

FinePix F30, Frontier 500 and Fujichrome T64 Professional Win the European 2006 TIPA Awards

April 21, 2006

Fuji Photo Film Co., Ltd. (President and CEO Shigetaka Komori) is delighted to announce that the FinePix F30, Frontier 500 and Fujichrome T64 Professional have been selected for the prestigious Technical Image Press Association (TIPA) Award of the Year 2006 in the following categories:

1. The Best Compact Digital Camera in Europe 2006 – FinePix F30

The Fujifilm FinePix F30 is the world's first digital compact camera to deliver ISO 3200 sensitivity at full resolution. This means that it can give sharp images, even at nighttime, or with fast-moving subjects. Users are able to produce sharp images with minimal noise, no subject blurring and atmospheric lighting in dark conditions. In addition, the FinePix F30 has 15 new scene modes from underwater, beach and snow, to sunset, party and fireworks. These make it easier than ever for users to experiment with photography in a range of different lighting conditions.

2. The Best Digital Minilab in Europe 2006 – Frontier 500

The new Frontier 500 system can process a 4R size print (Dry to Dry) in just 87 seconds, and the printer occupies a mere 0.84m² of floor space – the smallest footprint yet from a Frontier digital lab system. This new addition to the Frontier product line is designed to be used as a stand-alone printer processor (LP5000) or with a matched scanner (SP500). The Frontier 500 incorporates Fujifilm's acclaimed Image Intelligence™, which incorporates technologies such as 'Scene Classification,' 'Face Detection' and optional automatic red-eye detection and removal.

3. The Best Film in Europe 2006 – Fujichrome T64 Professional

Fujichrome T64 Professional has been reformulated to deliver optimum tonal scale and gradation balance under tungsten lighting. The incorporation of new color couplers and new color correction technology ensures exceptionally accurate color reproduction and ultra fine grain, making this film ideally suited for product shots, interiors, architecture, certain medical imaging needs, and other professional applications requiring tungsten lighting. With this award the TIPA jury also commends the official statement of Fuji Photo Film, which states that its mission is to "preserve and nurture the culture of photography."

***Brief Outline of TIPA**

The Technical Image Press Association (TIPA) is an organization of 31 different specialist camera publications from 12 countries throughout Europe. It is among the leading and most influential organizations in the imaging industry in Europe.

For further details, please contact:

Advertising Div. + 81-3-3406-2416