

## **Fujifilm wins Good Design Award with 27 products in a wide range of business fields**

- Fujifilm honored with the largest number of award-winning products among the participants for the second consecutive year
- Four products including binoculars and magnetic tape storage media selected for Good Design Best 100

TOKYO, October 1, 2020 – FUJIFILM Corporation (President: Kenji Sukeno) is pleased to announce that it has been awarded the Good Design Award 2020<sup>\*1</sup>, organized by the Japan Institute of Design Promotion, for 27 products in a wide range of business fields including the X Series of digital cameras and ASTALIFT series of skincare products. For the second consecutive year, Fujifilm has won the largest number of awards among the participants, after winning judges' recognition for not only beautiful exterior designs but also outstanding performance and excellent operability of its products.

In addition, four products, namely the binoculars "FUJINON HYPER-CLARITY HC8x42/10x42", magnetic tape storage media "FUJIFILM LTO Ultrium8 data cartridge", diagnostic imaging workstation "SYNAPSE SAI viewer V1.3" and RAW conversion software "FUJIFILM X RAW STUDIO" have been selected for the Good Design Best 100<sup>\*2</sup>. The award program will continue further screening to select winners for the Good Design Grand Award, Gold Awards and special awards.

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. Last year, the company won the Good Design Grand Award in Japan. Moreover, Fujifilm has achieved the highest honor in all three prestigious design awards outside of Japan including IDEA Award, iF Design Award and Red Dot Design Award this year. These achievements contribute to maintain strong reputation around the globe for its exceptional product design.

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.

<sup>\*1</sup> 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.

<sup>\*2</sup> Award extended to 100 products with the highest level of recognition, selected from the Good Design Award winners

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



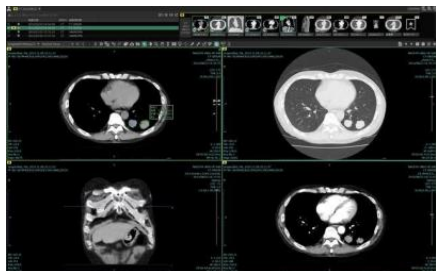
<“Good Design Award 2020” award-winning products>



Binoculars “FUJINON HYPER-CLARITY HC8x42/HC10x42”  
[Good Design Best 100]



“FUJIFILM LTO Ultrium8 Data Cartridge”  
[Good Design Best 100]



Medical Imaging Diagnostic Workstation  
“SYNAPSE SAI viewer V1.3”  
[Good Design Best 100]



RAW conversion software  
“FUJIFILM X RAW STUDIO”  
[Good Design Best 100]



Smartphone app for “instax mini Link”



Instant camera “instax mini 11”



Photobook Service “Year Album”



Mirrorless digital camera “FUJIFILM X-T4”



Premium compact digital camera “FUJIFILM X100V”



Interchangeable lens for digital camera X series  
“FUJINON LENS XF50mmF1.0 R WR”



Interchangeable lens for digital camera X series  
“FUJINON LENS XC35mmF2.0”



Interchangeable lens for digital camera GFX series  
“FUJINON LENS GF30mmF3.5 R WR”



Interchangeable lens for digital camera GFX series  
“FUJINON LENS GF45-100mmF4 R LM OIS WR”



Interchangeable lens for digital camera GFX series  
“FUJINON LENS GF100-200mmF5.6 R LM OIS WR”



Binoculars “FUJINON TECHNO-STABI TS16X28”



Focus position demand unit  
“FUJINON EPD-51A-D02/F02” for broadcast lens



8K-compatible broadcast zoom lens  
“FUJINON HP66 × 15.2-ESM”



8K-compatible broadcast zoom lens  
“FUJINON HP12 × 7.6ERD-S9”



4K-compatible broadcast zoom lens  
“FUJINON UA107x8.4 BESM AF”



4K-compatible broadcast zoom lens  
“FUJINON UA24x7.8BERD S6B”



Alcohol spray/Hand sanitizer gel  
“Hydro Ag+ ALCOHOL SPRAY(60%)/  
Medicated Hand Gel HA”



Skin tightening serum  
“ASTALIFT SPARKLE TIGHT SERUM”

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