

Evolution of Innovation

From our founding in 1934 to the present, we have continued to develop our proprietary core technologies to continually accumulate a competitive advantage by leveraging our base technologies. Here, we will explain the history of innovation in the Fujifilm Group, which has promoted a growth strategy by consistently anticipating the future.

Attempts to Realize the Domestic Production of Film (Glass Dry Plates to Films)

1934



Fuji Photo Film Co., Ltd., is established, taking over the photographic film operations of Dainippon Celluloid Company Limited. First shipment of the first domestically produced film for motion pictures



1935



Fuji Chrome Film



Fuji Process Film (graphic arts film)

1936



Fuji X-Ray Film

1937



Bellona, photographic print paper

1940



Air cartographic camera

Fuji F5 50 cm, a lens for aerial photography

Attempts at Colorization (Black and White to Color) and Establishment and Systematization of a Culture of High-Quality Manufacturing

1948



Fuji Color Film



Fujica Six IA



Fuji Enlarger Type B

1950

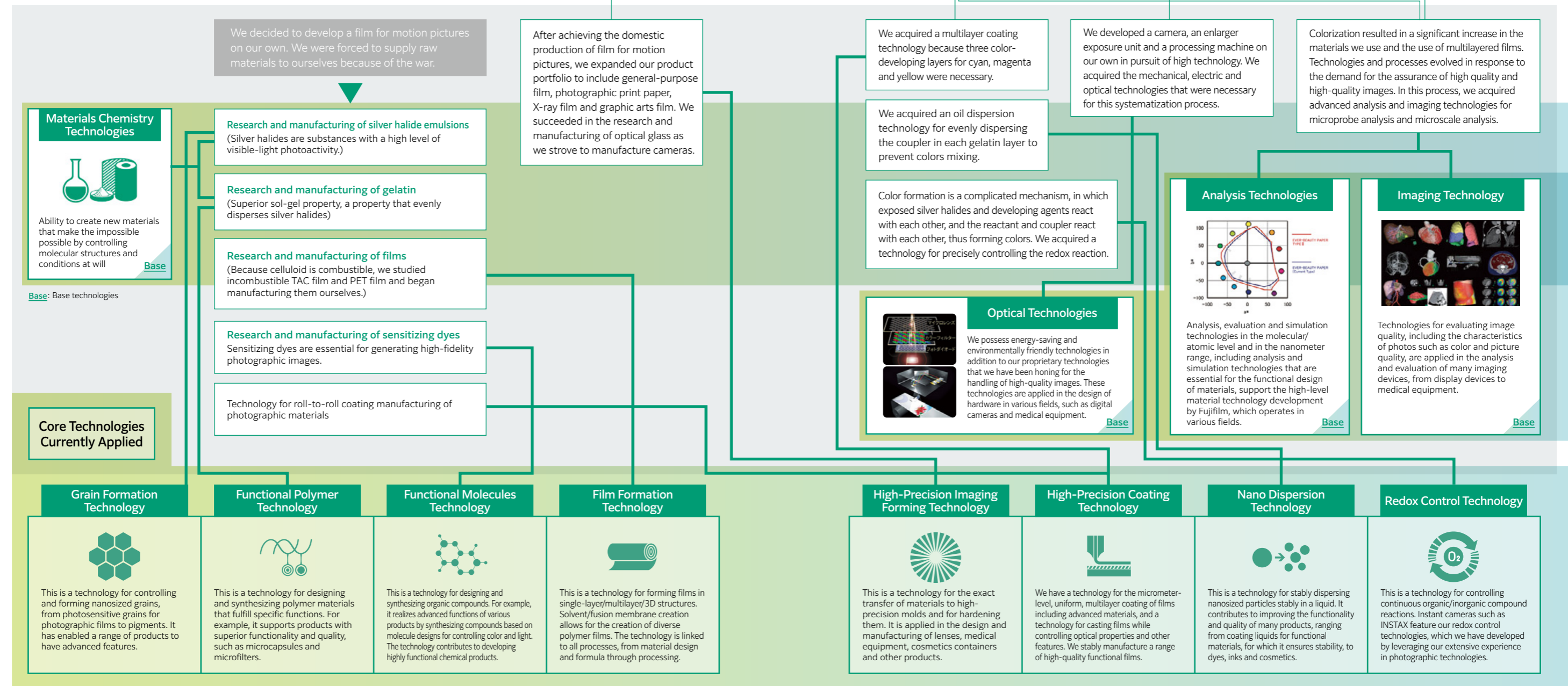


Analysis of silver halide using an electronic microscope (laboratory)



XP-1, Fuji hanger-type automatic processor

1964



Evolution of Innovation

The Fujifilm Group has been providing society with a large number of products and solutions that contribute to solving social issues by combining its core technologies and acquiring new technologies.

1970

2000

2008

Acquired TOYAMA CHEMICAL Co., Ltd., made full-fledged entry into the pharmaceuticals business

2010

2012

Acquired SonoSite, Inc. and entered into the ultrasound diagnostics field

2017

Acquired Wako Pure Chemical Industries, Ltd.

2019

Converted Fuji Xerox Co., Ltd. to a wholly owned subsidiary

2020

2021

Changed company name from Fuji Xerox Co., Ltd. to FUJIFILM Business Innovation Corp.

2001

Converted Fuji Xerox Co., Ltd. to a consolidated subsidiary (changed our investment ratio to 75%)

2006

Established FUJIFILM Holdings Corporation

2011

Acquired MSD Biologics Limited/Diosynth RTP Inc.

2015

Acquired Cellular Dynamics International, Inc.

2018

Acquired Irvine Scientific Sales Company and expanded businesses in the fields of life sciences (culture media)

2019

Acquired Biogen (Denmark) Manufacturing ApS and accelerated the growth of the Bio CDMO business

2021

Completed the acquisition of FUJIFILM Healthcare Corporation, which is the successor to the diagnostic imaging business of Hitachi, Ltd.

1970–1999 Business expansion based on technological capabilities

2000s: Period of exploration into growth areas

2010s: Period of the examination of growth areas

2020s: Period of growth

Attempted at Digitalization and Acceleration of Globalization

We promoted the digitalization of the photographic film, medicine and printing businesses ahead of others. Furthermore, we began to establish overseas subsidiaries in the 1960s and started to establish overseas production sites and promote overseas sales in the 1980s, thus accelerating globalization.

Second Foundation—Created a Resilient Business Portfolio

The photographic film market shrank at a rapid rate. To overcome this crisis—the potential loss of our core business—we restructured our business. Taking stock of the technologies we had cultivated in the development and production of photographic film, we entered the cosmetics and pharmaceuticals markets as future growth areas.

Enhanced the Business Portfolio and Accelerate Growth

Anticipating the expansion of the market, we fully entered the Bio CDMO business in 2011 and actively pursued M&A opportunities by examining and identifying areas where we could demonstrate our competitive advantages.

Generating Value with a Positive Impact on Society, Leading Markets

We are focusing our efforts on generating value to positively impact industries and society by accelerating the creation of synergies within the Fujifilm Group and enabling our leading-edge proprietary technologies to evolve.

Leveraging Our Base and Core Technologies to Provide a Wide Array of Products and Solutions

1983 World first

Launched FCR, a digital X-ray diagnostic imaging system

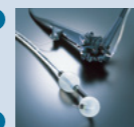


1999

Launched the medical-use picture archiving and communications system (PACS) SYNAPSE

2003 World first

Launched a double-balloon endoscope



2004 World first

Launched Sapientia, a fully digital endoscope

2006

Launched the F Square i series of functional skincare cosmetics (Entered the cosmetics market)



2011

Made full-fledged entry into the Bio CDMO business



2016

Launched the FDR nano, a lightweight, portable digital X-ray imaging device
Launched the FDR Xair, a mobile X-ray imaging device



2018

Announced REiLL, the AI technology brand



2021

Launched cloud services for medical institutions

1965 Japan first

Launched the SK and GKN PS plates

1996 World first

Launched the WV (wide view) film

2011

Launched the Jet Press 720



2012

Launched high-capacity magnetic tapes using barium ferrite (BaFe) magnetic particles



2018

Launched the "Hibimikke (Crack Finder)," a social infrastructure image diagnostic service



2021

Launched the FUJIFILM LTO Ultrium9 Data Cartridge, which provides safe, long-term storage of high-volume data at low cost



1975 Industry first

Launched the Fuji Xerox 6500, a full-color copy machine



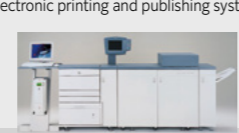
1987 World first

Launched the Zero Printer 100, offering both printing and copying functions



2000

Launched the Color DocuTech 60, the world's fastest (at that time) full-color electronic printing and publishing system



2002 Industry first

Launched the netprint service to retrieve personal documents from copiers in convenience stores

2002

Launched the "beat," a service providing Internet environments for small and medium-sized enterprises

1976 World first

Developed the Fujicolor F-II 400, a high-speed color negative film



1986 World first

Launched the Fujicolor QuickSnap, a one-time-use recyclable camera



1988 World first

Developed the FUJIX DS-1P, a fully digital still camera



1998

Launched the INSTAX mini 10 instant camera



2000 World first

Launched the FinePix 4700Z digital camera equipped with the Honeycomb Super CCD sensor



2015 World first

Launched a broadcast zoom lens compatible with 4K cameras

2019 World record*

Launched the FUJIFILM GFX100, equipped with a large-format sensor with 102 million pixels



2019

Launched the INSTAX mini Link, a printer for smartphones



2021

Launched the INSTAX mini Evo hybrid instant camera



► For our current base and core technologies, see The Fujifilm Group's proprietary technology on P.58.

* As of May 2019 for consumer-use mirrorless digital cameras, according to a survey by Fujifilm