



**For Immediate Release**

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**LTO PROGRAM ANNOUNCES FUJIFILM AS LTO ULTRIUM GENERATION 3 LICENSEE**

*LTO Ultrium Generation 3 Delivers 800GB Capacity; 80-160MB/s Speed*

**SILICON VALLEY, CALIF. — (Sept. 20, 2004) —** Certance, HP and IBM Corporation, the three technology provider companies for the LTO (Linear Tape-Open) Program, today announced that Fujifilm has licensed the LTO Ultrium format generation 3. Fujifilm joins other media manufacturers that have licensed the LTO Ultrium generation 3 since license availability was announced on July 26, 2004.

“The broad market support for LTO has made it a popular storage solution that has consistently demonstrated the high performance and increasing capacity capabilities needed by our customers – while addressing their total cost of ownership concerns,” said Rich Gadomski, vice president, marketing, Recording Media Division, Fujifilm U.S.A. “We are glad to continue supporting LTO technology with Fujifilm LTO Ultrium 3 as we provide our customers with the most reliable media for today’s increasingly demanding storage applications.”

The LTO Ultrium format generation 3 features doubled storage capacity over generation 2 to 800GB compressed (assuming a 2:1 compression) and data transfer rates to 80-160 MB per second compressed (assuming a 2:1 compression). Generation 3 drives offer backwards-compatible read-and-write capability with the Ultrium format generation 2 cartridges and backward read capabilities with generation 1 cartridges helping to simplify implementation and protect user investments.

“With the availability of generation 3 licenses and the backing of media storage vendors, the LTO Ultrium format will surely continue to build on the marketplace acceptance that it has attained over the past few years,” said Bob Wilson, vice president, Nearline Storage Division, HP. “By delivering each new generation on time and with a performance roadmap outlined in 1998, end users have come to trust in LTO technology, making the Ultrium format the preferred super tape drive technology in the midrange marketplace.”

As an open specification, the LTO Ultrium format provides increased competition to the marketplace, features technical innovation through collaboration, data interchangeability through tape drive manufacturers, multiple vendor and features choices, and scalability for growth. In fact, the LTO Program allows any company to license and develop products based on the Ultrium specification.

Potential licensees are required by the LTO Program to pass a series of compliance verification tests, which call for rigorous data interchangeability testing before being issued a license and the right to display the trusted Ultrium trademark. Compliance testing of all Ultrium products must be completed annually to ensure that all manufacturers adhere to the LTO Ultrium format specifications. Buyers seeking true Ultrium format-Compliance products should look for the Ultrium format compliance verification marks on both tape drives and data cartridges.

Storage and media manufacturers interested in licensing third-generation LTO technology may obtain information by contacting the Law Offices of Ladas & Parry at (323) 934-2300, or by email at [LTO\\_INFO@ladasparry.com](mailto:LTO_INFO@ladasparry.com).

### **How to License LTO Ultrium Technology**

The LTO Program offers several different license packages – from enhanced packages that provide the specifications to manufacture Ultrium products, to basic license packages, providing Ultrium format specifications and guidelines for interchangeability.

Buyers seeking Ultrium format-compliant products should look for the Ultrium format compliance verification marks on both tape drives and data cartridges. Storage and media manufacturers interested in licensing LTO technology may obtain information by contacting the Law Offices of Ladas & Parry at (323) 934-2300, or by e-mail at [LTO\\_INFO@ladasparry.com](mailto:LTO_INFO@ladasparry.com).

### **About Linear Tape-Open (LTO) Technology**

LTO technology is a powerful, scaleable, adaptable open tape format created by technology providers Certance, HP, and IBM Corporation to help meet the growing demands of data protection in the midrange to enterprise-class server environments. This ultra-high capacity generation of tape storage products is designed to deliver outstanding performance, capacity and reliability combining the advantages of linear multi-channel, bi-directional formats with enhancements in servo technology, data compression, track layout, and error correction.

The LTO Ultrium format has a well-defined roadmap for growth and scalability – a roadmap that projects a doubling of speed and capacity with each new generation. Independent compliance verification is vital to meet the free-interchange objectives that are at the core of the LTO Program. Ultrium tape mechanism and tape cartridge interchange specifications are available on a licensee basis. For additional information on LTO technology, visit the LTO Program Web site at [www.ultrium.com](http://www.ultrium.com).

Note: Linear Tape-Open, LTO, the LTO logo, Ultrium, and the Ultrium logo are trademarks of Certance, HP and IBM in the U.S. and other countries.

### **About Fujifilm**

Fujifilm delivers technology solutions to meet the imaging and information needs of retailers, consumers, professionals and business customers. As a global leader in digital imaging, Fujifilm pioneered the development of digital medical systems, and today is the leader in digital minilab systems. The company was ranked in the top ten for U.S. patents granted during the last decade, employs approximately 73,000 people worldwide and in the year ending March 31, 2004, had global revenues of more than \$24 billion.

In the United States, Fuji Photo Film U.S.A., Inc. is a subsidiary of Fuji Photo Film Co., Ltd and is a leader in delivering high quality, easy-to-use imaging and information solutions in the following categories: Digital Imaging Systems, Recording/Storage Media, Film and Imaging Systems, Motion Picture Film, Graphic Arts and Printing Systems and Medical Imaging and Diagnostics Systems. Fujifilm is an environmentally friendly, humane enterprise and an exemplary corporate citizen.

For more information on Fujifilm products, consumers can call 800-800-FUJI or access the Fujifilm USA Web site at [www.fujifilm.com](http://www.fujifilm.com).