According to the latest report from the United Nation Intergovernmental Panel on Climate Change (IPCC), it is likely that temperatures will rise by approximately 4°C by 2100 if no additional anti-global warming measures are taken and emissions continue to rise. In addition to global warming and other increasing environmental problems, social issues, such as human rights issues and social disparity, are becoming ever more serious. This in turn drives society to expect global corporations with greater influential power to take actions towards resolving such issues.

At the same time, corporations are changing their approach to CSR by taking the initiative in identifying and solving social issues as an opportunity for their renewed growth, rather than simply reacting to regulations and requests. Thus, the relationship between CSR and business activities is becoming closer than ever.

Since the Fujifilm Group’s first Medium-Term CSR Plan was created in 2007, immediately after FUJIFILM Holdings was established, we have promoted CSR activities in a systematic manner. This latest plan—our third—reflects the idea of “Contributing to solving social issues through products, services, and technologies.” We enhance collaboration between our business activities and social issues under the heightened expectation for the global companies to solve the worsening environmental and social issues. By this reflection, we embody our CSR Approach, “to contribute to the sustainable development of society by putting our Corporate Philosophy into practice through sincere and fair business activities.”

We will address 11 social issues in the four priority areas we have selected—Environment, Health, Daily Life, and Working Style—through our innovative technologies, products, and services. We continue to tackle environmental issues in the business processes, which have always featured as a part of our CSR activities. We are also further reinforcing and expanding the CSR framework that supports our business activities across the value chain and throughout the world.

The Fujifilm Group aims to be a company that contributes to “the sustainable development of society” by actively creating “new values” to resolve the various social issues that we face.

**Part 1**

In Creating a New Medium-Term CSR Plan

Under the corporate slogan, “Value from Innovation,” established to coincide with our 80th anniversary, the Fujifilm Group has created a new Medium-Term CSR Plan covering FY2014 to FY2016, titled, “Sustainable Value Plan 2016” (SVP 2016), and commenced work on its implementation.

Through this plan, we are actively putting our Approach to CSR into practice: “to contribute to the sustainable development of society by putting our Corporate Philosophy into practice through sincere and fair business activities.”

Social Background

Basic Approach

Promotion policy 1

1. Global warming countermeasures
2. Response to water problems
3. Response to energy issues

Promotion policy 2

1. Promote global warming countermeasures
2. Promote resource recycling
3. Ensure product and chemical safety

Promotion policy 3

1. Raise compliance awareness and ensure risk management
2. Develop and utilize diverse human resources (TRD)
3. Enhance value chain management from the viewpoint of CSR

Conscious on environmental and social impact within business processes
Creating the Triple Promotion Policy

Discussions about creating the Medium-Term CSR Plan were made over the following four steps. In the step to evaluate the importance of the issues to be covered, the social impact, scale of our potential contribution, and the impact on our business were all considered with the help of an external expert. The policies also feature quantified targets to the maximum extent possible.

Clarifying the Basic Policies

The latest Medium-Term CSR Plan clarified the focus of our CSR activities by reviewing previous CSR activities and investigating trends in society and other companies’ activities. In addition to continuation and reinforcement of the existing CSR activities, “Exhaustive governance and compliance and reduction of impact on environment and society” and “Keeping an extended view across the value chain, life cycle, and world-wide,” we have made it clear in the Basic Policies that we will expand the scope of “Actively aim to solve social issues through our business activities,” which was already in operation.

Extracting Social Issues Based on Business Strategy

In extracting the social and environmental issues to address, we listed 130 items based on ISO 26000 (international guidelines for social responsibility of business and organizations), the GRI Guidelines (international sustainability reporting guidelines), and the primary issues faced by other companies in the same industry and corporations with advanced CSR practices.

Also, we discussed the possibility of contribution to solving social issues among all business divisions, and clarified the possible products, services, and technologies by each division.

Evaluation of Materiality

As it is difficult to evaluate materiality of both “measures to solve social issues through business” and “conscious on environmental and social impact” in the same manner, we took two approaches for evaluation.

(1) Solving social issues through business actively

We created a matrix of social issues and our products, services, and technologies that may contribute to solving such issues through discussions with our business divisions. Next, the size of potential contribution as well as the size of impact on society, were assessed to identify the four areas and 11 issues to be given priority.
According to the latest report from the United Nations Intergovernmental Panel on Climate Change (IPCC), it is likely that the outcomes of global warming will increase by approximately 4°C by 2100 without additional mitigation and CO2 emissions continue to rise. Global warming is becoming ever more serious and remains one of the most important issues to address across the world. The water risk is another serious issue in focus. The Fujifilm Group aims to help resolve these environmental challenges through changing our working styles and products towards low environmental impact, including highly functional materials and magnetic tape utilizing applied photographic film development and production technologies.

Photovoltaic backsheet extends photovoltaic module’s life by three times

Because photovoltaic modules are installed in an outdoor location, structural damage from heat, UV light, and weather can cause their power generation efficiency to deteriorate. Photovoltaic backsheets cover the rear of the modules and protect them, and are an important component that determines the module’s life. Therefore, the backsheet is required to be durable and to retain its high performance over a prolonged period.

Fujifilm has developed a special water-resistant PET film by adopting photographic film manufacturing and other technologies, thereby achieving excellent durability. Additionally applying a highly functional material with precision coating technology, the product has now achieved three times more durability than conventional products. This photovoltaic backsheet was introduced to the market in 2012 with the aim of furthering the use of photovoltaic modules, which are increasingly in demand against the backdrop of global warming and resource exhaustion.

Ion exchange membrane supports efficient water usage

We are developing ion exchange membranes and expanding their environmental usage, such as for desalination and wastewater treatment. Ion exchange membranes selectively allow ions to permeate through them. Using this selective permeability, the membrane is used to soften water, extract salt from seawater, and produce ultrapure water. The membrane is being used as a filter for drinking water in Europe and the U.S., where water is often hard. Ion exchange resin is another commonly used exchanger but requires regular maintenance using chemicals or salt to recover resin performance, which gradually deteriorates due to ion absorption. Thus, the demand for ion exchange membranes that require less maintenance and with lower cost is increasing. We are further expanding membrane development as a part of our water problem solutions.

CO2 emissions related to office work in Japan are increasing, rather than decreasing, due to the continuing increase of OA equipment. This has become an urgent issue to be addressed. Fuji Xerox is working towards a target of reducing CO2 emissions at customers by seven million tons per annum by FY2020. The priority issues to achieve this target are the provision of products with the least possible environmental impact for our customers, and the provision of solutions and services that enable low-carbon working styles.

There are two ways to contribute to environmental impact reduction in offices. One is a direct contribution by reducing the consumption of fuel, electricity, paper, etc., and the other is an indirect contribution by reducing working hours and space. Pursuing both of these is effective in achieving office energy conservation. Fuji Xerox understands that the key to fulfilling these two modes of contribution is to streamline any office activities that generate CO2. Based on this idea, we offer Eco Solutions to reduce energy, resources, and the workforce, simultaneously realizing “eco” for the global environment, “quality of life” for staff, and “efficiency” in business. In FY2013, we undertook a survey to understand and analyze concrete CO2 emissions reduction effects in customers through our solutions. We also produced the Green Solution Handbook that summarizes our solutions to promote customer understanding and awareness. We will further promote and disseminate our solutions in order to achieve our targets by 2020.
Part 3: Health

22 million people

14 million people

20 years later

2012

[Image: Estimated cancer onset across the world]


Despite continuously advancing medical technology, there are still people who cannot be treated. For example, the cancer death rate is increasing across the world and the number of patients is growing ever larger, particularly in Africa, Asia, and Latin America. The number of patients is expected to double in the next 20 years.

Target: Develop medicines for diseases without effective treatments

Health is the most personal and important topic for people, yet there is a range of associated problems, such as disparities in medical access, shortage of doctors, increasing burden on medical workers, and soaring medical costs. The Fujifilm Group started producing X-ray film in 1936, soon after the company's establishment. Since then we have been a long-term contributor in the field of medical diagnosis. Our medical business has recently expanded into the Prevention and Treatment fields, as a part of a strategic move towards the group's growth. We are continuously striving to widen our contribution to promoting people's health and welfare.

In this new CSR Plan, we set out four priority issues based on the scale of our contribution to help solving the social challenges, identified through reviewing all the products, services, and technologies that we possess.

Priority issue 1

Improve accessibility to medical services

Targets: (1) Improve the medical environment in emerging countries (2) Increase medical check opportunities in disaster or emergency situations and improve diagnostic accuracy (3) Increase the medical check opportunities and improve diagnostic accuracy by reducing the burdens on doctors

Target: Disseminate medical diagnosis systems with improved accuracy and less physical burden on patients

Priority issue 2

Contribute to identifying diseases at an early stage

Target: Develop medicines for diseases without effective treatments

Priority issue 3

Response unmet medical needs

Target: Develop medicines for diseases without effective treatments

Priority issue 4

Promotion of health and contribution to beauty

Target: Develop medicines for diseases without effective treatments

Supporting healthcare worker training in emerging countries for better medical services

The Fujifilm Group understands that advancement in medical techniques is as equally important as the provision of medical products in order to improve medical circumstances in emerging countries. This is why we undertake a range of support activities in countries in the Middle East and Africa. In Jordan, we helped establish a radiologist training program lead by a national hospital to improve their interpretation techniques. This has since expanded into a major program, enjoying the attendance of specialists from the U.A.E., Saudi Arabia, Egypt, Iraq, and other countries in 2013. In the U.A.E., we have established a continuing mammogram analysis skills training program, and we also run similar programs in Ghana and Tanzania.

In July, 2013, we opened a training center in Dubai, U.A.E., for sales engineers working at authorized dealers in the Middle East. This helped engineers in the Middle East and African region to receive training locally, reducing the necessity to travel to Europe for such training. The center covers a wide range of radiography training, from operation skills for X-ray imaging systems—including textbook study and hands-on sessions depending on the engineer's skills, to advanced skills, such as application software training for better diagnosis, positioning of patients when taking X-ray images, image processing techniques, and tips for achieving high quality images using low levels of radiation. By providing the engineers in each country with such high standards of knowledge, they become able to setup the devices by themselves, offer high quality after-sales services, and provide support for accurate image interpretation. Fujifilm continues to contribute to improving the medical environment in emerging countries by making advanced medical equipment available and by propagating operational techniques and knowledge at a high standard.

The mission of medical workers in an emergency situation is to help save as many people's lives as possible making the best use of limited facilities, manpower, and time. As a medical equipment manufacturer, we questioned ourselves as to how we could best serve in an emergency. One of the answers was delivering this portable diagnostic ultrasound system.

In November 2013, a typhoon hit the central Philippines leaving the town of Tanauan devastated. Along with FUJIFILM SonoSite Inc. (U.S.), FUJIFILM Philippines Inc. (FFPH), offered a portable diagnostic ultrasound system, Mi-Turbo, to a U.S. healthcare NPO, Mammom Medical Missions, to support their initial rescue efforts in Tanauan. Mi-Turbo was quickly brought in by helicopter to the rescue center where there was no other medical equipment, and it functioned throughout the five-day rescue period using only solar power. It was moved around the center to help in diagnoses of different parts of the body—from chest, abdomen, breasts, bones, to vessels. "The beauty of this portable diagnostic ultrasound system was its mobility, ease of use, durability, and the wide application requirements involved in disaster rescue activities. The system's agility and precise imaging capabilities helped us to provide the most appropriate treatment to save people's lives. Its cost performance is also incomparably high, especially for an NPO with limited funds." (Dr. Sara May, a medical specialist who participated in the rescue mission.)

After launching FUJIFILM FC1, a new model with improved image quality, operability, and durability, in May 2014, Fujifilm will not cease in work to further widen the device's functionality and application—not only in emergency situations but also for doctors' home visits.

Priority issue 1

Portable diagnostic ultrasound system serves in emergencies across the world

FUJIFILM FC1, the next generation portable diagnostic ultrasound system jointly developed & sold by Fujifilm and FUJIFILM SonoSite

FUJI DRI-CHEM IMMUNO AG1’s easy operation and quick results advanced virus detection using photographic silver amplification technology

Virus detector with amplification technology catches early stage flu

The prime flu sufferers are children and the elderly. Swift treatment is particularly important for infants with low resistance to the disease. However, conventional flu virus checks face a problem that the virus can only be detected after it reaches a certain size and virus identification is rather difficult. FUJI DRI-CHEM IMMUNO AG1 is a virus detector based on Fujifilm’s silver amplification technology, which is used in photographic film development. The flu virus is detected by a gold-colored particle marker and we managed to create a silver particle marker of a larger size using the gold marker as a catalyst, providing improved visibility of the virus at an early stage while its number is still small. Also, this visual recognition is carried out automatically by the machine, eliminating human error caused by varying skill levels.

Because FUJI DRI-CHEM can easily be operated by people with different skills and its test results are automatically presented, it can be widely used in emerging countries as a Point-of-Care Testing (POCT)* device. In Japan, death from infection has been drastically reduced by medical advancements. Still, however, Asian and African countries face high infection and death rates, particularly among infants. We hope that FUJI DRI-CHEM will help in the early detection of this illness throughout the world.

*Point-of-Care Testing (POCT): Simple medical testing at or near the site of patient care, such as a treatment room, ICU, and bedside.
Advanced imaging system supports regional medical cooperation and fast accurate diagnosis

Since the launch of the digital X-ray imaging system FCR in 1983, Fujifilm has been leading digitalization in medical services. In 1999, we developed SYNAPSE, a medical imaging and information management system. The system not only links items of medical information, but also provides diverse imaging functions for different types of diagnoses utilizing Fujifilm’s imaging processing technology. SYNAPSE helped form networks of local healthcare and emergency medical services to support doctors’ accurate and prompt diagnoses. Originally used for radiological X-ray imaging, the system is now applied to a range of purposes by fulfilling the need for integrated management and operation of diverse medical images and associated diagnostic information for more effective diagnosis and treatment. SYNAPSE also boasts the largest share of its kind in Japan, installed in 1,900 medical facilities inside Japan and 4,000 across the world.

Fujifilm endeavors to create a central management system that integrates a variety of medical images, from Computerized Tomography (CT) to Magnetic Resonance Imaging (MRI), as well as angiography, endoscopy, and diagnostic ultrasound systems, in order to contribute to further improvement in diagnostic accuracy and realization of medical services without regional disparities.

![Fujifilm’s Medical IT](image)

**Priority issue 1**

Clinical trial networks help faster drug development

Fujixerox is utilizing its solution expertise in document management—regardless of paper or electronics—in the healthcare field. The company offers efficient and effective information sharing and analysis throughout the network within the healthcare industry by integrating diverse medical records. This is because we believe that close communications among medical institutions is indispensable for realizing better medical services and comprehensive regional care. One of the best applications of such networking concerns clinical trial procedures.

A clinical trial is the research study of drugs or medical equipment before they can be commercialized. The clinical trial requires cooperation from a number of patients across a wide range of time and effort. The development of drugs can be held back if the subjects do not reach a certain number, and this is particularly true for pediatric medicines. Against this backdrop, Fujixerox has developed networks and a document management system to enable efficient clinical trials being carried out in multiple hospitals. Our system is utilized in Clinical Trial Networks, a group of contracted medical institutions where trials are held, formed to speed up drug development.

*Overview of Healthcare Document Management*

**Conceptual image of health care cooperation based on the DACS concept**

Aiming at new drug development for cancer by addressing “unmet medical needs”

Although a range of diseases have become treatable thanks to the advancement of medical technologies, some diseases, such as cancer and Alzheimer’s disease, lack fundamental treatment, and, therefore, new drugs are desperately sought. However, new drug development is subject to high degrees of complexity and risk because its success rate is less than 10%, despite the lengthy development period of 10 years on average. Thus, only a limited number of corporations can develop drugs on a continuing basis.

The Fujifilm Group possesses various diverse technologies, including cutting-edge chemical technology developed through photomask materials development, such as synthesis, analysis, nano-dispersion technologies, as well as radiopharmaceutical, biopharmaceutical, and regenerative medicines.

![Image of drug development pipeline](image)

Utilizing our extensive range of expertise and novel ideas derived from these varied business backgrounds, we aim to develop new drugs, mainly for cancer treatment, which has an extremely high social demand. We maintain our contribution to improving medical services across the world by delivering new drugs as early as possible through accelerating development via collaborations with external organizations.

*“Collaboration with external organizations T-BIOMA. Commenced a joint clinical trial with the Alzheimer’s Disease Cooperative Study, one of the largest Alzheimer’s disease research institutes in the US, in June 2014. Commenced a joint research with Center for IPS Cell Research and Application, Kyoto University, in March 2014. FF-10501, FF-10502, FF-21101: In 2014, will commence to start joint clinical development of a cancer drug with the University of Texas MD Anderson Cancer Center, a world-class cancer research and treatment institution.*

**Priority issue 2**

Sustainable Value Plan 2016

FUJIFILM Holdings Corporation Sustainability Report 2014

FUJIFILM Holdings Corporation Sustainability Report 2014
Contribute to Solving Social Issues through Our Business Activities

**Priority Issue 1**
**Contribute to creating a safe and secure society**
**Target:** Disseminate products that contribute to long-term storage of important information, crime prevention, and improve information security and social infrastructure safety

**Priority Issue 2**
**Contribute to enriching humanity and relationships**
**Targets:**
1. Contribute to handing down important cultures and artworks
2. Develop solutions to invigorate the community engagement
3. Disseminate photographic products that store memories in tangible forms and enrich people’s lives

Photography, the original business of the Fujifilm Group, has the power to preserve memories of events and help us to lead us to fulfilling futures. This belief was reinforced by the “Photo Rescue Project” organized during the 2011 Great East Japan Earthquake. With our “Tono Miniature U.S. Future Creation College,” conceived as part of the recovery assistance activities, we are exploring directions we can take in the future to revitalize local communities. Photos and documents can revitalize communication and preserve our cultural heritage for future generations, and our hope is that we can develop new products and services and promote their wider use in society. The safe storage of digital data is important in allowing members of society to preserve their lives with other people, thus enriching life in a society that is safe and with fewer accidents and less crime.

With advances in networking and digitization, all conceivable types of information are now stored as digital data. The volume of data that must be managed has grown rapidly, making huge data management and storage methods important problems. In these circumstances, renewed attention has been directed to magnetic tape, which is now being used by big data center such as Google Inc. for data backup. Magnetic tape is generally seen as a thing of the past in terms of data storage because of its small recording capacity. However, introduction of the new generation of Barium Ferrite (BaFe) magnetic particles has developed by Fujifilm has provided a large storage capacity. Magnetic tape can be used for long-term storage for more than 30 years, compared to only several years for a hard disk drive. It also has other advantages, including low cost and lower environmental impact, and is expected to become the media for safe and secure storage of huge volumes of valuable data.

Data are recorded onto magnetic tape through the fine magnetic particles on the recording layer of the tape surface. The recording density increases with an increase in the density of these magnetic particles. However, there were technical limitations to the magnetic particles used until now. Fujiﬁlm foresaw this limitation and began the development of new magnetic particles in 1992, and after overcoming a large number of issues, achieved commercialization. In 2014, state-of-the-art BaFe tape was used to demonstrate the commercial potential of storing 154 TB in a single LTO cartridge, which is approx. 62 times the current storage capacity. This has greatly increased the capacity for magnetic tape. Further R&D and future commercialization is expected to contribute to the ability to preserve important data in our information-oriented society.

**Helping to keep society safe and secure with high resolution camera lenses that enhance security**

Safety and security are important in sustaining a fulfilling life in society. Against a background of major natural disasters and accidents, a decline in public order and various other elements that threaten the safety and security of the public, the demand for increased security is rising. Fujifilm has developed a wide range of lenses over the years. Because our products feature the highest resolution, our lenses are not only used in TV broadcasting and cinemas, mobile phones, motor vehicle cameras, satellites, and many other applications, they are also being used in security cameras.

In 2014, the company introduced the FUJINON HD (High Definition) lens that offers advanced optical performance for compatibility with megapixel high resolution security cameras.

Disseminating the culture of photography worldwide to enrich lives through photo prints to “keep memory alive”

Since its establishment in 1934, Fujifilm has consistently promoted and developed the culture of photography. This commitment was further strengthened with the Photo Rescue Project that started after the Great East Japan Earthquake. Through this activity, Fujifilm reaffirmed its mission to promote the importance of “keeping memory alive,” not only bringing the memory and emotions preserved in photos back to life for the individual, but also sharing it with family and friends. For this reason, the company is promoting its Photo Renaissance movement from 2013 to communicate the basic pleasures that photography brings through “shooting, preserving, displaying and gifting” based on the concept of enriching life with photos of everyday living.

The widespread use of mobile phones and smartphones has increased the number of people who take photos casually. Because of this, Fujifilm is pouring abundant energy into the instax mini that triggered the wider use of photo prints. Introduced as the world’s first card-sized photo printing system, the instax mini enables photo prints to be printed on the spot and given away to others. This quickly became popular with the young generations who have no experience of film cameras and is now attracting fans around the world, not only in Japan but also in Southeast Asia, Oceania, North America and Europe.

The company is also actively involved in promoting the pleasures of creating photo albums with “Album Cafe” and the “Year Album.” The Year Album, which was introduced in Japan in March 2012, offers everyone the ability to automatically generate an original and high-quality photo book easily from a large number of photos. In February 2014, we opened Wonder Photo Shop to provide a new style of photos in harajuku, Tokyo. The company will continue these promotional activities and develop new products to enrich life for as many people as possible through photography.
Various open college programs started in April 2014 as an extension to Tono City’s activities to support restoration by providing assistance to Kamaishi City and other coastal areas struck by the disaster.

For Fuji Xerox, contributing to local communities is an important theme. The role of the local community in achieving a sustainable society is very important, and corporations giving their attention to local issues and proposing solutions through business operations can lead to the resolution of social issues on a global scale and to higher corporate values.

After the Great East Japan Earthquake, the Restoration Promotion Office was opened in October 2011 in Morioka City, Iwate Prefecture. “Tono Miraizukuri College” was opened in April 2014 as an extension to Tono City’s activities to support restoration by providing assistance to Kamaishi City and other coastal areas struck by the disaster.

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The College was conceived as a project to develop Tono City by identifying issues that Fuji Xerox excels at and applying communications technology to form consensus and facilitate ongoing dialogue between the city government, local residents, NGOs and other parties. It is expected to oversee the development and management of collaborative programs between Fuji Xerox and Tono City and promote activities that will lead to regional development, cultural protection, and creating industries and develop human resources through dialogue, training, group work, etc. It will also serve as a center of coordination and exchange for industrial, government and academic sectors and regions, as well as coordinating major policy measures by Tono City, and act as a disaster control base in the event of an emergency. Efforts to resolve the underlying issues in the region made as part of the efforts to help the region recover could possibly lead to business commercialization, and future application to other regions.

The Roles of Tono Miraizukuri College

- Industry body
  - Description of activities
  - Establishment of employment opportunities for local residents
  - Coordination of exchange and cooperation among local enterprises
  - Corporate training and education programs through on-the-job training
  - Gender equality and diversity management
- Sustainable local communities
  - Establishment of disaster and medical resources to increase in public and private sectors
  - Disaster control center
  - Green tourism center
  - Localization of educational institutions
- Future students
  - Local communications, creating awareness

A new communication proposal for the local community and tourists

Tourism is being studied in various parts of Japan as a way to revitalize local economies. Fuji Xerox has researched methods of presenting tour guides that tourists find really helpful, and conducted tests in a total of 10 tourist spots over roughly three years. As a result of this research, the Sightseeing Audio Guide Service employing a smartphone was commercialized in 2013. Tourists are able to receive the latest information, as if being escorted by a local guide, as well as information that is unique to the area, such as recommended shops and restaurants and route guide. A multilingual guide service (in English, Chinese and Korean) is also available. It is also a promising communications tool for the local community, and could be used to send security alert data to local residents.

This service was commended for the way it contributes to the sustainable society by providing a new tourism mechanism for communication between local residents and tourists, and received the 2013 Good Design Award from the Japan Institute of Design Promotion.

The local government uses production tools to pre-register geographical location data and text content of area for which they wish to provide guide information on a cloud server. Tourists use their smartphones with a specially developed app and audio content. While browsing the site, sightseeing information can be received automatically simply by approaching a registered tourist spot.

The Fujifilm Group has brought evolution to communications in society through a fusion of familiar data paper with digital data and on to a seamless integration with cloud services and mobile solutions. Access to and the sharing of information in various forms with ease and without any conscious awareness of the digital divide expands the possibilities for different services and working styles in every possible place—in offices and government organizations and in education and medical care. By giving value to communication with the focus on people, Fujifilm will continue to support a wide range of working styles for the new age.

Working within the corporate framework is not sufficient to resolve the various social issues that are emerging across today’s world. Organizations in the industrial, government, academic and private sections must work in coordination to assemble their technologies and wisdom. Fuji Xerox proposes a solution that will enable diverse forms of communication. It will provide support for building a communication environment that creates value, chiefly in the three areas shown in the illustration.

Supporting mobile work for a greater freedom in working styles

The importance of the mobile workplace is growing as a method of unrestricted communication not confined by time or place. It not only boosts business efficiency and speed, but also helps to reduce the energy consumption involved in transporting goods, and hence in a reduction in CO2 emissions.

As a solutions service supporting an open working style, Fuji Xerox is offering new applications for tablet terminals and document printing services available outside the workplace. Printing is available through our Public Print Service, which is available in public spaces such as local government offices, universities and retail stores, for information sharing with one’s company in an environment that can easily be made highly secure, even in a mobile computing environment. We help customers enabling them to use information that they need, when they need it and in their preferred form through seamless connection of offices, mobile terminals and public printing. We support diverse working styles with a high degree of freedom.

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Scan Translation Service to support multilingual communication

With the advances in globalization in various fields in recent years, exchange of documents between countries, multinational conferences and other opportunities for dealing with documents in non-native languages are growing. Although much of the information is in English, communication of a higher quality often requires the use of local languages. However, machine translation is difficult to use for material that is not in digital form.

Fuji Xerox’s Scan Translation Service connects to the multifunction devices widely used as an essential part of the office infrastructure. Printed documents and digital documents can be translated into various languages as easily as making copies. In addition to digital documents, text from printed material such as books and handouts can be converted into translated documents while maintaining the original document layout. In addition to improving business efficiency, sharing the same document facilitates the sharing of ideas and opinions between people speaking different languages. Greater effort will be made to improve the precision of translation and to adapt to a larger number of languages, contributing to multilingual communication that is an essential part of business diversity.

New services to support women and a diverse working style

The globalization of business development for organizations that make use of diverse human resources has become an essential part of sustainable business growth. In Japan, however, the participation of women has not grown significantly in comparison with other countries. Creating an environment that enables women to continue working and maintain their work balance has become a major issue.

With this background, Fuji Xerox has started a new kind of outsourcing business, in which KPO*1 is a key to the service. BPO*2, which had been the main form of outsourcing until now, involved easy routine work. On the other hand, KPO involves a greater demand for decision-making and specialized knowledge, including intelligent work preparation and data processing. Although these business processes are not mainstream, these business segments could not be easily outsourced. However, KPO demand is growing among Western businesses today and is expected to expand rapidly in Japan in the future. Fuji Xerox has solved this problem with its extensive know-how in document-related outsourcing services and intelligent productivity improvement services. With the introduction of teleworking that enables versatility in working style not restrained by time and location, a new form of outsourcing has emerged that matches KPO with people who have knowledge and experience, but who are unable to work due to their personal circumstances. There is an outstanding potential labor force of residents who previously worked full-time in business corporations (such as women caring for small children, full-time housewives and senior citizens) in suburbs. We plan to offer those people work-at-home schemes and offices in certain areas to provide work opportunities that reduce the burden of transportation and add versatility to working arrangements. The new service is expected to be mutually beneficial—not only boosting the intelligent productivity of businesses but also supporting versatility in working styles for workers. We will continue to support women in society today with their working style reform proposals and so contribute to diversity in society.

*1 KPO: Knowledge process outsourcing
*2 BPO: Business process outsourcing

KPO Realizing a New Form of Outsourcing Service