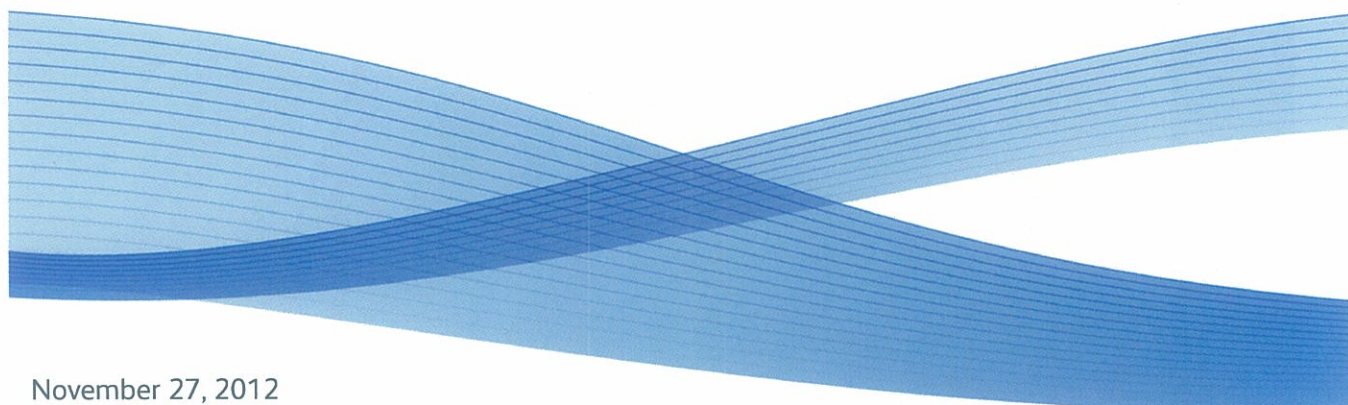


Fuji Xerox Development & Manufacturing



November 27, 2012

Hitoshi Fujiwara
Executive Vice President and Director

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Contents

- I. Overview of Fuji Xerox's Development & Manufacturing and the Importance of Asia Pacific
- II. Accomplishments of Development and Manufacturing, and What We Strive For
- III. Introducing Fuji Xerox Ebina Center

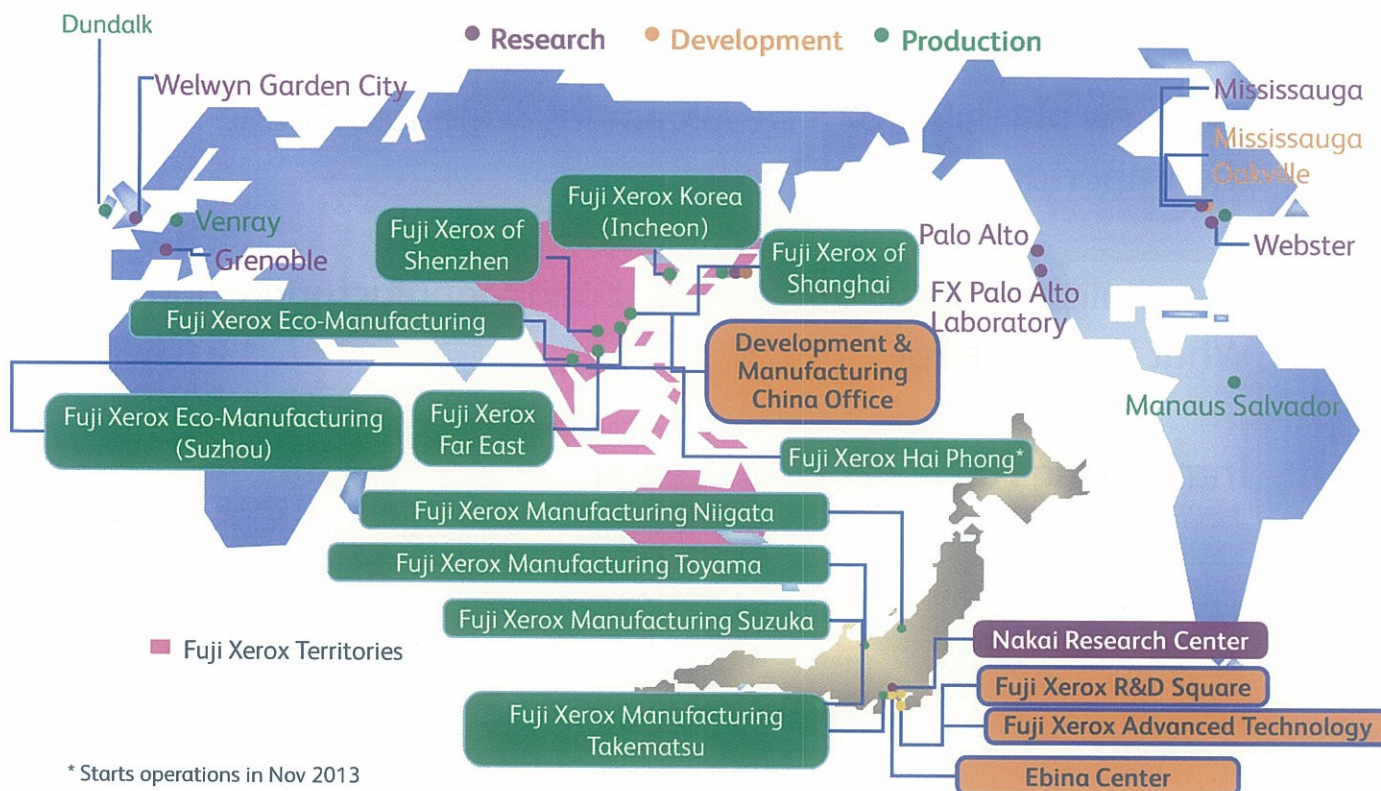
Overview of Fuji Xerox Development & Manufacturing and the Importance of Asia Pacific

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R&D / Manufacturing Centers of Fuji Xerox and Xerox Corporation (USA)

□ Business in territories of Japan, Asia, Oceania

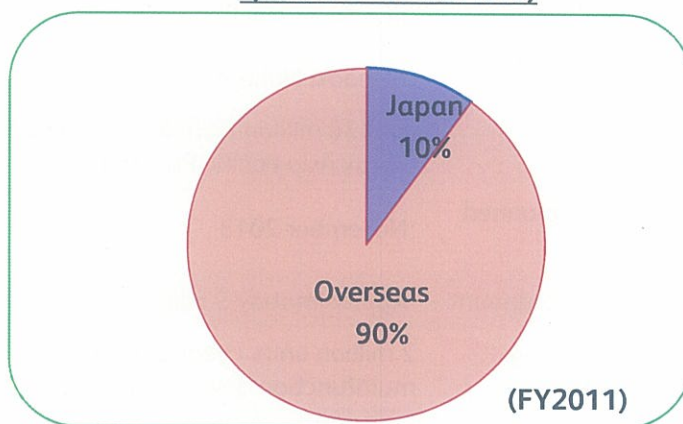


- Manufacture 90 % products in overseas manufacturing sites and provide them globally.

Fuji Xerox ships products to the worldwide market.



Manufacturing location ratio (number of devices)



Strengthening Development to Meet Local Market Needs ^{50th}

- Aims to accurately and promptly feed back the realities of the ongoing rapid growth of the Chinese market and its drastic changes to the development function.



Manufacturing Reinforcement: Increased Production Volume Targeted at the Growing Asia Pacific

- Established a new manufacturing site in Vietnam in order to increase production volumes for Asia Pacific, the U.S., Europe, and other emerging countries, where market growth is expected. At the same time, this also avoids a concentration of production sites in one location.

Overview of Fuji Xerox Hai Phong Co., Ltd.	
President	Fuji Xerox Hai Phong Co., Ltd.
President	Masaaki Nabeta
Capital	US\$36 million (Wholly owned by Fuji Xerox Asia Pacific Pte Ltd.)
Operation planned to begin	November 2013
Investment amount	Approximately 9 billion yen
Manufacturing capacity	2 million units / year of copiers, multifunction devices and printers
Business lines	-Manufacturing and export of copiers, multifunction devices and printers -Manufacturing and export of components for copiers, multifunction devices and printers

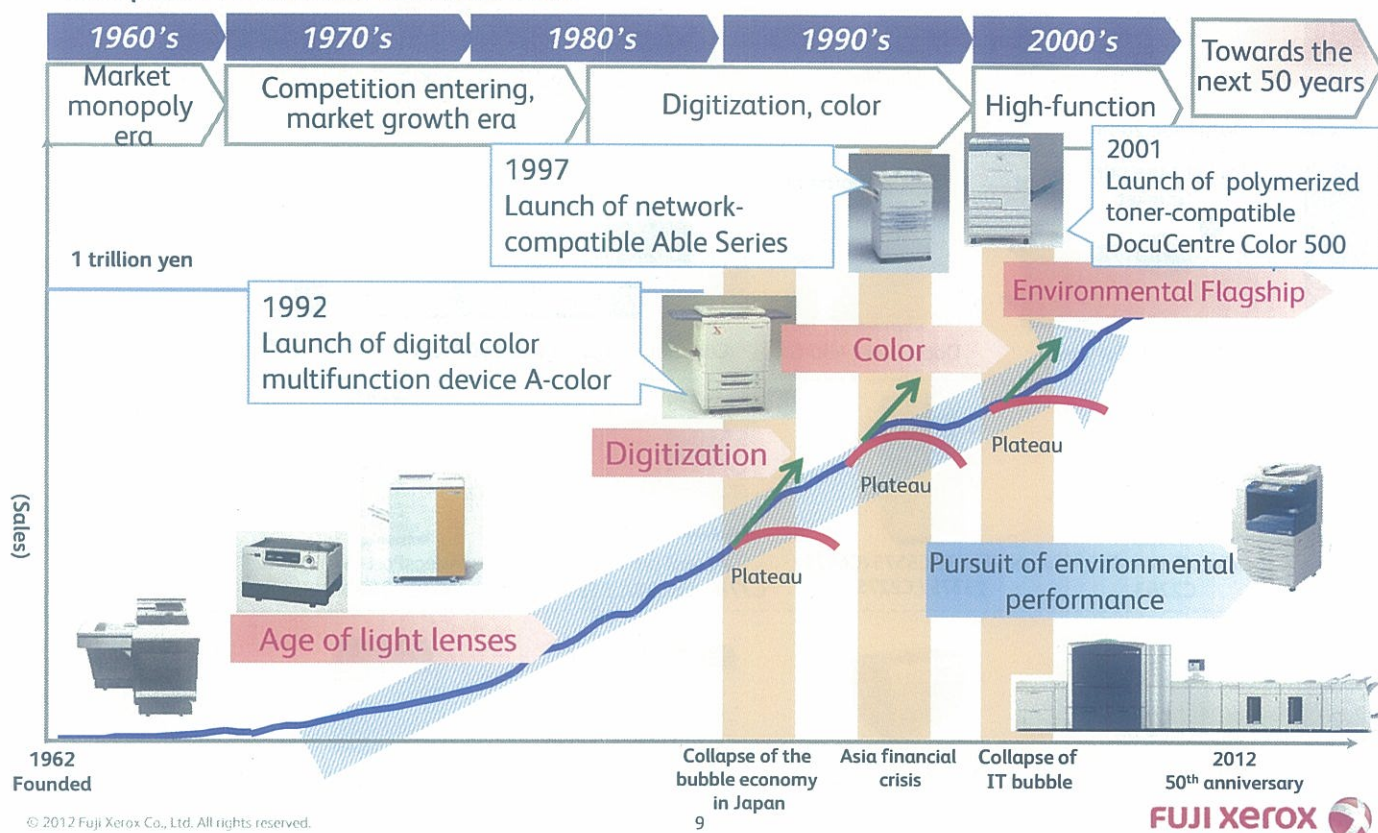


Accomplishments of Development and Manufacturing, and What We Strive For

History of Development & Manufacturing Since Establishment

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- Provides progressive devices and software to the market to meet changes in the competitive/market environment



What Fuji Xerox Strives For in the Next 50 Years: FY2012 Corporate Direction

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Challenge for Excellent Company

Value with Services

Volume with Technology

- Win customer trust
- Further enhance cost structure
- Consolidate global management
- Challenge towards new transformations

Recent Development Achievements: Product Development Area

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Wide Format Solutions	DocuWide 2055	SW Document Solution	Denshi-Pen	ApeosWare Log Management 1.2	Working Folder	SkyDesk	
	For light-use printing market	Color comp/proof	Color on-demand publishing system				
	700 Digital Color Press	DocuColor 1450 GA	Color 1000 Press / Color 800 Press	2800 Inkjet Color Continuous Feed Printing System			
	Multifunction Devices	DocuCentre-IV C2263	ApeosPort-IV C5575 / C4475 / C3375 / C2275	ApeosPort-IV C7780/C6680/C5580	ApeosPort-IV 4070 / 3070	DocuCentre-IV 3060/2060	
		Printers	DocuPrint CM205b (for Asia)	DocuPrint P105 b (for Asia)	DocuPrint 3100/3000	DocuPrint C3350	ApeosPort-IV C4430

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Product Development Achievement: Win the Energy Conservation Grand Prize for 11 Consecutive Years

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- ApeosPort-IV/ DocuCentre-IV C2270/C3370/C4470/C5570 series won the Prize for 11 consecutive years, the first in the industry, for its high level of energy conservations and convenience.
- Also won the Ministry of Economy, Trade and Industry Minister's Award for the first time for Fuji Xerox

History of Fuji Xerox winning the Energy Conservation Grand Prize

FY2009
ApeosPort-IV/DocuCentre-IV C2270/C3370/C4470/C5570 series won "Ministry of Economy, Trade and Industry Minister's Award"

Fiscal years	FY1999	FY2000	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009
Award-winning devices	DocuColor 1250 series	DocuPrint C2220 series	DocuCentre 507/807/707 series	DocuPrint 180/211 series	DocuPrint C2425/C2426 series	DocuCentre Color/ED/450 + Document Flow System	ApeosPort/DocuCentre C7550	DocuPrint C3050	DocuPrint C1100	ApeosPort-III/DocuCentre-III C2200/C3300/C2205/C3305 DocuPrint C2250/3360	ApeosPort-IV series DocuCentre-IV series
BW/Color	Color	Color	BW	BW	Color	Color	Color	Color	Color	Color	Color
Categories	High-speed MFP	Low-speed printer	High-speed copy machine /MFP	Low-speed printer	Low-speed printer	High-speed MFP	High-speed MFP	Mid-speed printer	Low-speed printer	Mid-speed MFP/printer	Mid-speed MFP

* MFP : Multifunction printer (device)

省エネ大賞
(環境・システム部門)
経済産業大臣賞

VCSEL-HOS中継増設
リアパネル2400dpi高画質の印刷機形式 (従来の機との比較)

植物由来プラスチック
CO2削減
省電力で稼働時間延長
プラスチック(樹脂)

LED照明
LED照明
LED照明

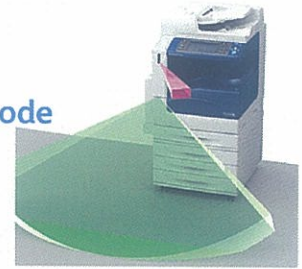
- ❑ To provide customers with leading value, ApeosPort-IV C5575/C4475/C3375/C2275 are equipped with the RealGreen technology which consolidates sensor/power control technologies pivoting on the IH-Fuser for 3-second recovery.

Environment system technologies



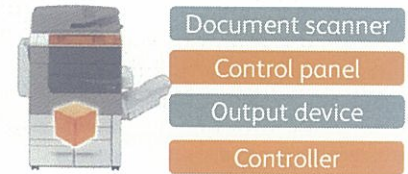
● Detect users with 2 sensors to disable energy-saving mode

- 1. Pyroelectric sensor (recovers 2)**
Slow recovery but highly energy efficient sensor (constantly energized)
- 2. Reflection sensor (disables device's energy-saving mode)**
Quick recovery but high power consumption. Turned off during energy-saving mode.



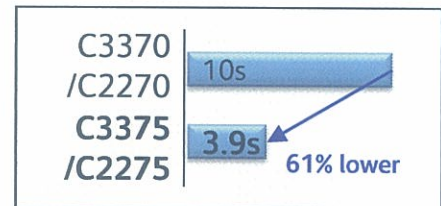
● Energize only the modules to be used

- Quick recovery of control panel
- Quiet recovery operation from energy-saving mode

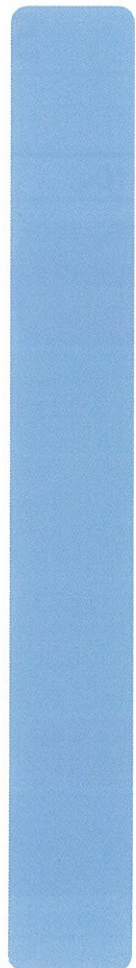


● Quicker recovery from sleep mode

- Recovery completes while selecting output settings or setting up documents.
- Maximum utilization of the world's fastest IH-Fuser



Achieved "zero-wait-time experience"!



Fuji Xerox Ebina Center

Ebina Center Overview



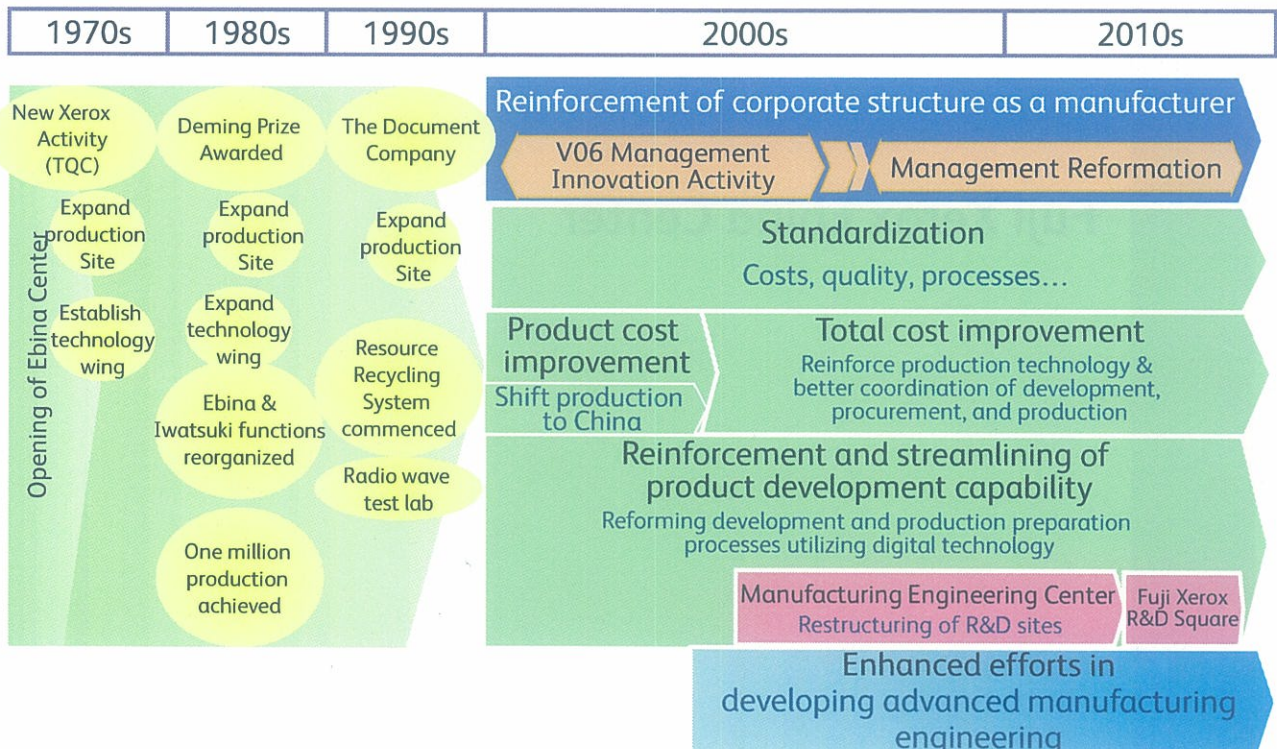
Role:
Development and production technology center
Address:
2274 Hongo, Ebina-shi, Kanagawa, Japan
Area: 160,146 m²
No. of Employees: Approx. 3,000
Opened in: 1971

Environmental Efforts
1997: ISO14001 approved
1999: Achieved zero waste



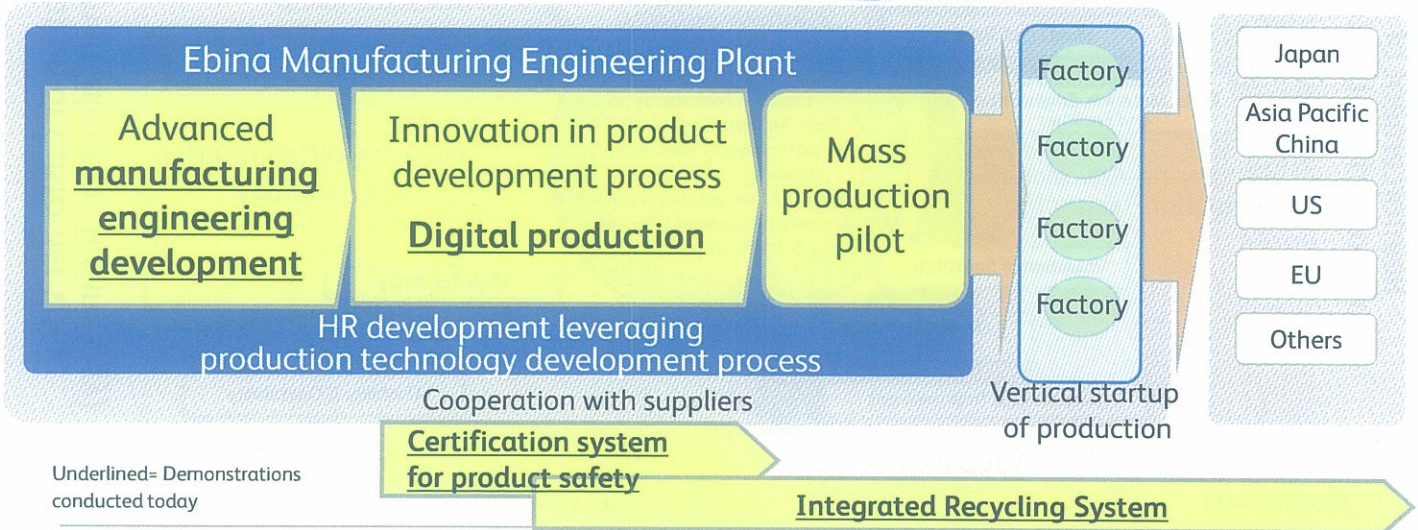
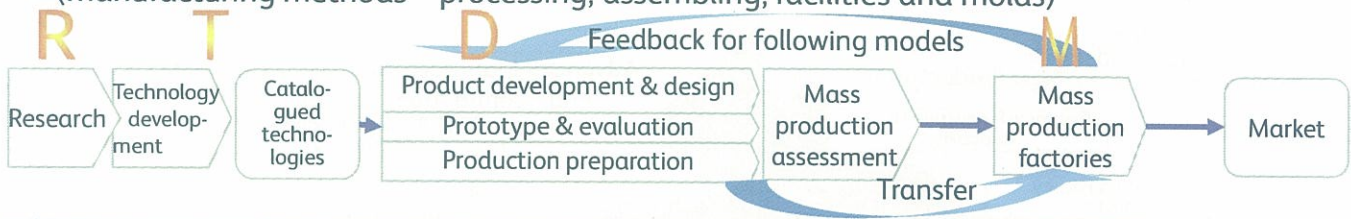
Front Entrance

History of Ebina Center



Positioning of the Manufacturing Engineering Center

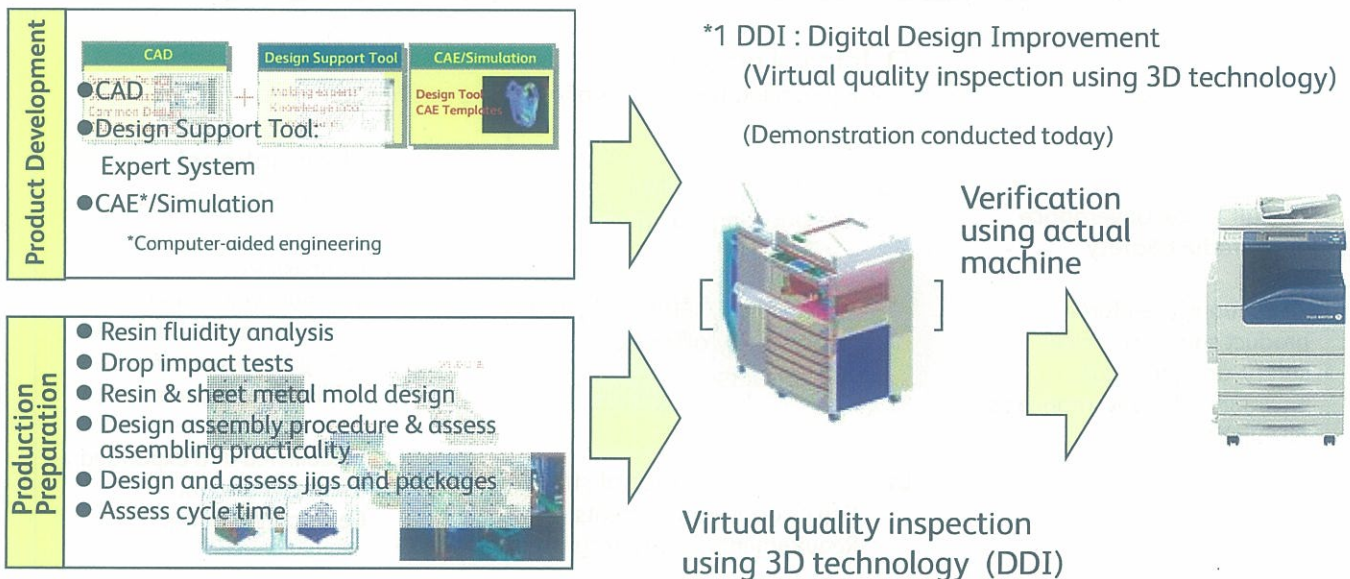
- Develops technologies and products based on manufacturing
- Transfers developed technologies to mass production sites
(manufacturing methods = processing, assembling, facilities and molds)



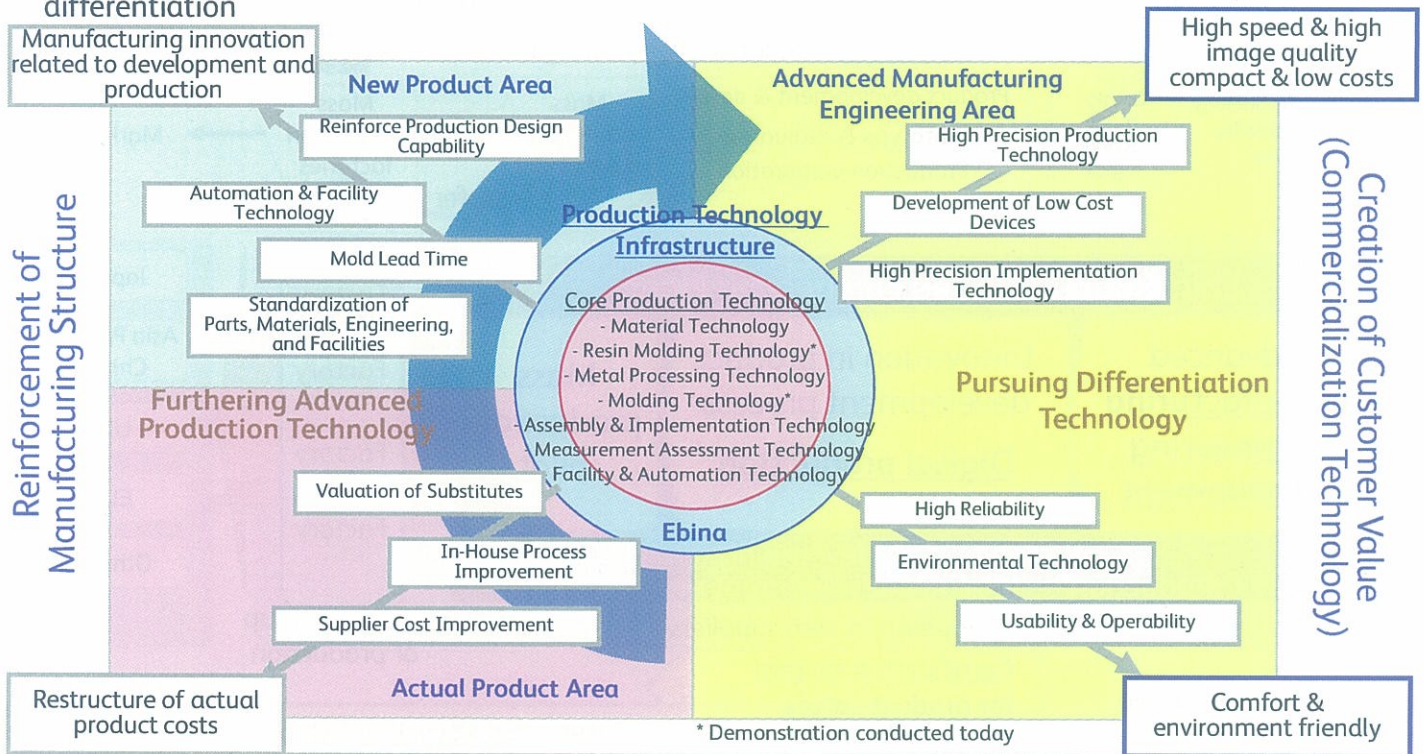
Underlined= Demonstrations conducted today

Fuji Xerox's Digital Work Way

- Confirmation of mass-production feasibility in advance by sharing data between product development departments and production preparation departments
- Virtual inspection utilizing 3D design data (CAD/CAE simulation, etc.)
- Aim is to detect (predict) all risks (failures) before manufacturing the actual product, and implement any necessary countermeasures (prevention) in advance.

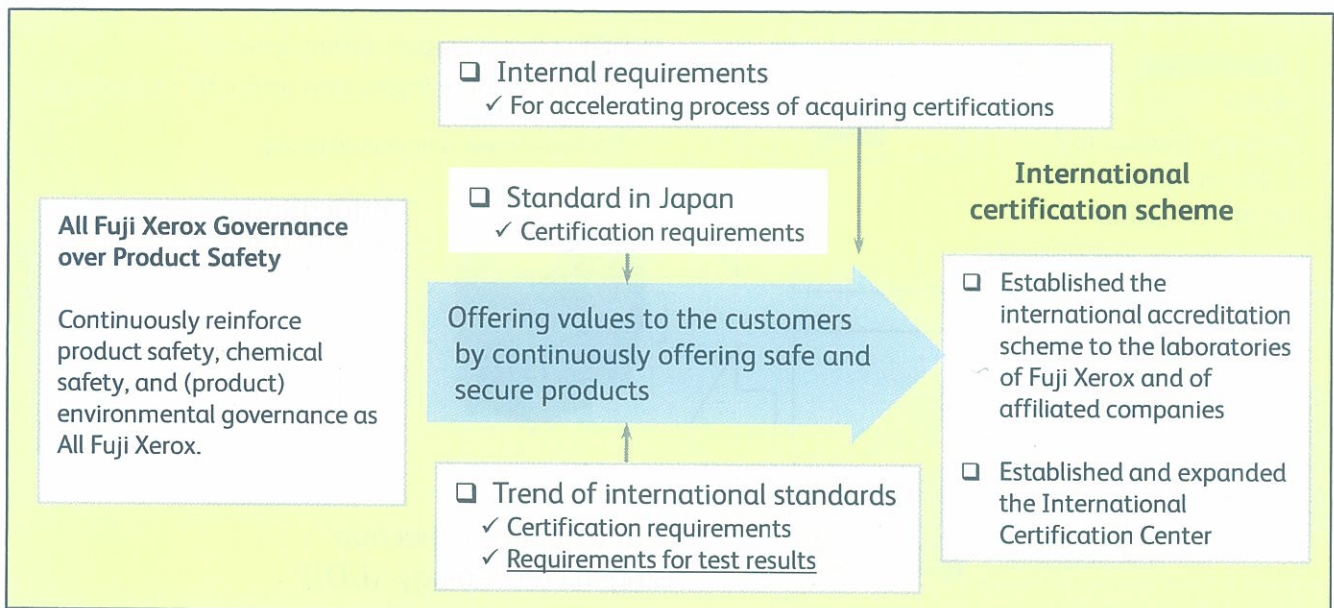


- Realize cost reform and manufacturing innovation through acquiring core production technology
- Shift focus to developing the advanced manufacturing engineering that is the key for product differentiation



Fuji Xerox and Product Safety

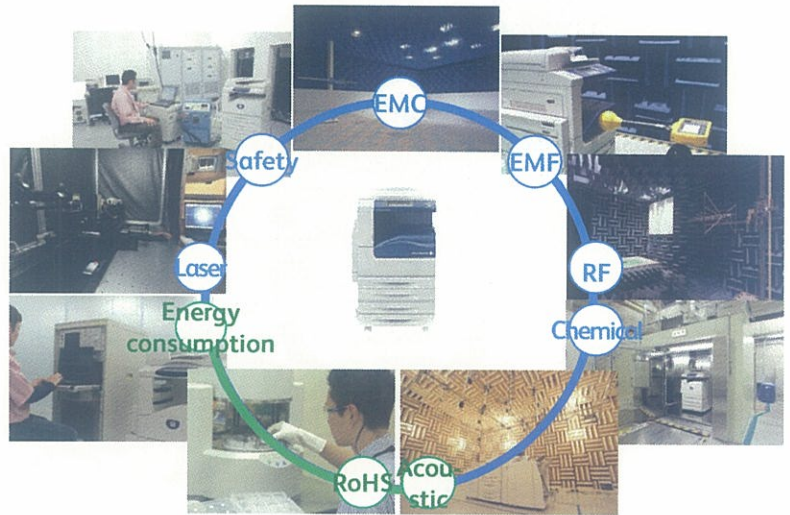
- Continuously reinforce product safety, chemical safety, and (product) environmental governance as All Fuji Xerox.
- In order to comply with domestic and international standards, and keep up with compliance trends, establish an international certification scheme for the testing facilities of Fuji Xerox and affiliated companies.



- Realize “One Stop Testing Lab” for product safety and environmental tests.
- Accelerates global distribution of the products by enabling to assure safe quality products and offer them timely to the worldwide market.

2002: EMC Test Laboratory
 2005: RFID*, acoustic noise
 2007: Electrical and mechanical product safety, laser product safety, chemical emissions
 2010: Hazardous substance testing (RoHS Directive)
 2012: Energy Consumption EMF*

Expanded the accredited test scopes.

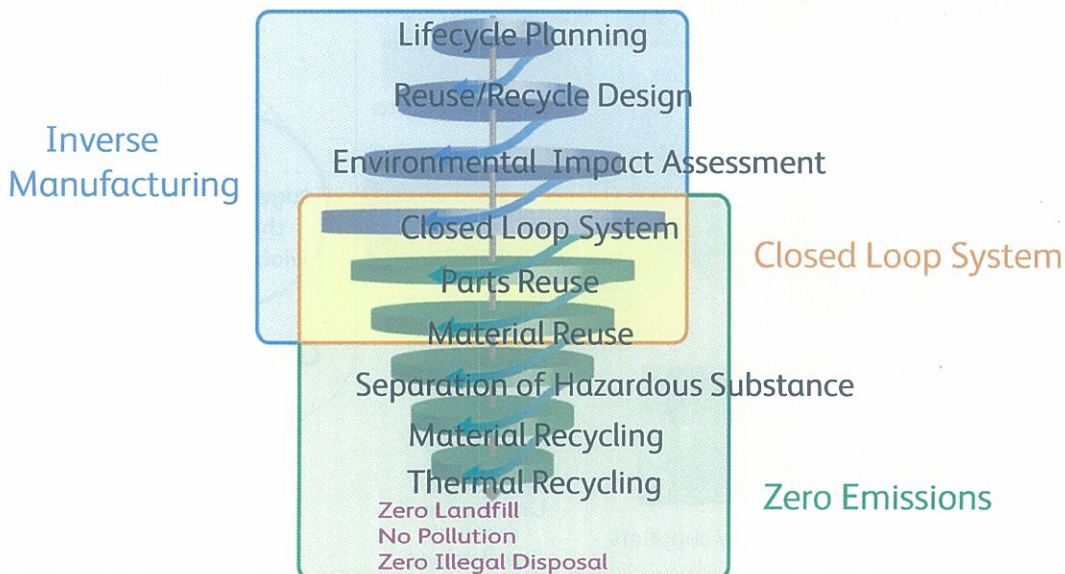


* Will be demonstrated this afternoon.

*RFID Radio frequency identification
 *EMF Electromotive force

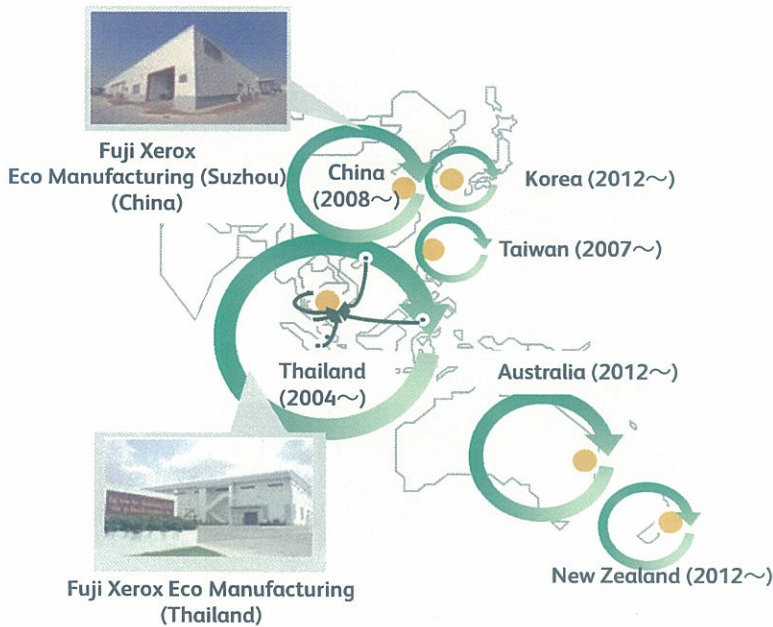
Fuji Xerox Resource Recycling System

- Fuji Xerox established the company-wide product recycle policy in 1995 and has been promoting activities to realize “zero waste”.
Corporate Recycling Policy: Promote the reuse of resources for ‘infinite’ zero landfill
- Established an Integrated Recycling System to reduce the environmental loads of used products at our customers, which we consider a responsibility of a manufacturer.

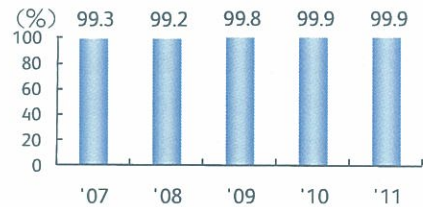


Expansion of the Resource Recycling System to the Asia Pacific Region

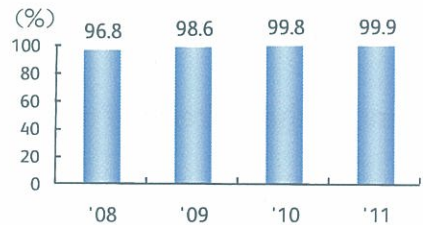
- Based on the concept that a global corporation is responsible for environmental impact reduction in its sales coverage area, our Resource Recycling System has been implemented in the Asia Pacific region—including China.



Recycle rate (Asia Pacific /machine)



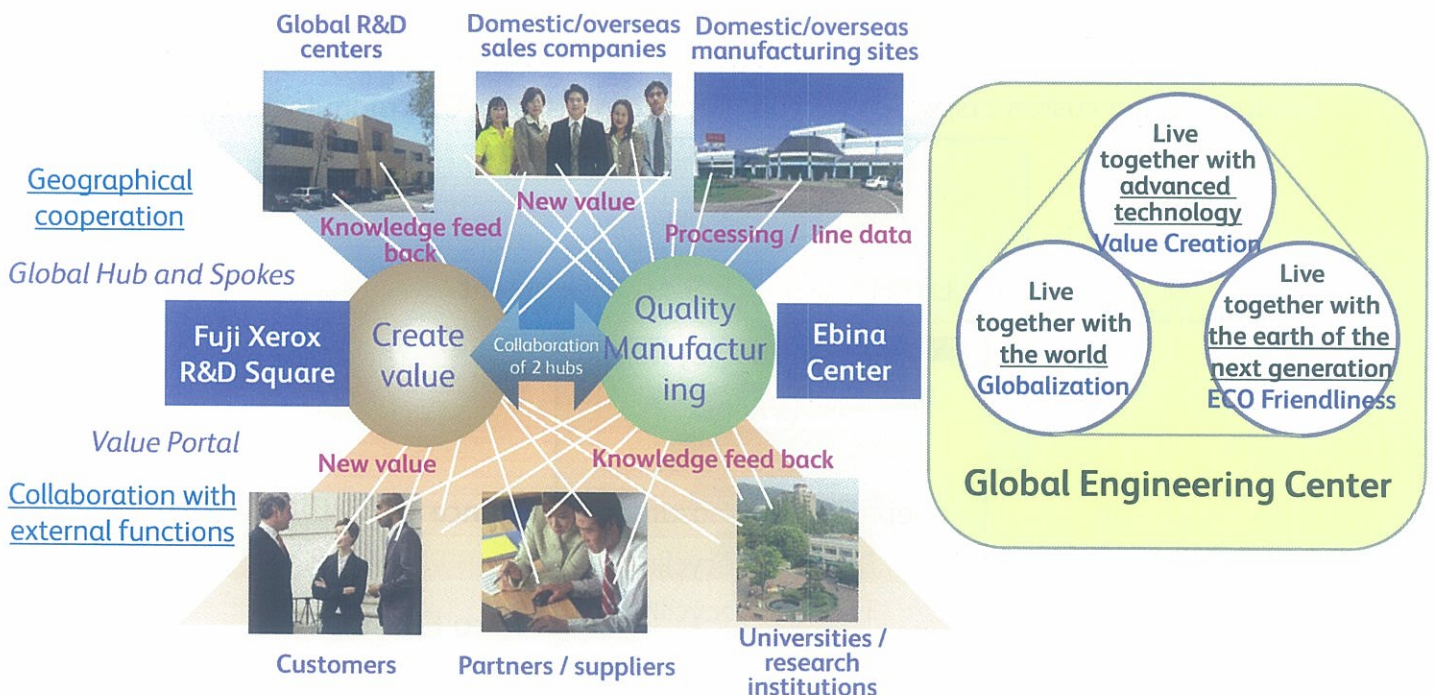
Recycle rate (China/machine)



* To be demonstrated today.

Aiming to Become a Global Engineering Center

We continue to work together with our customers and business partners to pursue manufacturing excellence and to become a Global Engineering Center.





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