



THE MARKET

Fujitsu General is renowned in Australia for both its top-of-the-range plasma displays and its technologically advanced air conditioners.

With the continued popularity of flat screen televisions and its world leading plasma display technology, Fujitsu offers one of the largest ranges of plasma panels in Australia. Setting the industry benchmark for picture quality and performance, Fujitsu's plasmas feature the critically acclaimed Advanced Video Movement-II (AVM-II) digital video processor.

As the number one supplier of air conditioners to the Australian market, Fujitsu's company slogan is 'Australia's Favourite Air'. Fujitsu's most popular product range is its inverter air conditioners, which are more economical to operate and quieter to run than conventional units. Highly sophisticated technology enables the compressors to adjust their speed in response to changes in room temperature making them quieter and more energy efficient than conventional types, achieving 6-star energy ratings.

ACHIEVEMENTS

Fujitsu General's Plasmavision™ range is an award-winning series of High Definition plasma display panels. Fujitsu's Advanced Video Movement (AVM-II) digital video processor enables its Plasmavision™ panels to identify and correct common flaws found in digital video content, also known as artifacts, delivering clearer pictures to the viewer. The processor also provides advanced colour management, digitally enhancing primary hues so that they appear more vivid. With an ambient light sensor, the processor detects the level of light in a room and digitally adjusts the screen's contrast and brightness to create the perfect viewing environment. In addition, automatic edge correction sharpens the edges of the images on screen to make them appear clear, crisp and true.

In 2002, Fujitsu won an EMMY Award for 'Outstanding Achievement in Technological



Advancement' for its contribution to the plasma industry. The award acknowledged Fujitsu's longstanding commitment to the plasma industry and its status as the most influential company in the development of plasma monitors.

Further recognition for Fujitsu's Plasmavision™ was received at the 2005 CEDIA show on the Gold Coast, where Fujitsu won all the flat panel awards in the Digital Display Arena. Most recently, Fujitsu received a Highly Commended at the 2007 Sound & Image Awards.

In terms of air conditioners, Fujitsu's Nocria inverter range features outstanding filtration technology, including the world's first automatic air filter cleaning operation, producing cleaner, fresher air.

Fujitsu was recently awarded the GfK No.1 Award for being the top brand in 2006 for Consumer Air Conditioners in Australia. This 'No.1' result is the third win in a row for Fujitsu since the GfK No.1 Awards' inauguration, rewarding sales in 2004.

In addition, Fujitsu received an ERA (Electrical Retailing Award) for 'Best Cooling Supplier 2007'.



HISTORY

The company's origins date back to the early 1970s through a sales distribution company known as General Colour Pty Ltd, selling colour televisions. In 1980 the company became a full subsidiary of the General Corporation in Japan and General Corporation Japan (Aust.) Pty Ltd was formed. This change saw the company expand into a number of different consumer electronics products.

In 1989 a new association was formed in Japan and globally the company became known as Fujitsu General Limited.

Over time the company decided to focus its research and manufacturing strengths into two main product categories: air conditioning and plasma display panels. This core focus has resulted in Fujitsu General becoming an innovator of plasma technology and producing market leading products of a world class standard.





THE PRODUCT

All of Fujitsu General's plasma panels (from 42" all the way up to 63") are designed using its latest, high quality technology. In the recently launched 58 Series Plasmavision™ range, the monitors feature a wide array of inputs, including two High Definition Multimedia Interface (HDMI) digital inputs, enabling true high definition audio and video content and crystal-clear digital quality through a single cable. The panels are available in two screen sizes, 42" and 50", and can be wall-mounted, ceiling-mounted or placed on a stand.

Fujitsu's extensive air conditioning range provides solutions for both domestic and commercial applications. Its product offering includes the Nocria ceiling wall range; wall mounted and plasma filter wall mounted types; cassettes; universal floor/ceiling units; and multi systems. Fujitsu continues to expand its Nocria inverter range - ideal for both heating and cooling - as well as its selection of inverter compact cassettes and inverter cooling only models.

Furthermore Fujitsu offers high performance multi air conditioning Variable Refrigerant Flow (VRF) solutions – the AirStage J-Series system for domestic applications and the AirStage S-Series and V-Series systems for commercial applications.

RECENT DEVELOPMENTS

With regard to air conditioners, Fujitsu's commitment to dealer training has seen the development of a VRF (Variable Refrigerant Flow) training facility at its corporate headquarters in Sydney, which has now been running for nearly four years.

Each month the company holds seminars for its national dealer network to educate them on Fujitsu product, mainly the complex AirStage VRF systems. Dealers are taught the inner workings of Fujitsu air conditioners, from installation right through to operation and maintenance procedures.

After installation the customer is supported by Fujitsu's complimentary after sales service. The technical support department has multiple technicians waiting to answer any questions that

installation or service technicians may have.

Fujitsu also has a vast number of service agents across Australia who are well trained on Fujitsu product and ready to service customers when required.

Fujitsu recently started a programme to phase out conventional split system products during the next 12 to 18 months, so that it will solely supply its hugely popular, energy efficient inverter range.

Fujitsu also carries out extensive sponsorships and sports marketing investments which further increase brand awareness and encourage customers into retail outlets. These include its sponsorship of the Fujitsu Racing Team and the Fujitsu V8 Supercar Series and the first ever 'Duel in the Pool' event to be held in Australia, which saw the world's top two swim teams - Australia and the USA - go head to head.

Fujitsu General is also the principal sponsor of the not-for-profit Sporting Chance Cancer Foundation. It was formed in 1998 by former Australian sports identities, including Rugby League's Reg Gasnier, Olympian Raelene Boyle, triple Brownlow Medallist Bob Skilton and former Australian cricket captain Mark Taylor. The organisation supports a range of scholarships and fellowships to encourage future doctors and scientists to develop creative ideas that will help better understand and overcome cancer as well as supporting various hospital programs that make life easier for kids with cancer.

Fujitsu General is a member and supporter of the Custom Electronics Design & Installation Association (CEDIA), supporting its annual trade show as well as a number of expos throughout the year, including ARBS.

PROMOTION

Following on from its most successful campaign ever last year, Fujitsu launched another Fujitsu

"Free Money" campaign this year. The promotion offered customers the chance to receive up to \$500 on a Fujitsu pre-paid Visa card when they purchased any Fujitsu inverter split, inverter multi split or inverter ducted system. The Fujitsu Visa cards can be used wherever Visa is accepted, including department stores, restaurants, petrol stations, theatres and taxis. They can also be used to withdraw cash from most ATMs. The campaign was once again endorsed by sporting celebrity and Fujitsu ambassador Mark Taylor, who is pictured on the Visa card. In addition, the campaign featured Jason Bright who is the owner and lead driver for the



Racing Team in the V8 Supercars Championship series.



BRAND VALUES

Fujitsu General has always been, and remains, an innovative company constantly building and developing its ranges to provide high-quality products for all

requirements. Fujitsu is also totally committed to maintaining relationships with retailers and customers.



THINGS YOU DIDN'T KNOW ABOUT FUJITSU GENERAL

- The name of the Nocria range of air conditioners is actually 'aircon' spelt backwards.
- The new Today Tonight sets feature Fujitsu General Plasmavision™ panels.
- Fujitsu General's plasma display panels are the official plasma screens of V8 Supercars.
- Fujitsu General is the only consumer electronics supplier ever to have won an EMMY Award.