



**FUJIFILM MEDICAL SYSTEMS USA, INC.**

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Speech for Mr. Fujitani, President, Fujifilm Medical Systems  
Frost & Sullivan 2012 North American New Product Innovation Award  
Approximately 1 minute 20 seconds  
Prepared by Joel Samberg

On behalf of all the employees whose skills and dedication to teamwork help Fujifilm Medical Systems accomplish wonderful things for the healthcare industry, I gratefully accept the 2012 North American New Product Innovation Award in Digital Mammography.

It is our goal to create superior healthcare experiences and improve patient outcomes through innovative products and technologies. To us, this recognition from Frost and Sullivan is a testimonial that our mission is strong, our focus is clear, and our people are very dedicated. It is also important to note that our customers and their patients are the ones that truly give us the incentive to move forward. At Fujifilm, we always put the customer first.

Although Woman's Health represents just one component of our portfolio, it is without a doubt one of the most vital, and another reason why we are so proud of our Aspire HD full field digital mammography system. It has proven to provide exceptional image quality at lower doses, which is one important element that led to its recognition here tonight.

I have been with Fujifilm for more than 35 years, and 'innovation' has been a motivating word throughout my entire career. It is nice to know that through effective teamwork we continue to distinguish ourselves by turning that word into a practical reality. It is sometimes a challenge, but as this award shows, we've done it, we're proud of it, and we plan on doing it again. Why? Because the needs of healthcare never diminish. And neither will our determination.

Thank you.