

NEWS RELEASE

Nineteen products in a wide range of categories win Good Design Award

- **Fujifilm picks up the largest number of awards for four consecutive years**
- **“Medical Cloud Service” chosen as one of the Good Design Best 100**

TOKYO, October 7, 2022 – FUJIFILM Corporation (President and CEO, Representative Director: Teiichi Goto) is pleased to announce that 19 of its products in a wide range of business fields including mirrorless digital cameras, medical equipment and services have been awarded in the Good Design Award 2022^{*1}, an award program organized by the Japan Institute of Design Promotion. These products have been recognized not only for their beautiful appearances but also their design excellence that facilitates advanced performance and usability. This is the fourth consecutive year since 2019 for Fujifilm to win the highest number of awards among the participants.

The company’s “Medical Cloud Service” has also been chosen as one of the Good Design Best 100^{*2}.

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 the excellent functionality and performance. This year, Fujifilm picked up a record number of awards in the iF Design Award, and won the highest honor in the Red Dot Design Award for both categories “Product Design” and “Brands & Communication Design.” In the Good Design Award 2022, the company marked the fourth consecutive year since 2019 to win the highest number of awards. These achievements demonstrate an ever-growing recognition for design excellence of Fujifilm products in and outside Japan.

Fujifilm strives to create new value of products and services by not only pursuing exterior design aesthetics but also exploring designs that facilitate ease of use and advanced functionality.

*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 (G Mark System) established by the Ministry of International Trade and Industry (today's Ministry of Economy, Trade and Industry) in 1957.

*2 Award given to 100 products with the highest level of recognition, selected from the Good Design Award winners.



“Good Design Best 100” logo



“Good Design Award 2022” logo

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

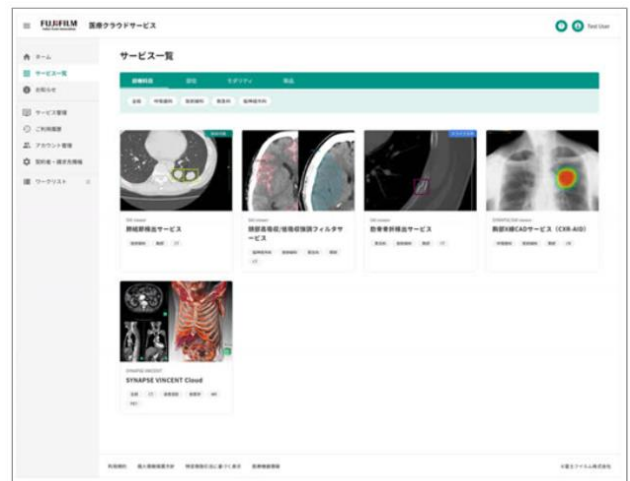
Good Design Award 2022 winners

18 products excluding one product that has not been released

■ Medical Cloud Service

<Good Design Best 100>

This cloud service allows users to use a variety of medical software applications, which previously had to be installed on a server or computers within medical institutions, on a basis of pay-per-use or fixed charges. The service eliminates the need to install a physical server, thereby reducing users' initial cost. Users can easily choose functions and applications they want at the dedicated portal site.



“Medical Cloud Service”

[Judges' comment]

IT-based medical consultation software has been evolving rapidly, as seen in the recent rise in AI-based diagnostic support. However, the cost of introducing such medical software is unaffordable for many clinics, which account for about 60% of all medical institutions in Japan, potentially creating disparity in healthcare services. This service is innovative in that the concept of “trial” and “pay-per-use” subscription service, which has become part of daily life, is applied to the advanced medical field. We give high recognition to its ability to solve the issue of medical disparity and offer benefits of medical technologies to all.

■ Mirrorless digital camera

“FUJIFILM X-H2S/FUJIFILM X-H2”



■ Interchangeable lens for X Series of mirrorless digital cameras

“FUJINON XF18-120mmF4 LM PZ WR”



■ Interchangeable lens for X Series of mirrorless digital cameras

“FUJINON XF56mmF1.2 R WR”



■ Interchangeable lens for X Series of mirrorless digital cameras

“FUJINON XF150-600mmF5.6-8 R LM OIS WR”



■ Interchangeable lens for GFX Series of mirrorless digital cameras

“FUJINON GF20-35mmF4 R WR”



■ Zoom lens for cinema cameras

“FUJINON ZK85-300mm T2.9-4.0”



■ Hybrid instant camera

“INSTAX mini Evo”



■ Smartphone printer

“INSTAX mini Link 2”



■ Endoscopy Support Program

“EW10-EG01”



■ “Remote Rec Function”^{*3}



^{*3} This function becomes available on the mirrorless digital camera “FUJIFILM X-H2S/X-H2” when it is combined with the file transmitter “FT-XH,” due to be released in late October.

■ Zoom lens for cinema cameras

“FUJINON ZK14-35mm T2.9”



■ Smartphone printer

“INSTAX Link WIDE”



■ Densitometry analyzer

“FUJI DRI-CHEM IMMUNO AG Handykit Reader”



■ Reporting support system for Colonoscopy

“AR-C1 V1.3”



■ X-ray diagnostic imaging system
“FUJIFILM DR CALNEO Flow G80”



■ Medication Verification System
“PROOFIT 1D II”



■ UV inks for inkjet printers
“Uvijet KV”



About Fujifilm

FUJIFILM Corporation, Tokyo, is an operating company of FUJIFILM Holdings Corporation along with FUJIFILM Business Innovation Corp. FUJIFILM Holdings leverages its depth of knowledge and proprietary core technologies to deliver Value from Innovation in our products and services in the business segments of healthcare, materials, business innovation, and imaging. Our relentless pursuit of innovation is focused on providing social value and enhancing the lives of people worldwide. Fujifilm is committed to responsible environmental stewardship and good corporate citizenship. For more information about Fujifilm's Sustainable Value Plan 2030, [click here](#). For the year ended March 31, 2022, the company had global revenues of approximately 2.5 trillion yen (21 billion \$USD at an exchange rate of 122 yen/dollar). For more information, please visit: www.fujifilmholdings.com.

For inquiries on information in this media release, contact:

Media Contact:

FUJIFILM Holdings Corporation

Corporate Communications Division, Public Relations Group TEL: +81-3-6271-2000