

## **Fujifilm Digital Minilab Frontier 390 Sets New Standards for Speed and Quality**

PHOTOKINA 2000, COLOGNE, GERMANY, September 20, 2000 — Fuji Photo Film Co., Ltd. is proud to announce the Fujifilm Digital Minilab Frontier 390, the top-end model in the company's Frontier digital minilab series that has won worldwide acclaim since its market launch last spring.

Frontier 390 shares basic features with Frontier 350/370, the machines that have set a new benchmark in digital minilab performance in markets around the world. Like the 350/370, Frontier 390 uses a proprietary solid-state laser exposure system and sophisticated digital image processing know-how that brings together Fujifilm's long-standing silver halide imaging expertise and its industry-leading digital technology. The result is superior image quality unattainable with conventional analog minilabs, with a host of digital image correction and enhancement.

Frontier 390 meanwhile answers the rising market demands for higher productivity through features like the new roll transport system used in the printer processor, and the image-reading scanner that has an even faster speed than before. Frontier 390 also has complete software compatibility with 350/370 and can provide the same wide range of digital photo service, with flexible expandability to meet specific user needs.

### **Market Background**

Of late, demand for digital photo service has been expanding rapidly against a backdrop of the increasing technical sophistication and the falling prices for personal computers and image manipulation software, as well as the exploding digital camera sales and the rapid spread of Internet use. This has led to an equally rapid increase in worldwide sales of digital minilabs, the core equipment used in digital photo service.

In the market of medium-sized minilabs Fujifilm's Frontier 350 and 370 have captured an overwhelming market share in many countries. However, the larger labs, because of their high processing volume, have remained unable to introduce digital minilabs.

This could change with the coming of Frontier 390. Given its high-speed, high-volume capacity, Frontier 390 will no doubt accelerate the switch to digital equipment at all minilab shops, large and small, and can even start full-blown digitalization at central labs.

### **New Imaging Frontiers**

In the little over a year since the introduction of Frontier 350/370, Fujifilm has undertaken continual upgrades of standard software and has added a wide variety of optional programs. Frontier has won the widest market acclaim, from minilabs to professional labs to central labs, for its innovative technology and the large strides made in performance and expandability. In addition to system introduction, demands have also arisen for the scanner and printer components of Frontier as well.

The unveiling of Frontier at Photokina 2000 as a three-model line — the high-speed, high-capacity Frontier 390 added to the current models 350 and 370 — is accompanied by the announcement of these Frontier-based services: "High-Speed Digitize & Digital Reorder," "FUJICOLOR CD," and "Print@FUJICOLOR." Still others include the in-shop terminal "Fujifilm Digital Foto Center," as well as "Reversal Mount Auto Carrier SC135Y" and "Professional Image Processing Software."

Frontier also breaks new ground with the market offer of "Scanner & Image Processor SP2000" and "Laser Printer/Paper Processor LP2500" — two Frontier components supplied as independent equipment. With all these equipment and service options, Frontier users will be able to construct the exact type of operation suited to their individual needs — in business mode, scale, and application — and go on to develop whole new business possibilities.

## **Equipment Configuration**

Frontier 390 consists of the input unit "Scanner & Image Processor SP2500" and the output unit "Laser Printer/Paper Processor LP2500." Also, as with 350/370, Frontier 390 can add the optional "Imaging Controller" to gain expandability to include more types of digital photo service.

An important productivity booster is the "Automatic Film Feeder NF2500AG," an optional device developed specially for Frontier 390 that allows automatic feeding of up to 20 rolls of 135 film. For film processing, the best match is the Minilab Film Processor FP922AL.

## **Main Features of Frontier 390**

1. High productivity — approx. 1,800 4R-size (102 x 152mm) prints per hour from 135 negatives.
2. Full-automatic operation with the Automatic Film Feeder NF2500AG — for a throughput of approx. 2,200 4R-size (102 x 152mm) prints per hour from 135 negatives.
3. Super high quality prints, beyond reach of analog minilabs, through use of solid-state laser exposure and advanced image processing know-how.
4. Compatibility with all standard film sizes — 135, APS, 110, 120, 220.
5. Print sizes from 3R (89 x 127mm) and 4R (102 x 152mm) to index and panorama to A4 (210 x 297mm). APS film with mixed C/H/P formats acceptable. Variety prints using a rich assortment of templates.
6. Compatible with FDi service — super high quality prints from digital cameras and digital media — as well as FUJICOLOR CD production.
7. Super high quality prints from reversal film. Automatic drive of up to 50 135/APS mounted slides with optional Reversal Mount Auto Carrier SC135Y.
8. Dedicated sorter included as standard, with capacity to handle 25 orders at a time.
9. Automatic Film Feeder NF2500AG provided as an option — for productivity-boosting auto feed of up to 20 rolls of 135 negative film.

The market release of Frontier 390 is scheduled at the beginning of next year.