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CSI PRINTING & GRAPHICS INVESTS IN INCA ONSET S70 -- WORLD'S FASTEST UV DIGITAL FLATBED PRINTER

On Demand Printing Capability Now Enables Same Day Delivery on Short-Run Orders

Valhalla, N.Y., June 16, 2010 – FUJIFILM North America Corporation today announced the sale of an Inca Onset S70 UV flatbed printer to CSI Printing & Graphics. Based in Falls Church, Virginia, CSI has been in business for more than 30 years and serves a wide range of customers by producing graphic prints for point-of-purchase, signage and retail displays. The company selected the Onset S70 for its high speed and high productivity to meet the demand for fast turnaround of high quality, wide format prints. The Inca Onset S70 is the world's fastest UV flatbed digital printer with production speeds of over 9,000 square feet per hour delivering up to 180 5'x10' sheets per hour.

“Offering customers same-day delivery even on long-run orders is a huge competitive advantage,” said Rob Harris, partner, CSI Printing & Graphics. Harris explained that the Onset S70’s capacity will allow CSI to produce 165 beds of high quality, sellable point-of-purchase output per hour. “The advertised rate of production for digital printers from other companies couldn’t compete with the actual speed of the S70,” said Harris, who went on to say that competitive equipment performing at the advertised speeds normally produced lower quality output that simply would not meet a print buyer’s demand for quality; the S70, however, performed exactly as advertised.

“For two years we literally traveled around the world researching the best digital print solution that could offer us the highest quality at the fastest speed,” Harris continued. “We timed every machine we saw to see for certain if these printers could truly measure up to what was being advertised. In most cases, machines needed to run below their advertised speed in order to produce acceptable output. The Inca Onset, however, performed at its advertised speed while still delivering high quality output.”

CSI’s goal is to double its business and extend its current service offerings – both among existing customers and with new business - throughout the United States. The Onset S70 will

allow them to produce at a speed and quality that sets them apart from other digital print providers. A full-width print array provides excellent print quality without the “banding” commonly seen from competitors’ wide format printers; and a unique curing system allows for a variety of finishes from low-glare satin to a stunning high-gloss finish.

“No other digital graphics printer can compete with the Inca Onset S70,” said Sean Haley, partner, CSI Printing & Graphics. “It truly is in a class all its own.”

According to Haley, CSI expects to respond faster to customer orders with the addition of the Onset S70. “This machine really can’t be beat – top quality output and remarkable speed,” said Haley. “It has everything this segment of our business needs in one package, and the automation solution we’ve chosen makes operation even easier.”

The speed and efficiency of the S70 will also give CSI the ability to compete very effectively with traditional in-line screen printing especially when multiple print versions are involved. CSI will also be able to print virtually on-demand to produce and ship when needed rather than printing for inventory, which can often leave their retail customers holding obsolete materials.

“We know that an investment like this is significant for any organization and requires a level of trust in the technology, the quality of the output and the ongoing service,” said Mitch Bode, general manager, Sericol Unit, Graphic Systems Division, FUJIFILM North America Corporation. “We appreciate that trust, and the relationship we’ve had with CSI through the years, and we’re pleased that they identified the Fujifilm solution as the one to help grow their business.”

“Other companies were simply unable to match the level of service and assurance Fujifilm has provided,” said Haley. “Our relationship with Fujifilm began over five years ago, continued when we first purchased the Inca Columbia Turbo in 2006, and now we’re trusting them once again to help us roadmap the future of our business. Fujifilm has a proven track-record for service and support that we don’t believe we would be able to find elsewhere.”

The Inca S70 uses Fujifilm Sericol Uvijet UV curable inks specially formulated to match the productivity and expected application range of the printer, delivering sharp color reproduction and durability for indoor and outdoor applications. The inks are instantly cured using a quad lamp system to ensure that the inks are fully cured and consuming the lowest possible energy. “It is important for us to be able to offer our customers an environmentally conscious print option,” said Haley.

In addition to the Inca Onset S70, CSI also purchased the Uvistar 5 meter roll printer to help manage the load of banner and transit work. According to Harris, the Uvistar will replace CSI's current 3 meter solvent roll printer. Their decision to install the Uvistar was based on their overall confidence in Fujifilm's service and support, most recently demonstrated throughout the S70 purchasing process.

Established in 1976, CSI operates in several concentrations of the printing and graphics landscape, focusing on such market segments as outdoor, trade show and short-run digital printing. CSI works with virtually every type of business from small privately run firms to large government organizations. CSI currently employs over fifty individuals and conducts operations from two separate facilities in Falls Church, VA. To learn more about CSI Printing & Graphics, please visit www.csi2.com.

To learn more about the Inca Onset S70, sold exclusively in the U.S. through the Graphic Systems Division of Fujifilm visit, www.onseteffect.com.

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** At an exchange rate of 93 yen to the dollar.*

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