

REVOLUTIONARY TECHNOLOGY
ISN'T ALL WE'VE INVENTED.



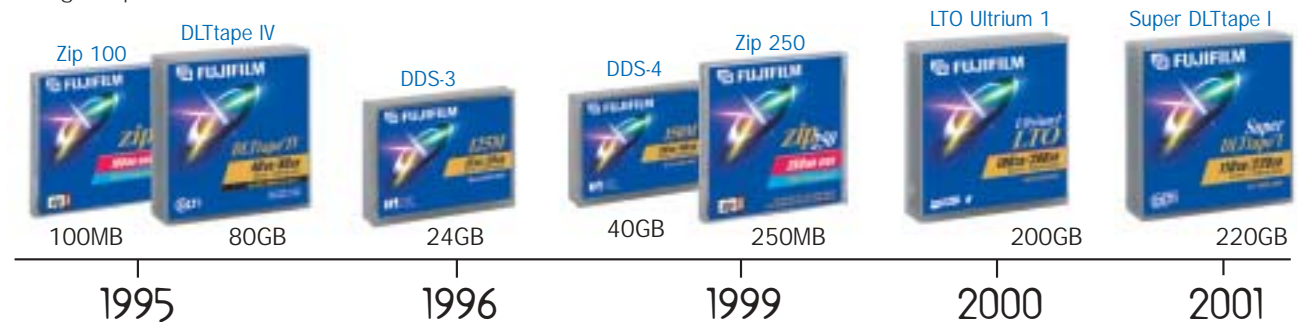
Save more than just your data with innovation we made possible.

When it comes to data storage, a true innovation must be more than the next new thing. It must save our time, our money and our data, wisely. Fujifilm's innovative spirit not only led us to create the revolutionary ATOMM Technology that makes possible the most innovative data storage products, it has led to a continuing series of product enhancements and value-added services only Fujifilm offers. In listening to that spirit, we've brought innovation beyond product technology to improve every aspect of data storage. In short, we've accomplished true innovation.

ATOMM Technology: the foundation of innovation

When we invented ATOMM Technology in 1992, we knew it would revolutionize the world of data storage. Since then ATOMM Technology has impacted both the way data storage products have been manufactured and the way they've been utilized. ATOMM (Advanced super Thin-layer and high-Output Metal Media) Technology is the remarkable dual-coating process that makes possible DLTtape™IV, DDS-3 and 4, Zip™ 100 and 250. It's the technology that was used to develop Super DLTtape™I and LTO Ultrium 1™. The remarkable impact ATOMM has had on capacity, transfer rate and reliability will continue well into the future giving end-users the freedom and power to organize and manage ever more complex data storage requirements.

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See what you've been missing.



Fujifilm understands that tape storage and archiving in an open systems environment is a challenge for any IT professional. The diversity of software applications and the complexity of system hardware often require specialized forms of cartridge identification. To

simplify this process, Fujifilm has introduced the ColorTag™ series for DLTtape IV an innovative solution for basic data storage management. ColorTag is the same high-capacity DLTtape IV you've come to know and trust from

Fujifilm, but with color-molded write-protect switches available in 4 new colors. ColorTag is a permanent, vibrant and easily recognizable way to categorize and organize your data. You can be assured that it meets the warranty specifications

for your drive. ColorTag, another innovation made possible by Fujifilm.

Don't get used.

Are you sure your new cartridge really is? With Fujifilm you know it is. Fujifilm puts a Security Seal on each and every DLTtape IV, which is your guarantee that the Fujifilm DLTtape IV media you purchase is new and unused.

This unique innovation is perfect for storage applications that specify new media and for your own peace of mind. Other media brands have attempted to accomplish the same objective with shrink film or overwrap, which is labor intensive to open and introduces waste and potential contaminants to your computing environment. The Fujifilm approach is classic innovation – an easy to open Seal that keeps contaminants out and product integrity in. In a world of few guarantees, it's comforting to know that Fujifilm is concerned about the safety and security of your critical data, easing your nerves by sealing a guarantee right onto our DLTtape IV cartridges.



SECURITY SEAL

Your one address for service.



CUSTOM BARCODE LABELING

The advantages of clear case protective packaging are well... clear. A marked improvement over the old "fog" case, Fujifilm's clear case packaging allows for laser scan barcodes or other labels to be read without having to

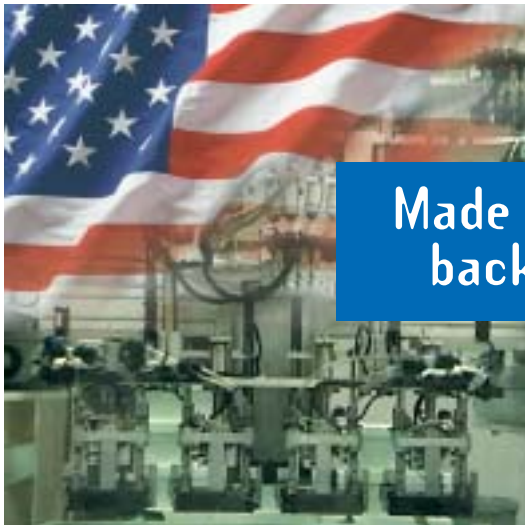
Clearly, we've created something you need.

remove the DLTtape and LTO Ultrium cartridges from their protective cases. Plus, specially designed inter-locking grooves in the new case allow for them to be stacked efficiently.

Both DLTtape and LTO Ultrium products are used primarily in automated environments and the industry forecast for tape automation systems shows continued rapid growth for the next several years. To help our customers manage this demand, Fujifilm offers a customized barcode labeling service within our state-of-the-art U.S. manufacturing facility. We offer direct purchasing of barcode labels from EDP as well as label warehousing and application, all within the same clean-room environment used for product manufacturing. This ensures that the same stringent quality controls used during manufacturing are duplicated in our barcode labeling service. For more information, please visit our website at fujifilmmediasource.com/labels.



CLEAR CASE PACKAGING



Made in your backyard.

We take pride in manufacturing our computer products right here in the U.S.A. ATOMM-based DLTtape IV is coated and assembled here in our state-of-the-art, ISO9001 certified production facility, which allows

Fujifilm to increase responsiveness to meet customer needs quickly and efficiently. It allows us to perform services such as custom barcode labeling within the same clean environment as manufacturing, ensuring identical strict quality control procedures are followed

for our services. Plus, our convenient packaging allows for easier re-shipping. Innovation and responsiveness are what distinguish Fujifilm from other brands and make Fujifilm's DLTtape IV such an exceptional product.

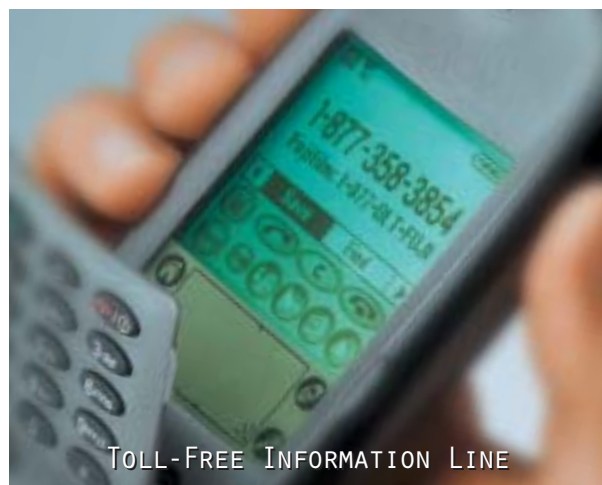


Fujifilm cares.

Fujifilm recommends that all DLTtape and LTO Ultrium product are stored in their protective plastic cases, when not being used in a drive or robotic handling system, to help your media achieve its maximum shelf life. However, it's important to note that our p-cases are recyclable. Please recycle unwanted p-cases, so we can all take part in caring for our environment.

Our tape comes with a tech hotline.

Problems, questions or the need for more DLTtape product don't always conform to a set schedule. For that reason, Fujifilm has created a toll-free information service line dedicated solely to its DLTtape products. Or you can log on to www.dlftape.com. If you need assistance or more information on our DLTtape cartridges, a customer service representative at **1-877-DLT-FUJI (358-3854)** is waiting to assist you.



FOR DETAILED SPECIFICATIONS, COMPATIBILITY AND THE LATEST UPDATES LOG ON TO:

Fujifilmmediasource.com

SUPER DLTtape: THE NEXT GENERATION



*Super DLTtape I drives are backward-read compatible with DLTtape IV cartridges written on DLT4000 / 7000 / 8000 and DLT1 drives.

Become a superpower.

Fujifilm is a proud manufacturer of Super DLTtape I, the next generation in a long line of DLTtape products. Super DLTtape builds on the success of the DLTtape platform and takes capacities over the 200GB barrier, with a remarkable max capacity of 220GB. Coupled with this capacity, its transfer rates make it extremely versatile. It can handle such wide applications as entry-level departmental servers to complex enterprise class storage area networks (SANs). And because the Super DLTtape I system is backward-read compatible with other DLTtape IV cartridges*, the migration path is simple and protects previous data storage investments.

LTO ULTRIUM 1: A NEW OPEN STANDARD



Live large.



LTO (Linear Tape Open) Ultrium 1 is the latest tape format developed with Fujifilm's proprietary ATOMM Technology. With an amazing capacity of 200GB, LTO Ultrium 1 provides a scalable storage platform designed to meet the needs of mid-level data storage applications. It can transfer data at a blistering 40MB per second, making it a powerful solution even in complex environments with networked attached storage or across storage area networks. In addition, Fujifilm LTO Ultrium 1 has been included in our Free Custom Barcode Labeling service, so it can be as convenient as it is powerful.



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