

Corporate Profile
FUJIFILM Europe

Dedication to Innovation

The Fujifilm story in Europe is one of lasting growth and transformation, and our company exists today as a successful diversified international corporation with a leading position in many business fields. Fujifilm first made a name for itself as a photographic film manufacturer, setting up a European HQ in Düsseldorf, Germany in 1966. Fujifilm signature green photo film boxes were in stores everywhere, and as production boomed manufacturing was brought to Tilburg, Netherlands, which continues to be the main FUJIFILM Europe manufacturing and logistics hub, and home of R&D and open innovation.

Fujifilm consistently evolved over the last century, establishing itself as a market leader in Europe in the business fields of Photo Imaging and Printing, Graphic Systems, Electronic Imaging and Optical Devices, Medical Systems, Industrial Products and Recording Media. Embracing the challenge of a sharp decline in photographic film demand, Fujifilm moved into the new century seeking innovative ways of applying its fundamental proprietary technologies and expertise, and over the last decade the company has taken major steps to transform itself with a particular focus on healthcare.

Building upon a history of over 80 years as a medical imaging specialist, Fujifilm now covers the entire patient care pathway from prevention, to diagnosis and treatment, with pharmaceuticals research and development, biopharmaceutical manufacturing and regenerative medicine now part of the unique Fujifilm portfolio.

Our innovations over the decades find the company today with both highly specialized healthcare expertise and technologies. Collagen, a core component of photographic film, plays an

important role in regenerative medicine and provide Fujifilm the ability to manipulate functional molecules and polymer at its European Research Laboratory which today is fuelling the race to cure cellular-based diseases. Maximising an extraordinary background of innovation, FUJIFILM Europe is also focused on researching developing, manufacturing and delivering a new generation of pharmaceutical products.



FUJIFILM Diosynth Biotechnologies, operating in Europe from Billingham, U.K., are a world leader in the development and production of market-leading biological drugs, vaccines, active pharmaceutical ingredients and advanced therapies. The potential of Fujifilm's own pharmaceutical pipeline is also set to be realised Europe in the near future, with novel drugs with unique mechanisms of action set to take the fight to cancer, Alzheimer's disease and tackle many more unmet medical needs. As our business continues to change and evolve in every sector we operate, FUJIFILM Europe is well positioned for the future and will continue to provide top-quality products and services that contribute to the advancement of culture, science, technology, industry, the environment and society.

”Open Innovation is about listening to the customer and innovating together.“

*Naoto Yanagihara
Fujifilm Corporation, General Manager,
Research & Development Management
Headquarters*



*Open Innovation Hub Europe
Regenerative medicine
Gas separation membranes
Membranes for water purification*

Research and Development to invest in the future

At Fujifilm, we carefully select partners with whom to collaborate, and together we meld technologies and ideas to create new value. One of the largest production company outside of Japan is FUJIFILM Manufacturing Europe B.V, in Tilburg, the Netherlands. The knowledge and years of experience which the company has acquired in the production of photographic materials are also being applied to the development of new technologies. Our largest European R&D centre is located at Fujifilm's Manufacturing Europe Plant. Working with academic institutions across Europe, the center develops leading-edge technologies focussed on Health-care, Energy & Environment and Industrial Solutions. We give our business partners the opportunity to gain first-hand experience with fundamental and core technologies, materials and products at our European Open Innovation Hub in Tilburg, Netherlands, and its satellites in London, Barcelona and Istanbul. These are places where people gather to discuss societal and industrial challenges and to create or cocreate innovative solutions.

Facts and figures

We have leveraged our imaging and information technology to become a global player known for innovation in a wide range of industries. Nowadays, our entities operate in 46 group companies in Europe and beyond. More than 4,500 people are engaged in a strong sales and support network of our seven business domains throughout the EMEA region.

Photo Imaging	8 - 9
Electronic Imaging	10 - 11
Optical Devices	12 - 13
Graphic Systems	14 - 15
Medical Systems	16 - 17
Recording Media	18 - 19
Industrial Products	20 - 21



Seven business
fields at a glance

Photo Imaging



*instax mini 9
instax SQ6
Wonder Photo Shop
Frontier DE100
SP3*

Great moments within your reach

Fujifilm is the largest supplier of photographic paper and instant photo film. Our instax cameras not only provide instant photos at the press of a button, the new instax SP-3 printer in square format, turn your must-keep memories into physical creative prints. Taking the best pictures from your smartphone (or social media account), the instax SHARE SP-3 stylishly presents them in a sophisticated colour square format instax print. All with a single click of a button Portable, speedy and super classy this printer is a match made in heaven for smartphones. Additionally, Fujifilm is the world's leading supplier of complete solutions in the field of photo imaging. This includes a variety of printing solutions on our original photographic paper, as well as printing devices such as digital minilabs or photo order terminals, which can accept image uploads and make prints from all kinds of devices, including smartphones. Compact and fast, the Frontier DE100 printer produces high quality images and allows for a wider color gamut, smoother graduation and improved skin tones. The Frontier DE100 meets the diverse needs and challenges of the retail minilab, kiosk systems and event photography in amusement parks. We are committed to the tradition of preserving photography and passing on its technologies to the new, younger digital generation. With this in mind, Fujifilm has developed a new, creative 'touch, feel and explore' concept called "Wonder Photo Shop"- a new generation of immersive brick and mortar shops where people can explore different kinds of print technology from all kinds of devices and create customized products in the most creative way.

Photographic heritage and leading digital technology

Fujifilm's combined expertise in colour reproduction and manufacturing of photographic equipment have led the creation of our award-winning digital cameras. From the ultra-high resolution medium format GFX system to the compact system cameras of our renowned X Series, our products combine photographic heritage with cutting edge technology. This leading camera technology is complemented by the optical excellence of our FUJINON lenses. The broad range of compatible FUJINON lenses represents a major advantage for the users of our cameras. Continuous additions to our lens line-up, like the high end FUJINON MK cine lenses for X Mount, are expanding the scope of our digital camera solutions even further. Today our digital cameras provide high quality shooting for professionals and enthusiasts of all genres.

Electronic Imaging

X-T100
X-H1
MK
GFX
X100F





HD-zoom-lenses
Machine-vision-lenses
Portable "ENG"-lens
Broadcast-studio-lens
MK-cine-lenses
Cabrio-cine-lens



Optical Devices

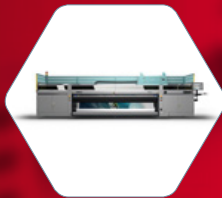
FUJINON

Find out what there is to see

FUJINON has been making award-winning lenses for many years, designing and producing high-quality innovative solutions for almost every application in entertainment, security and industrial imaging. Our professional TV broadcast and cine lenses extend the limits of “high resolution”, “high contrast” and “high dynamic range” to produce highly accurate television footage and help cinematographers to shoot beautiful features and movies. Our megapixel zoom and varifocal lenses for CCTV applications enable security in high definition, our top quality and reliable binoculars are indispensable tools for coast guards, military and law enforcement, and fun-seekers alike, while our continuously growing product range of precise machine vision optics feature minimal distortion to produce optimal image quality – even in harsh environments.



*Onset X-Series
SUPERIA plate solutions
Jet Press 720S
Acuity Ultra*



Graphic Systems

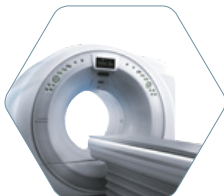
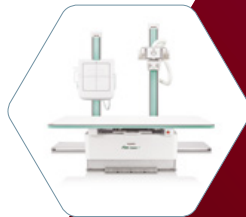
A desire for perfection

Building on the success of the new “Fujifilm Inkjet Technology” brand launched at drupa 2016, Fujifilm’s groundbreaking inkjet technologies are now powering an increasing number of the industry’s leading print production systems. In particular, the company’s flagship Jet Press 720S, Onset X and Acuity platforms are transforming more and more print businesses across Europe and beyond, with all benefitting from class-leading performance. In addition to these innovations, we continue to develop new solutions to meet the demanding needs of commercial, wide format and packaging printers, and invest in a world class support infrastructure. Whether it is managing the flow of work through a production site with XMF Workflow, using Fujifilm’s renowned SUPERIA and Flenex plate solutions, or taking advantage of the company’s leading inkjet systems, an ever increasing number of printers know that an investment in an industry leading Fujifilm solution will set their business apart and give them a competitive edge.

Trust in over 80 years of medical expertise

Fujifilm is a pioneer in diagnostic imaging, and for decades has been a leading supplier of innovative medical solutions and provide hospitals and doctors with complex systems in health-care field. As one of the leading companies in the development of endoscope technology, our latest innovation is the new high-performance illumination system ELUXEO. For this endoscopic system, our engineers developed the 4-LED Multi Light technology, fulfilling the need for improved detection and characterization in endoscopy. Within the modality business, we recently extended the portfolio by introducing its compact and high performance Computed Tomography System FCT Speedia and its ultra-light, compact digital X-ray cart FDR Nano. Our products and technologies are proven in clinical applications, and are constantly being refined to make the work of health professionals more effective and efficient. The portfolio includes Synapse - powerful IT platform for managing patient data, imaging and workflow - digital radiography, digital mammography, X-ray films, flexible endoscopic systems, dry imagers, clinical chemical analyzers and ultrasound systems and continues to grow.

Medical Systems



*Digital X-Ray Systems
Mobile X-Ray Device
Mammography Systems
CT Technology
Medical IT Systems
Flat Panel Detector
Endoscopy Systems*

Recording Media

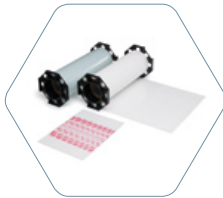


*Data Storage Media
Deep Archive Core Processor Tower*

Reliability wins

The digital data explosion caused by new data applications and increasingly strict data security legislation required a breakthrough in data storage. Fujifilm devised a Barium Ferrite (BaFe) magnetic particle technology that set the stage for our unique tape storage technology to provide solutions for meeting the challenges faced by end users. From the financial sector faced with floor space limitations, scientific research centers that require high-capacity and high-speed storage to store their spiraling volumes of data, to government institutes that need to securely store data over long periods of time, BaFe tape technology delivers the solution. We are also in continuous research for new particles to secure the future roadmap and position Strontium Ferrite (SrFe) as the next particle technology in the forthcoming decades, superseding Barium Ferrite technology with the potential of 400TB on just one single cartridge. Leveraging Fujifilm's "Deep Archive" Data Centre, offers long-term archiving as a managed service, enabling users to ensure compliance at low and predictable costs. The service also provides full transparency of archives and enables feasible data restoration when needed in a neutral format. Fujifilm's "Deep Archive" services support customers by working with a pay-as-you-go cost structure for data that requires infrequent access, yet has to be stored over the long term.

Prescale
NDT: digital radiography
Industrial X-Ray
Membrane production



Structural integrity from Fujifilm

Whether for jet engine maintenance, the automotive industry or testing the structural integrity of buildings, our systems in the field of industrial products provide maximum security in non-destructive material testing (NDT). X-rays detect invisible irregularities and the smallest hairline cracks. Our industrial products include touch-sensitive pressure measuring films for visual inspection of pressure and heat distribution, as well as microfilm for long-term archiving.



Industrial Products

NEVER STOP TRANSFORMING OURSELVES AND THE WORLD

In 2014, Fujifilm established “Value from Innovation” as our corporate slogan, declaring our company’s commitment to continue producing innovative new technologies, products and services.

In line with the slogan, in 2018 we launched a new global branding campaign entitled NEVER STOP highlighting Fujifilm’s commitment to providing new value through innovative advanced technologies, contributing to the solution of various issues facing society, while also declaring a commitment to NEVER STOP producing value through innovation, a strong statement of Fujifilm’s ambition and approach which this campaign will communicate to people around the world.

Our message is clear. For more than 80 years, we’ve continued to transform ourselves. Building from our origins as a photographic film company known for innovations like the world’s first high-speed ISO 400 film, we evolved into a technology company working in areas such as healthcare, highly-functional materials, imaging solutions, document solutions and more.

NEVER STOP



In healthcare, FUJIFILM is engaged in prevention, diagnosis and treatment. We are pioneering the world of biopharmaceuticals and regenerative medicine, while also developing revolutionary healthcare IT, allowing medical professionals to make more precise diagnoses more quickly. We are transforming the world of display technology by advancing touch-panel sensor films and organic electroluminescent displays, and are also adapting our film technology to create membranes and filters that are, among other things, used to help brewers stabilise the quality of their products.

By leveraging our advanced and unique technologies, we will continue creating value from innovation and contribute to solving social challenges. Which means we'll never stop building on our experience and expertise to help transform ourselves, and the world.

Please visit <https://brand.fujifilm.com/neverstop/global/>



FUJIFILM Europe GmbH | Heesenstr. 31, 40549 Düsseldorf, Germany
Tel.: + 49 211-50 89 0 | www.fujifilm.eu