

## Press release

**FUJIFILM Optical Devices Europe GmbH**

### **Reorganisation of FUJIFILM Optical Devices Europe GmbH**

**Kleve, 25 September 2017.** As part of a company-wide reorientation and a consistent growth strategy, FUJIFILM Corporation and FUJIFILM Europe B.V., Tilburg (Netherlands) have decided to concentrate their European Optical Devices division from 1 October 2017 into FUJIFILM Optical Devices Europe GmbH, Fujistrasse 1, 47533 Kleve, Germany. FUJIFILM will manage the area of optical devices Europe-wide from this company.

The management of FUJIFILM Optical Devices Europe GmbH is being taken over by the existing Senior Vice President Homare Kai and Christopher Brawley, managing director of FUJIFILM Electronic Imaging Europe GmbH. "The new structure enables FUJIFILM to respond more efficiently to the requirements in this market segment. A high speed and flexible adaptation to market requirements are required for success in this demanding field of business", explains Christopher Brawley, clarifying the reasons for the reorganisation.

Already since 2012, the optical business and the electronic imaging business have been carried out in the FUJIFILM company headquarters in Japan by a single business area. So that they can take full advantage these synergies in Europe as well, the two business areas are now concentrated at the Kleve site. The changes are intended to contribute to maintaining the growth of the company.

In addition, synergies are expected through the closer connection to FUJIFILM Recording Media GmbH and FUJIFILM Electronic Imaging Europe GmbH, which have already been operating successfully from Kleve for many years.

### **About FUJIFILM Optical Devices Europe GmbH**

FUJIFILM Optical Devices Europe GmbH is responsible at its Kleve location for the sales, marketing and servicing of professional FUJINON lenses for TV and film productions, CCTV and machine vision as well as FUJINON binoculars in Europe, the Middle East and in Africa.

For many years, FUJINON has been creating award-winning lenses. It develops and produces innovative, cutting-edge solutions for almost every application in the entertainment industry, security systems and industrial image processing.

The professional lenses for TV and film productions redefine the limits of high resolution, high contrast ratio and high dynamic range. They create the pin-sharp TV pictures and help camera operators film stunning, powerful scenes.

Thanks to their Megapixel Zoom and the variable focal length of the lenses, CCTV systems are becoming high resolution. The steadily growing portfolio of precise optical devices for industrial image processing ensures minimal distortion for highest image quality, even under extreme conditions.

FUJINON binoculars are known throughout the world. In particular, the FUJINON binoculars are very much appreciated by users in professional and semi-professional areas.

You can find more information about FUJIFILM Optical Devices Europe GmbH and its products on the Internet at [www.fujifilm.eu/fujinon](http://www.fujifilm.eu/fujinon).

### **Contact:**

#### **FUJIFILM Optical Devices Europe GmbH**

Fujistrasse 1  
47533 Kleve  
Germany

Tel.: +49 (0) 2821 / 7115 - 400  
Fax: +49 (0) 2821 / 7115 - 200  
Email: [bino\\_eu@fujifilm.com](mailto:bino_eu@fujifilm.com)  
[www.fujifilm.eu/fujinon](http://www.fujifilm.eu/fujinon)