

NEWS RELEASE

Mobile X-ray fluoroscopy system and Broadcast zoom lens win the “Best of the Best Award” of Red Dot Design awards

-23 products win the international-prestigious Red Dot Design awards

TOKYO, April 14, 2023 – FUJIFILM Corporation (President and CEO, Representative Director: Teiichi Goto) is pleased to announce that 23 of its products^{*1} including imaging and medical devices have been awarded the “Red Dot Design Award: Product Design 2023,” a product design award program organized by the Design Zentrum Nordrhein Westfalen based in Essen, Germany. Of the products, Mobile X-ray fluoroscopy system “FUJIFILM DR CALNEO CROSS^{*2}” and Broadcast zoom lens “FUJINON HZK25-1000mm” have received the program’s highest-ranked “Best of the Best Award.”

The Red Dot Design Award is an international design award program launched in 1955. The award is given to products with excellence in design innovation, functionality, ergonomics, ecological compatibility, and durability. It is one of the world's three most prestigious design awards, alongside Germany's “iF design award” and the United States' “the International Design Excellence Awards (IDEA)”.

In the development of all its products and services, Fujifilm not only pursues product functionality and performance, but also engages in design development that leverages superior functionality and performance. The 23 products have recognized their beautiful appearance and design achieving outstanding functionality and performance by a panel of internationally renowned design experts. The company will continue to work on creating designs that not only have beautiful appearance but also reflect commitment to offering portability and operability for ease of use and comfort, thereby creating new product values.

*1 Including technologies.

*2 The product name in Europe is “FDR CROSS”.

* 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 US and EU. Approved uses of healthcare products vary by country and region.



reddot winner 2023
best of the best

“Best of the Best Award” logo



reddot winner 2023

“Red Dot Design Award 2023” logo

23 Red Dot Design Award 2023 winning products

① Mobile X-ray fluoroscopy system “FUJIFILM DR CALNEO CROSS” 【Best of the Best Award】

This C-arm type lightweight X-ray fluoroscopy system for surgical application enables both X-ray movies and still images to be taken with a single unit by adopting the flat panel sensor of cassette-size digital radiography “FUJIFILM DR CALNEO Flow” for the detector that reads X-ray imaging signals. It provides an efficient surgical workflow, from intra-operative fluoroscopy to post-operative radiography, without the need to change equipment.



② Broadcast zoom lens “FUJINON HZK25-1000mm” 【Best of the Best Award】

A box-type broadcast zoom lens with the world's highest*³ 40x zoom, covering focal lengths from 25mm wide angle to the world's longest telephoto*³ 1000mm, enabling a wide range of moving subjects to be captured at their intended size. It adopts the dual-format system compatible with two large sensors, which is the mainstream in cinema cameras. This enables cinema-like image expression with a bokeh effect, which has become increasingly popular in recent years for live sports broadcasts and live concert broadcasts. The exterior of the camera has been unified with a stylish black finish.



*³ As a box-type broadcast zoom lens for sensors larger than Super 35mm as of April 14, 2023 according to Fujifilm.

③ Densitometry analyzer “FUJI DRI-CHEM IMMUNO AG Handykit Reader”

※ “FUJIFILM SILVAMP Reader” in Europe



④ Grasping forceps “TRACMOTION”



⑤ Cassette-size digital radiography “FUJIFILM DR CALNEO Flow”

※ “FDR D-EVOIII” in Europe



⑥ Digital radiography “FUJIFILM DR CALNEO Flow G80”

※ “FDR D-EVOIII G80I” in Europe



⑦ Mirrorless digital camera
“FUJIFILM X-H2S / FUJIFILM X-H2”



⑧ Smartphone printer
“INSTAX SQUARE Link”



⑨ Smartphone printer
“INSTAX mini Link 2”



⑩ Tripod grip
“TG-BT1” *4



⑪ Vertical battery grip “VG-XH” *5
File transmitter “FT-XH” *5



⑫ Mirrorless digital camera
“FUJIFILM X-T5” *4



⑬ Interchangeable lens for the X Series of mirrorless digital cameras
“FUJINON XF150-600mmF5.6-8 R LM OIS WR”



⑭ Interchangeable lens for the X Series of mirrorless digital cameras
“FUJINON XF18-120mmF4 LM PZ WR”



⑮ Interchangeable lens for the X Series of mirrorless digital cameras
“FUJINON XF30mmF2.8 R LM WR Macro”



⑯ Interchangeable lens for the X Series of mirrorless digital cameras
“FUJINON XF56mmF1.2 R WR”



⑰ Interchangeable lens for the GFX Series of mirrorless digital cameras
“FUJINON GF20-35mmF4 R WR”



⑱ Cooling fan
“FAN-001” *5



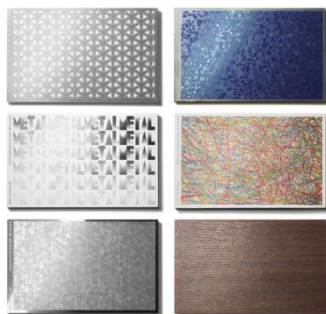
⑲ Image-stabilized binoculars
“FUJINON BINOCULAR TECHNOSTABI TS-X 1440” Navy, Yellow



⑳ Structural color inkjet technology



㉑ Metallic inkjet technology



㉒ Flatbed inkjet printer
“Acuity Prime L”



② Ultra-short throw projector
“FUJIFILM PROJECTOR Z6000”



*4 For Fujifilm's mirrorless digital cameras. Some products are not supported.

*5 Exclusive for mirrorless digital camera "FUJIFILM X-H2S / FUJIFILM X-H2".

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