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 **NEWS RELEASE**

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Fujifilm to showcase advances in Image Intelligence™

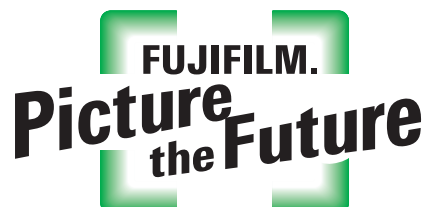
PHOTOKINA 2004, COLOGNE, GERMANY, September 28, 2004 – Fuji Photo Film Co., Ltd. will be presenting Image Intelligence™, an original system of image-processing software technologies featured in a wide range of Fujifilm's digital imaging products. The culmination of 70 years of photographic expertise, Fujifilm's Image Intelligence™ has vastly increased the convenience and potential applications of digital imaging. At Photokina 2004, Fujifilm will showcase a variety of products already equipped with Image Intelligence™ and also present features under development for future products, including the company's sophisticated Face Detection and Face Recognition functions.

The pursuit of human vision and intentions

Fujifilm has been developing digital imaging products for fields as diverse as photography, graphic arts and medical imaging since the 1970s. Despite the huge differences in their final applications, all Fujifilm digital imaging products aim to reproduce images exactly as they originally appear to the human eye. Building on this base, Fujifilm further aims to enhance images exactly as intended. Fujifilm has spent decades researching digital image processing technologies in pursuit of these ideals. The cumulative results of these efforts were first announced to the world at Photokina 2002 in the form of an integrated system of image processing software technologies known as Fujifilm Image Intelligence™.

Creating new businesses

By combining leading-edge technologies in the computer vision field with the company's own accumulated technologies and know-how, Fujifilm has recently achieved a number of important innovations. These innovations have of course brought added value to current digital image processing systems, such as the Digital Minilab Frontier. They have also found their way into an ever-expanding spectrum of products and services, thus helping to create new types of businesses.



The following is a partial list of recently developed Image Intelligence™ technologies and functions.

- Scene Classification

A technology for high-precision recognition and classification of images of human figures, daytime landscapes, evening landscapes and nightscapes, as well as high-contrast photos when the object is exposed by flash, among other photos and enables optimization of all images, regardless of subject matter.

- Face Detection

- Automatically crops facial images and adjusts skin tone to optimize images for ID photos and other applications.
- Automatically extracts facial data from images and inserts it into other images or templates. Ideal for creating original photos set at theme parks and other fun locations.
- Automatically eliminates red eye when used together with red eye detection technology.

- Face Recognition

- Automatically detects and identifies human faces and sorts photos accordingly. Extremely useful for organizing the ever-increasing volume of digital photos of family and friends.
- Supports applications in the fast-growing market for biometric security systems.

Enhanced competitiveness

These and other Image Intelligence™ technologies have attracted keen attention from third-party vendors looking to apply Fujifilm's digital image processing systems to further enhance the competitiveness of their products and services.

Fujifilm will continue to develop Image Intelligence™ to achieve ever higher levels of customer satisfaction with products and services that ensure images “just the way you see them, and just as you intended them.”