



Sustainable Value Plan 2030

**Daily Life**  
 Support the tangible and intangible aspects of social infrastructure in people's lives through various products, services and technologies.

Social Issues

As industrial and economic development proceed urbanization, our lives have become more convenient and comfortable. At the same time, however, stress and a sense of isolation from society have surfaced as serious issues. In particular, the breakneck speed in the spread of information has created new sources of entertainment and services, but at the same time has generated anxiety and risk as well. To build a society that is both sound and sustainable, we must build an infrastructure and environment that will enable everyone to live with a feeling of security and safety and develop communication methods that provide mental support and a sense of fulfillment in life.



Fujifilm Group's Goals under SVP 2030

(Priority Issues)

1. Contribute to creating a safe and secure society.
2. Contribute to enriching humanity and relationships between people.

Photography, the original business of the Fujifilm Group, has the power to preserve memories of events and help us to lead fulfilling lives. The Fujifilm Group contributes to preserving culture and history, as well as information that is vital to society, and to developing a society that is safe, with less crime and fewer accidents through infrastructure development utilizing technologies that were created from photographic film manufacturing. We have also renewed our awareness into the power of photography to enrich lives and we are developing and disseminating new products and services that lead to strengthening relationships between people and to enriching everyday life.



The Key Points in FY2018 Activities

OUTPUT

OUTCOME

Introduced AI to support the maintenance and management of the social infrastructure.



Contributed to creating a safe and sustainable urban life.

Developed high-performance, long-range surveillance camera.



Supported safety and security in everyday living.

Promoted new child-raising practices utilizing photographs.



Contributed to improving children's self-esteem through photography.



Priority Issue 1

# Contribute to Creating a Safe and Secure Society

Target for 2030

- (1) Develop technologies for products and services and promote their greater use to contribute to the development of an ICT.
- (2) Contribute to enhancing the safety of infrastructure through more efficient inspections for the deterioration and malfunctioning of buildings and structures.

Internet crime, spread along with the rapid advancement of the information society, careless digital data management, and the deterioration of infrastructure are some of these risks. The Fujifilm Group continues to develop and disseminate new technologies that address such ever-changing social risks to minimize their possible damage. In concrete, we are contributing to building a safe and secure society by offering secure means of digital data storage over a long period of time in this big data era, improving information security, and helping to maintain the infrastructure.

Outline of Activities in FY2018

[Target] Aim at 100% preservation of records archived on tapes

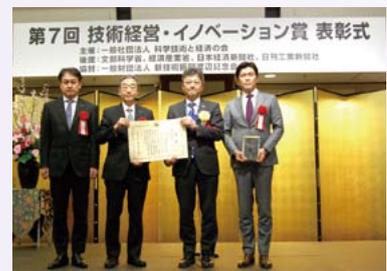
- Won the Minister of Economy, Trade and Industry Prize under the 7th Management of Technology and Innovation Awards, for developing a large-capacity data tape using barium ferrite magnetic particles that supports the age of big data and the IoT. (Fujifilm)

[Target] Shorten the inspection periods of deterioration and malfunctioning through providing a non-destructive inspection system

- Launches the FUJIFILM Creative AI Center Brain(s) Kyushu, a research facility to develop next-generation AI technologies to streamline the inspection and diagnosis of social infrastructures including bridges.

[Other major activities]

- Newly entered the long-range surveillance camera market in July 2019 by releasing the FUJIFILM SX800, a long-range surveillance camera with built-in zoom lens, in which our cutting-edge optical and image processing technologies are integrated.
- Launched the cloud-based signage service, SkyDeck Media Message which enables multi-language broadcasting of information about facilities and evacuation in case of a disaster.



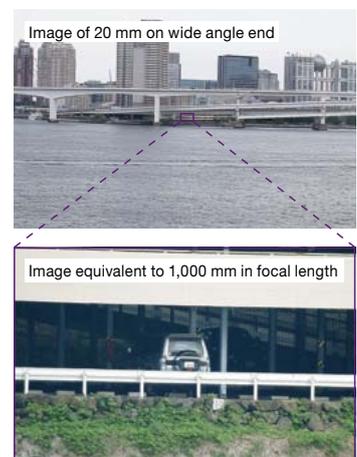
Award reception ceremony for the 7th Management of Technology and Innovation Awards

Future Activities and Targets

- Promote reliable and cost effective long-term data storage with the development of magnetic tape with higher data storage capacity.
- Promote next-generation AI technology research to improve safety in social infrastructure.
- Develop innovative long-range surveillance cameras by combining our unique optical technology, refined through the development of 4K/8K-compatible broadcast lenses with cutting-edge image processing technology found in the "X Series" of digital cameras.

The Fujifilm Group develops products that address a variety of risks to create a safe and secure society. In FY2018, we started research into upgrading the efficiency of the Infrastructure Photo Analysis Cloud Service that had already introduced in collaboration with Nagasaki University and the Nagasaki Prefectural Government (see Page 32). We have also entered the market for long-range surveillance cameras, a product that is growing in demand in recent years as a security measure. It is an innovative product that resolves the problems of conventional long-range surveillance cameras through a combination of our unique optical technology and cutting-edge image processing technology to bring outstanding vibration resistance and high-speed and high-accuracy autofocus. In September 2019, we launched the FUJIFILM LTO Ultrium 8 (LTO8) Data Cartridge with a storage capacity of 30 TB, twice the capacity of the previous generation. Fujifilm has introduced a magnetic tape with the fine barium ferrite (BaFe) magnetic particles with outstanding magnetic properties and long-term

storage performance and launched the first commercial BaFe data storage cartridge in 2011. Fujifilm has consistently developing high-performance and high-quality magnetic tapes with large storage capacity. In the future, LTO8 is expected to used with data archiving storage systems to satisfy the needs of mass data storage with low energy consumption.



Our first surveillance camera FUJIFILM SX800 featuring the world's longest telephoto range of 800 mm. The camera can capture an object in the far distance instantly and clearly.