



FUJIFILM

THE MARKET

Imaging. It's the convergence of photography and printing with data and network communications, and it's one of the most exciting new frontiers of technology. As one of the leading manufacturers and marketers of imaging and information products, Fujifilm has helped drive this worldwide revolution in how pictures are taken, processed, stored and shared. As the world's second largest producer of photosensitised materials, Fujifilm is a Fortune Global 500 company with sales of \$US12.6 billion in its most recent fiscal year.

For more than 40 years, Fujifilm has been distributed in Australasia by Hanimex Pty Ltd, creating one of the longest trading relationships in the history of the photographic industry.

Fujifilm is renowned for its innovative technology and commitment to quality and choice. While its green film boxes are familiar throughout the world, Fujifilm is also recognised for many other technologically advanced products such as digital cameras, 35mm cameras, single use cameras, professional film, professional cameras, commercial analogue and digital minilabs, motion picture film, video and audio products, computer media, as well as medical imaging products and security camera lenses.

The Fuji brand name has also forged a strong identity around Australia with the establishment of more than 400 independently-owned Fuji Image Plaza and Fujifilm Image Plus retail outlets.

Fujifilm's heritage as an imaging company combined with its comprehensive range of product offerings suitably positions the company to serve all of its customers – consumers, retailers, professionals and businesses.

ACHIEVEMENTS

Fujifilm has a long history of imaging and information industry "firsts".



The company has twice introduced the world's fastest colour print still film, an accomplishment it also achieved with colour motion picture film.

Fujicolor Reala, the first film to reproduce colours as the human eye sees them, was introduced in 1989.

Fujifilm introduced the world's first single use camera – QuickSnap – in 1986. This was followed in 1987 by the world's first 35mm single use camera with a built-in flash.

Fujifilm developed the world's first digital camera in 1988 and has maintained its leadership in digital imaging with a continuous flow of revolutionary new products, including the first digital camera with a built-in printer.

In addition, the company's long heritage in film technology innovation has led to the development of a broad array of leading edge technologies for the industrial market.

In 1992, Fujifilm announced its exclusive ATOMM precision thin-layer coating technology (Advanced super Thin-layer and high-Output Metal Media), which has enabled the manufacture of high-density magnetic recording media for the computer industry.

Fujifilm also created the unique 4th Colour Layer Technology found in its 35mm Superia and 24mm Nexia film lines. This additional cyan layer actually helps the film to "see" like the human eye.

Fujifilm developed the exclusive solid state laser



technology found in its Digital Minilab Frontier photoprocessing equipment and also its commercial digital printers, such as the Pictography system. The solid state lasers guarantee sharp, vivid prints with accurate colour reproduction.

Fujifilm is also renowned for its Fujicolor Crystal Archive Paper which delivers consistently high quality prints with rich gradations and sharp images and lasts a lifetime when stored and handled correctly.

Fujifilm's technological advances had led to numerous citations and awards, including the 1982 Academy Award (the "Oscar") and two Emmys for Technical Merit – in 1982 for Fujicolor A-250 high-speed colour negative motion picture film and in 1990 for developments in metal particle tape technology. In 1991, Fujifilm also received the Scientific and Engineering Award for its F-series of colour negative motion picture film from the National Academy of Motion Picture Arts and Sciences.

Fujifilm's professional Provia 400F film won *Australian Camera* magazine's 2000/2001 Film of the Year award.

Print@FUJICOLOR - a convenient online photo sharing and print ordering service - is the first complete networked online digital imaging application in Australia.

Hanimex and Fujifilm have also been recognised for their commitment to the environment, winning several awards for their active participation, and also gaining Environmental Management System (EMS) certification for introducing a range of safety and environment friendly practices into the day-to-day operations of the company.

HISTORY

As Fujifilm's proud Australasian distributors for more than 40 years, Hanimex Pty Ltd has achieved a distinguished market share for Fujifilm in the imaging industry.

Hanimex and Fujifilm established their business partnership in the 1950s after Hanimex founder,

Jack Hannes secured an initial Fujifilm distribution order of slide viewers and colour film. This marked the beginning of a long and exciting relationship between the two organisations.

After commencing as a small photographic importing business in the heart of Sydney in 1947, Hanimex enjoyed rapid expansion and eventually relocated to Brookvale on Sydney's Northern Beaches. Hanimex has created one of Australia's most sophisticated and extensive warehousing and logistics networks that has been appropriately equipped to carefully store Fujifilm products under strictly controlled environmental conditions. Warehousing and logistics are vital links in the chain from product to end-user, and for Hanimex these have become substantial services in their own right.

The company's history of profitable trading has made Hanimex a dependable and proven company ideal for developing new markets and developing long-term relationships.

THE PRODUCT

Hanimex offers an extensive range of Fujifilm imaging products, systems and services to consumers and businesses. These include:

- Amateur and professional colour photographic film; 35mm cameras; QuickSnap single use cameras, consumer and professional digital cameras; photographic paper; black and white film; and minilab photofinishing equipment.
- Digital imaging products, such as digital printers and products for the capture and transfer of digital images.
- Print@FUJICOLOR - a convenient online photo sharing and print ordering service.
- Professional audio and video tape for broadcast, production, duplication and industrial applications; consumer audio and video tape for analogue and digital home recordings.
- Consumer and high-capacity computer storage media, such as floppy disks, cartridge tapes and optical disks.
- Professional film for motion pictures, television



and other produced film-based applications.

- Microfilm, chemicals and digital retrieval hardware for document storage.
- Life-saving diagnostic medical imaging equipment.
- Fujinon photographic lenses for security surveillance equipment.

RECENT DEVELOPMENTS

Fujifilm's product portfolio for professionals and consumers has been recognised for its quality, consistency, colour accuracy, and colour enhancement. The company's awareness of consumer needs has resulted in the development of such impressive products as the FinePix digital camera range that provides models suitable for the novice photographer up to the advanced amateur enthusiast; the single use QuickSnap Marine camera - ideal for water and snow sports; as well as

the QuickSnap Panoramic camera - for capturing landscape and expansive images. To accommodate consumer

demand for processing, storage and distribution options, Fujifilm's state-of-the-art Frontier Digital Minilab enables traditional film and images stored on digital media to be produced as prints, stored as digital images on CD-ROMs, or uploaded onto the internet.

A convenient new online photo sharing and print ordering service known as Print@FUJICOLOR has also been created where consumers can create their own website - complete with their own photos - allowing images to be easily shared with family and friends via the internet, and then purchased through the service if required.

In the business-to-business marketplace, Fujifilm has just introduced the next generation of computer storage media, LTO Ultrium and new F-Series motion picture film. Fujifilm has also recently introduced Reala 500D - a new professional motion picture film.

PROMOTION

Fujifilm's "Say Fuji" campaign is the current signature slogan that underscores a comprehensive advertising and marketing strategy. One of the concepts being used to support this

strategy is the FUJI BABY, which first proved to be a hit on Australian television screens in the 1990s.

While Fujifilm is at the leading edge of the imaging industry, Hanimex ensures the brand is always represented as a responsible corporate organisation. As a result, Hanimex crafts regular creative marketing campaigns that capture the outstanding features of the Fujifilm range of products.

Fujifilm plays a significant role in the sponsorship of sporting events as well. For nearly two decades, Fujifilm has been the official sponsor of the FIFA World Cup Soccer. Fujifilm is also the official film supplier for such high profile events as the Indy Car and Bathurst 1000 races as well as numerous football, golf and tennis events.

Since 1993, Fujifilm has been the major sponsor of the Fuji ACMP Collection (Advertising Commercial Magazine Photographers) which has gained national and international notoriety profiling key Australian photographers.

BRAND VALUES

As one of the best known and most instantly recognisable global brands, Fujifilm is a leading technology imaging innovator providing high quality products that meet the critical standards demanded by consumers, retailers and professionals.

(Linear Tape-Open, LTO and Ultrium are U.S. trademarks of Hewlett-Packard, IBM and Seagate).



THINGS YOU DIDN'T KNOW ABOUT FUJIFILM

- For more than 40 years, Fujifilm has been distributed in Australasia by Hanimex Pty Ltd, creating one of the longest trading relationships in the history of the photographic industry.
- Print@FUJICOLOR - a convenient online photo sharing and print ordering service - is the first complete networked online digital imaging application in Australia.
- Fujifilm introduced QuickSnap - the world's first single use camera.
- Fujifilm developed the world's first digital camera in 1988 and has maintained its leadership in digital imaging with a continuous flow of revolutionary new products, including the first digital camera with a built-in printer.
- Fujifilm developed the exclusive solid state laser technology found in its Digital Minilab Frontier photoprocessing equipment and also its commercial digital printers, such as the Pictography system. The solid state lasers guarantee sharp, vivid prints with accurate colour reproduction.
- Fujifilm's professional Provia 400F film won *Australian Camera* magazine's 2000/2001 Film of the Year award.
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