

## **FUJIFILM Holdings sets its highest record with 24 products winning the internationally prestigious “iF Design Award”**

- Recognized for beautiful appearance, advanced performance and excellent operability in products of various business fields

TOKYO, April 27, 2022 – FUJIFILM Holdings Corporation (President and CEO, Representative Director: Teiichi Goto) is pleased to announce that its products in a wide range of business fields including mirrorless digital cameras, ultrasound diagnostic devices and cosmetics, have been awarded the “iF Design Award 2022,” sponsored by the iF International Forum Design based in Hannover, Germany.

FUJIFILM Holdings sets its highest record with 24 products<sup>\*1</sup> winning the prestigious award in recognition of not only the products’ beautiful appearance but also their design that achieves advanced performance and excellent operability.

The iF Design Award is a prestigious international design award launched in 1953, and is considered one of the top three global design awards, alongside “Red Dot Design Award” in Germany and “International Design Excellence Awards (IDEA)” in the United States. This year, there were approximately 11,000 entries from 57 countries and regions around the world.

In developing all of its products and services, FUJIFILM Holdings not only pursues functionality and performance, but also strives to develop designs that bring out the best of the advanced functionality and performance. The company will continue to work on creating design that have beautiful appearance and reflects commitment to offering operability for ease of use and comfort, thereby creating new product values.

\*1 Including a facility and sales promotion tools.

\* This news release is issued by FUJIFILM Holdings Corporation in Japan. Fujifilm makes no representation that products on this news release are commercially available in all countries and regions (including US and EU). Approved uses of healthcare products vary by country and region.



“iF Design Award 2022” logo

See the next page onwards for the overview of award-winning products.

**“iF Design Award 2022” winners (24 products)**

- ① **Wireless ultrasound diagnostic imaging device “iViz air”<sup>2</sup> (featuring lung echo guide function)**



\*2 Product name in Europe is “iViz wireless”.

- ② **Wireless ultrasound diagnostic imaging device “iViz air Convex” (featuring bladder urine volume measuring function)**



- ③ **Water irrigation system “JW-3” for endoscopy**



- ④ **Microbe-derived component analyzer “LIMUSAVE MT-7500”**



- ⑤ **Expansion unit “EX-Mobile” for X-ray imaging units**



- ⑥ **Thin bronchoscope “EB-710P” for the endoscopy system “ELUXEO”**



- ⑦ **Endoscope visualization system “EV-3D, EV-TD1, EV-TD2, EV-HM, EC-760S-G/L” for the ELUXEO endoscopic imaging system**



- ⑧ **Hybrid instant camera / Smartphone printer “instax mini Lisplay/Link” (Beige Gold)**



- ⑨ **Hybrid instant camera “instax mini Evo”**



- ⑩ **Mirrorless digital camera “FUJIFILM GFX100S/GFX50S II”**



⑪ Digital camera “FUJIFILM X100V”



⑫ Mirrorless digital camera “FUJIFILM X-E4”



⑬ Interchangeable lens for X Series of mirrorless digital cameras “FUJINON Lens XF18mmF1.4 R LM WR/23mmF1.4 R LM WR/33mmF1.4 R LM WR”



⑭ Interchangeable lens for X Series of mirrorless digital cameras “FUJINON Lens XF70-300mmF4-5.6 R LM OIS WR”



⑮ Interchangeable lens for GFX Series of mirrorless digital cameras “FUJINON Lens GF80mmF1.7 R WR”



⑯ Interchangeable lens for GFX Series of mirrorless digital cameras “FUJINON Lens GF35-70mmF4.5-5.6 WR”



⑰ Broadcast zoom lens “FUJINON UA125x8BESMP-V35F”



⑱ Zoom rate demand unit “FUJINON ERD-50A-D01”



⑲ Intensive hydrating cream “ASTALIFT Opme”



⑳ Flatbed Inkjet Printer “Acuity Prime”



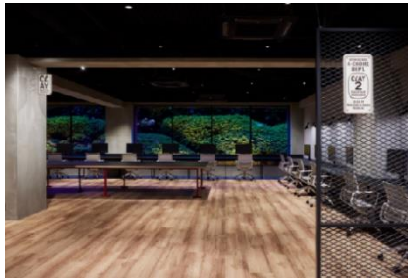
②① Roll Inkjet Printer "Acuity Ultra R2"



②② Protective jacket for gallon glass jug "GalloTect®"



②③ Design studio "CLAY STUDIO 2" created in collaboration with KOKUYO Co.,Ltd.



②④ Insecta Iridesse - print swatch sample using metallic specialty colors, created in collaboration with Plus Collaboratives LLP



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