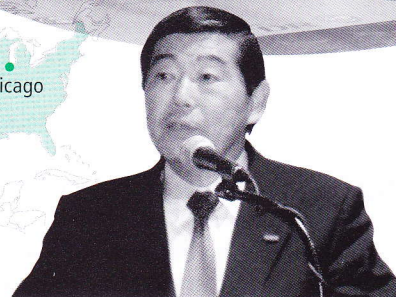


M^{Medical} Systems Business



Fujifilm Medical Systems Promotes State-of-the-Art Diagnostics at

RSNA 2012



FF President & COO Nakajima shared his thoughts, goals and sense of pride with domestic and international employees of Fujifilm's Medical Systems group at RSNA 2012.

Every year, FUJIFILM Medical Systems U.S.A. Inc. (FMSU) features a special theme, interactive displays, and sometimes even notable guests at the annual assembly of the Radiological Society of North America (RSNA) in Chicago, Illinois – and 2012 was no exception. FMSU was extremely pleased to welcome Shigehiro Nakajima, President & COO, FUJIFILM Corporation (FF), accompanied by several members of Fujifilm's worldwide senior management team, including Dr. Kouichi Tamai, FF Director, Senior Corporate Vice President & General Manager of Medical Systems Business Division, and FMSU President & CEO Naohiro Fujitani. Their mission was to share the excitement of Fujifilm's industry-leading healthcare product and technology portfolio, talk with employees about new corporate plans and initiatives, and emphasize the critical role of healthcare in Fujifilm's long-term growth strategy.

"The instant I walked in I could feel the strength of Fujifilm's presence at the convention center, and for a good reason – we are clearly an innovator and industry leader in healthcare," said Nakajima.

Addressing FMSU employees and international dealers and distributors during RSNA pre-show gatherings, Nakajima thanked everyone for their efforts and shared his excitement for what was about to unfold at RSNA, which took place from November 25 to 30, 2012. He also explained the *G-up*

campaign, where the "G" stands for "genba," literally translated from Japanese as "actual place" or "on-site." The *genba* approach encourages all employees to recognize any and all indicators of improvement, no matter how small, and then take initiative to make positive changes based on those indicators. In that way, according to Nakajima, every Fujifilm employee can make an impact and improve the company's competitiveness and profitability.

"*G-up* will encourage the growth of our strengths and opportunities. It is clear to me, as I talk to many employees here in Chicago and see what you have accomplished, that these attributes are already firmly established in our healthcare businesses," Nakajima said. "In many ways, *genba* is built right into your business, your technologies and your products. There is infinite value in accurate, confident medical diagnoses; there is infinite value in better patient experiences and outcomes. *Genba* for our healthcare business is more than just a corporate initiative; it is a way of life, and I am proud of the way FMSU is representing our efforts overall. This is a wonderful sign on behalf of the entire Fujifilm family around the globe."

As *G-up* gears up and VISION 80 comes into clear focus, FMSU employees have begun following up on the many leads from RSNA 2012. This year's Fujifilm theme, "Images are Life," succinctly and powerfully expressed the company's ideals. At the same time, FMSU received

additional support from the show's own theme, "Patients First," which mirrored one of the organization's most important objectives.

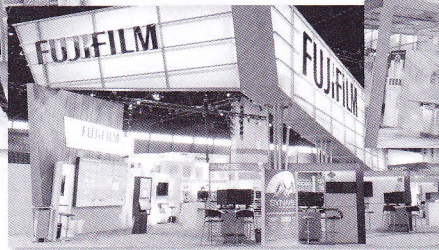
Indeed, FMSU's portfolio of products and technologies for diagnostic imaging and medical informatics is designed to produce exceptional diagnostic environments, reduce dosage and improve patient experience.

"We are encouraged by our successful presence at RSNA 2012, where many of our leading diagnostic imaging products and medical informatics solutions were on display," said Fujitani. "Our long-standing goal is to meet the needs of healthcare facilities by helping to create exceptional diagnostic environments and by continually improving the patient experience. We trust and believe that our demonstrations at McCormick Place showed the industry just how advanced our portfolio is and how well we are meeting our goals."

Medical imaging professionals operate in a fast-paced environment, and Fujifilm's Computed Radiography (CR), Direct Radiography (DR) and mobile systems quickly and efficiently capture high quality images. This is why RSNA attendees, including as many as 27,000 professionals from over 100 countries, were so eager to view the FMSU portfolio,



Fujifilm's comprehensive and impressive booth at RSNA 2012 attracted more than 3,500 professionals over the course of the six-day international exhibition.



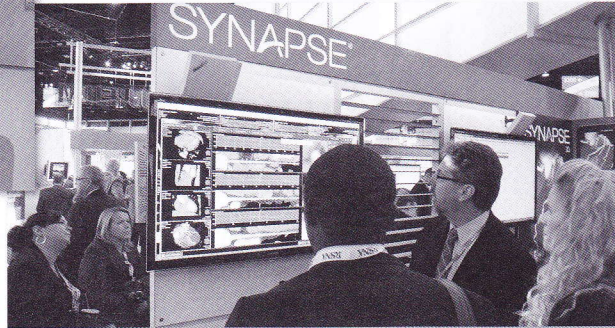
Fujifilm used interactive displays and detailed product demonstrations to underline the significant advantages of the SYNAPSE® portfolio, which was prominently featured at RSNA 2012. Visitors commented that a Fujifilm booth visit was well worth their time and effort.



In this corner, just one of the showcased portfolios included two DR X-ray suites, the FDR D-EVO™ and FDR AcSelerate™, which joined the ranks of popular Fujifilm products and solutions to see at RSNA 2012.



FFSS, the industry leader in point-of-care ultrasound, and now a member of the Fujifilm family of products and technologies, introduced the X-Porte product as the world's first ultrasound kiosk, which received a lot of well-deserved attention.



A wide range of professionals who visited the booth observed demonstrations of the exciting advances built into Fujifilm's broad SYNAPSE informatics portfolio. Here, Mike Cyganowski, FMSU Clinical Sales Specialist, describes the new SYNAPSE Cardiovascular (CV) 5.0, an advanced CV platform.

which included the FDR D-EVO™ family of wireless, low-dose cesium detectors, and the versatile FDR D-EVO™ Suite II DR room replacement system. Highlighted at the show were several new Fujifilm technologies that enhance sharpness and capture more exposure while improving dose efficiency. Also on display was our Informatics portfolio, SYNAPSE®, which streamlines workflow and supports diagnostic confidence for technologists and physicians. One product, SYNAPSE® Mobility, is a zero-footprint mobile application that provides access to diagnostic data from virtually any handheld device, representing the kind of leading-edge technology that medical professionals expect from Fujifilm, and that Fujifilm delivers!

FUJIFILM SonoSite Inc. (FFSS), the leader in point-of-care ultrasound and now part of the FMSU family of products and technologies, was an additional focal point at Fujifilm booth with the brand new X-Porte, the world's first ultrasound kiosk. FFSS's portable, compact systems are expanding the use of ultrasound across the clinical spectrum by cost-effectively bringing high performance ultrasound to the point of patient care.

Another area of pride for the company at RSNA was 3D digital mammography, one of the most promising new technologies in women's health. FMSU's award-winning 3D digital solution is now undergoing clinical trials, and early reports are extremely positive.

In Chicago, the company exhibited Aspire HD PLUS (marked as the Amulet f/s outside the U.S.), a system for both routine and stereotactic biopsy exams that utilizes the most advanced mammography imaging detector and patented optical technology while requiring lower doses.

At one pre-show gathering, Nakajima said: "The time has come to speed up global expansion of the healthcare sector because of its proven strengths and potential. Healthcare is central to our long-term growth strategy, as Fujifilm is one of very few companies – perhaps the only one – with technologies that span the continuum of care (Prevention > Diagnosis > Treatment). Our diagnostic medical businesses will help fuel development and growth in the newer prevention and treatment business segments."

To that end, Nakajima concluded that Fujifilm will use leading-edge, proprietary technologies to provide top quality products and services that

contribute to the advancement of culture, science, technology and industry, as well as improved health and environmental protection. He said: "Our overarching goal is to enhance the quality of life around the world."

Between the pre-show meetings and the exciting week on the show floor, RSNA was clearly a sign of good things to come for FMSU and for all of Fujifilm.



FF President & COO Nakajima and others visiting the Fujifilm booth at RSNA 2012.



Senior executives from FMSU extended a warm welcome at RSNA 2012 to FF President Nakajima and Dr. Tamai, FF General Manager of the Medical Systems Business Division. From left: Masaharu Fukumoto, Yujiro Nagasawa, Yoshitaka Nakamura, Teresa Oakley, Brian Noyes, Dr. Tamai, Steven Haberlein, FF President Nakajima, Tim Ladewig, Hiroaki Shimosaka, FMSU President Fujitani, Manfred Richter, Keiichi Nagata, William Lacy and Jim Morgan.