

Fujifilm won “Good Design Award 2019” for 32 products

- The largest number of products among the awarded companies
- Five products including binoculars, ultrasound equipment and projector selected for “Good Design Best 100”

Tokyo, October 2, 2019 — FUJIFILM Corporation (President: Kenji Sukeno) is pleased to announce that it has been awarded the Good Design Award 2019^{*1}, organized by the Japan Institute of Design Promotion, for products in a wide range of business fields including the X Series and GFX Series of digital cameras, ASTALIFT series of cosmetics products and endoscopy systems. The company has won the Award for 32 products, the largest number in the awarded companies this year and also a record number Fujifilm has ever won.

In addition, five products, including the binoculars “FUJINON TECHNO-STABI TS-X 1440”, ultrasound equipment “iViz air”, and “FUJIFILM PROJECTOR Z5000” have been selected for the Good Design Best 100.

In developing a wide range of products and services, Fujifilm has pursued a high level of functionality and performance, while working on developing designs that bring out the full potential of excellent functionality. The company strives to create new product value by pursuing not only exterior design aesthetics but also exploring designs that facilitate ease of use and operability.

Amidst its pursuit for design excellence as a key product value, Fujifilm has managed to win the Good Design Award for 32 of its products, the highest number won among the awarded companies. Encouraged by this achievement, the company will continue to work on developing outstanding products.

*1 The Good Design Award is Japan's only comprehensive design evaluation and promotion program launched by the Japan Industrial Design Promotion Organization (today's Japan Institute of Design Promotion) in 1988, based on the Good Design Selection System (or G Mark System) established by the Ministry of International Trade and Industry (today's Ministry of Economy, Trade and Industry) in 1957. The program has been run for over 50 years to promote excellent designs that facilitate industrial development and enrichment of our lives.

Fujifilm makes no representation that products in this news release are commercially available in all countries.



<“Good Design Award 2019” award-winning products>



Binocular “FUJINON TECHNO-STABI TS-X 1440”
[Good Design Best 100]



Ultrasound Equipment “iViz air”
[Good Design Best 100]



High-luminance, ultra-short throw projector “FUJIFILM PROJECTOR Z5000”
[Good Design Best 100]



Hybrid instant camera “instax mini LiPlay”



Smartphone printer “instax mini Link”



Internet photo album service
“FUJIFILM School Photo – Graduation Album”



Mirrorless digital camera “FUJIFILM X-T30”



Mirrorless digital camera “FUJIFILM X-A7”



Mirrorless digital camera “FUJIFILM GFX100”



Interchangeable lens for digital camera X series
"FUJINON LENS XF16-80mmF4 R OIS WR"



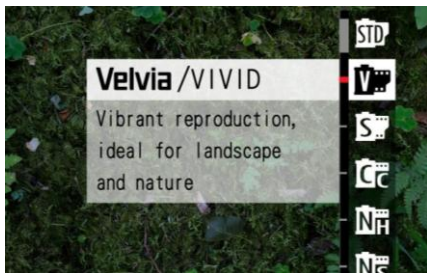
Interchangeable lens for digital camera X series
"FUJINON LENS XF16mmF2.8 R WR"



Interchangeable lens for digital camera GFX series
"FUJINON LENS GF50mmF3.5 R LM WR"



Attached to FUJIFILM GFX100
EVF tilt adapter for digital camera GFX series "EVF-TL1"



Digital camera function "Film Simulation"



Standard zoom cinema lens
"FUJINON Premista28-100mmT2.9"



Broadcast portable zoom lens
"FUJINON UA18x7.6BERD / UA23x7.6BERD"



Broadcast portable zoom lens "FUJINON LA16x8BRM"



Focus position demand unit
"FUJINON EPD-41A-D02" for broadcast portable lens



Zoom Rate Demand Unit
"FUJINON ERD-40A-D01" for broadcast portable lens



Long-range surveillance camera "FUJIFILM SX800"



Computed radiography "FCR PROTECT CS Plus"



Endoscopes "G7 Series"



Medical Imaging Diagnostic Workstation "SYNAPSE SAI viewer"



Skincare cosmetics "ASTALIFT MEN"



UV-Shielding essence "ASTALIFT D-UV CLEAR WHITE SOLUTION"



High precision lens film for inkjet printing "OperaPass"



Materials Manufacturing Service "Co-creation FACTORY"

* Above list shows only 27 products, remaining 5 products yet to be released.

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