagnostic systems; Digital mammography systems
“SYNAPSE” medical-use picture archiving and communications systems (PACS)
Dry imaging films/Dry imagers
X-ray films; Digital endoscopes; Radiopharmaceuticals
Nucleic acid isolation systems
Healthcare products

● Graphic Arts

Materials and equipment for graphic arts

- Computer-to-plate (CTP) plates
- CTP plate setters
- Software

Industrial inkjet printers/Inks

● Flat Panel Display Materials

“FUJITAC” protective films for polarizers
“WV films” for expanding viewing angles
“Transer films” for manufacturing color filters

● Recording Media

LTO Ultrium data cartridges
Data cartridges for IBM 3592

● Office and Industry

Camera phone lens units
TV lens/CINE lens
Electronic materials
Inks for consumer-use inkjet printers
Industrial inkjet printer heads

● Office Products

Color/monochrome digital multifunction devices
“DocuWorks” document handling software

● Office Printers

Color/monochrome laser printers

● Production Services

On-demand publishing systems
Computer printing systems

● Global Services

Comprehensive document outsourcing services

Business Overview

World-Class Provider of Products and Services, from Photo-Taking to Photo-Printing

Fujifilm develops products and services in fields ranging from film and photo-taking through to photo development and printing. Products for photo-taking include color film, the QuickSnap single-use camera and a wide range of digital cameras, while output products and services include photographic paper for color prints, photo-finishing equipment and photo printing services.

Applying such proprietary Fujifilm technologies as the Super CCD EXR sensor and advanced face detection, the Company has constantly introduced to the global market distinctive “FinePix” digital cameras capable of optimally balancing sensitivity and high-image-quality photo-taking. Fujifilm is pursuing further differentiation through the development of new products based on its unique technologies.

Responding to an increase in digital printing needs attributable to the popularization of digital cameras and camera phones, Fujifilm has taken steps to promote and enhance its retail printing services for the production of “easy, beautiful and long-lasting” photos.

While strengthening the services it provides to address increasingly diverse user needs in line with advancing digital technologies, the Company is accelerating the implementation of initiatives to expand sales of “Photobook” and other high-value-added printing services.

Leveraging a Top Global Market Share in CR Systems and Top Domestic Market Share in PACS to Become a Comprehensive Healthcare Company

Fujifilm contributes to the advancement of the medical imaging and diagnostic field. In 1936, these efforts began in earnest with the release of X-ray films, and in 1983, the Company launched its FCR system, the world’s first digital X-ray imaging and diagnostic system. The Company is working to expand its medical IT system business through the promotion of IT system integration using such mainstay products as the “SYNAPSE” medical-use picture archiving and communications systems (PACS) in the endoscopy, ultrasonography, pathology, cardiovascular and other fields. More recently, Fujifilm expanded the scope of its life sciences business to include the preventive healthcare field with functional cosmetics and internal care products. In 2008, the Company commenced full-scale operation in the pharmaceuticals business and entered the treatment field.

Aiming for the Leading Global Share in Digital Printing CTP Plates

Fujifilm provides printing, newspaper and publishing companies around the world with various printing materials and equipment, including plate-making films, proofing materials and pre-sensitized (PS) and computer-to-plate (CTP) plates for plate processing. Fujifilm is aiming to command the leading global market share for CTP plates, which are showing steady growth in demand worldwide. Amid the graphic arts industry’s ongoing diversification in response to changing market needs, the Company will supply its products to on-demand printing, inkjet and other businesses, thereby making these products de-facto standards in the industry.

No. 1 Global Share in FPD-Use Protective Films and Optical Compensation Films

Fujifilm manufactures and sells films for polarizing plates used in LCD TVs, laptop PCs and monitors. Its FUJITAC films, which are essential for LCD panels, maintain approximately 80% of the world market share. Its WV films hold a 100% global market share. These products’ unparalleled quality and the Company’s aggressive investments in this business are contributing to steady market development.

Top Global Share in Mid-Range Data Storage Media Market

This business develops high-capacity, high-quality data storage media products widely used by data centers operated by large-scale organizations such as finance and research firms.

Expanding the Optical Device Business and Other New Growth Businesses

Fujifilm is strengthening its market position in line with increasingly higher camera phone lens functioning and pixel counts. For example, the Company commands more than 60% of the global market share for lens units with 3.0 megapixel and higher pixel counts. At the same time, it is exerting efforts to expand its semiconductor materials business in addition to the consumer-use inkjet business, where demand continues to grow.

Targeting the No. 1 Market Share through the Supply of High-Value-Added Products

Fuji Xerox supplies office-use digital color/monochrome multifunction devices. Since its launch of Japan’s first plain-paper copy machines in 1962, Fuji Xerox has constantly provided new value to the market by advancing copy machines through the application of digital technologies and the incorporation of multiple functions. Boasting the top domestic market share in terms of the volume of color multifunction device shipments and copies made using its color devices, Fuji Xerox is targeting the top share in the entire color/monochrome device market. We are also expanding operations in the rapidly growing markets of the Asia-Pacific region, including China.

Pursuing Compactness, High Performance, High Quality and Eco-Conscious Features

Fuji Xerox is expanding sales of products, centered on color laser printers in the markets of Asia, as well as Europe and North America, where these products are supplied on an OEM basis. In addition, Fuji Xerox has won its tenth consecutive Energy Conservation Prize, being highly recognized for its efforts to reduce the environmental burden of its color multifunction devices in the office products business and color printers.

Leading the Print-on-Demand Market with Our High-Speed, High-Quality Digital Printing Systems

In the production services business, Fuji Xerox provides on-demand printing systems and printing workflow support services as well as continuous-feed and cut-sheet printers linked with core systems. Particularly notable is our top market share for color on-demand printing systems in Japan and the Asia-Pacific region. Pursuing new possibilities for digital printing, we meet customer needs for high-mix, low-volume printing through the use of variable printing systems that interface with databases.

Providing Comprehensive Customer Support and Consultation by Leveraging Know-How and Experience

Fuji Xerox is providing comprehensive outsourcing services, covering consulting and document management, to help customers solve their document-related issues.

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