

BUSINESS PERFORMANCE

China-Hongkong Photo maintained a steady market share in China and Hong Kong during 2000/2001 supported by an intensive brand advertising and consumer promotion campaign in all our markets. The Group also benefited from a strong increase in visitors to Hong Kong, Macau and China and the strengthening economy, which encouraged increased consumer spending.

Fujifilm launched a variety of new products, systems and services during the year and reinforced our distribution and service network of more than 3,000 franchised shops.

We capitalized on Fujifilm's leadership in the development of new and innovative photo imaging technology. Sales of digital cameras and the new Fujifilm Digital Image photo processing equipment were strong. The new Frontier 350/370 enjoyed remarkable sales results with more than 100 units sold and this performance is expected to continue.

There was increased demand for digital and instant cameras. Sales of photo-finishing products, including paper, chemicals and equipment, was enhanced by the strong sales of the Frontier, which combines traditional and digital imaging.

The Group continued to focus on efficiencies throughout its operations. An Enterprise Resource Planning (ERP) system is under development to simplify administrative procedures by reducing paperwork, improving communication, and enabling management to identify and solve problems quickly.

業務表現

於二〇〇〇/〇一年內，中港照相積極進行品牌宣傳及市場推廣活動，致力鞏固中國及香港的市場佔有率。此外，香港、澳門及中國內地的觀光旅客銳增，加上經濟轉好促使消費上升，進一步利好集團的發展。

日本富士於年內推出的多項新產品、系統及服務，強化了集團旗下三千多家富士影像服務店的銷售業績及服務網絡。

集團享有富士在發展攝影及影像科技方面的領導優勢。數碼相機及全新富士數碼激光沖印系統銷售強勁，富士數碼激光沖印系統(Frontier 350/370)成績突出，現已售出超過一百套，預料銷量將會持續上升。

由於富士數碼激光沖印系統結合傳統與數碼影像技術，故亦帶動相紙、沖印藥液及其他沖印產品的營業額上升，數碼及即影即有相機需求亦同樣上升。

集團繼續致力提高整體營運效率，發展企業資源計劃系統(Enterprise Resource Planning)以簡化行政程序，除了減少文書工作、改善資訊交流外，更能協助管理層迅速發現及解決業務問題。



Instax 200

New rounded shape and composite LCD control panel give you added point-and-shoot convenience in an innovative instant format.

Instax 200 即影即有相機

最新圓渾外形設計配以特大LCD觀景器，讓您能準確取景，方便快捷捕捉每一個表情，即時發揮無窮無盡的創意。



Instax Mini 20

It produces vivid, lifelike wallet-size prints, effortlessly, instantly!

Instax Mini 20

迷你即影即有相機
讓您随心隨意拍攝最精彩艷麗、
小巧細緻的即影即有相片。

DIVERSIFIED PRODUCT CATEGORIES

The Group maintains a diversified portfolio of products that fall within three major categories: imaging systems, photofinishing systems and information systems.

IMAGING SYSTEMS

Imaging systems include photographic film products, motion picture films, electronic imaging equipment and media, camera and magnetic audiovisual media. Sales from this segment during the year were up 3.8% to HK\$903 million.

The Group recorded a mild decrease in film distribution in China, Hong Kong and Macau. However, other high quality products in this category recorded good sales performance.

In the area of instant photo systems, market response to the introduction of Instax 100, Instax 500 and Instax Mini 10 cameras has been most encouraging. A dramatic growth in sales of 90.3% was recorded last year. The stylish Fujifilm Instax 100 Instant Camera, with its superior quality prints, continued to prove its popularity. It was chosen by McDonald's Restaurants to photograph birthday parties and other family celebrations in 160 outlets. And, the Hong Kong Housing Authority (HKHA) chose the Fujifilm Instax 100 as its in-house instant camera for various administrative tasks. Also gaining market acceptance were the newly introduced Instax 200 and Instax Mini 20 cameras, and the latest model QuickSnap Marine that can take photos underwater.

產品種類多元化

集團繼續提供多元化產品，以三種系統劃分，分別為：影像系統、沖印系統及資訊系統。

影像系統

影像系統包括攝影菲林、電影菲林、數碼影像器材及儲存媒體、相機及錄音帶、錄影帶等。年內此項業務的銷售額/營業額為港幣九億三百萬元，上升百分之三點八。

集團在中國、香港及澳門的菲林銷售業務稍微回落。然而，憑藉優質的影像產品，數碼相機及即影即有相機都錄得理想的銷售成績。

即影即有產品方面，集團推出的富士Instax 100、Instax 500即影即有相機，以及Instax Mini 10迷你即影即有相機，市場反應令人鼓舞，銷售激增達百分之九十點三。設計時尚的富士Instax 100即影即有相機，其照片質素出眾，繼續深受市場歡迎。麥當勞餐廳的一百六十家分店，均選用該型號相機為其安排之生日派對及其他家庭聚會拍照留念。香港房屋委員會(房委會)亦採用富士Instax 100，配合內部拍攝工作需要。其他新推出的產品也漸為市場受落，其中包括Instax 200即影即有相機和Instax Mini 20迷你即影即有相機，以及可於水底拍攝的最新型號QuickSnap Marine環保相機。

**FinePix 6800Zoom**

- > F.A. Porsche design
- > 3.3 million Pixel, 1/1.7" Super CCD
- > 3X optical zoom and up to 4.4X digital zoom
- > 2-inch TFT color LCD monitor with 130,000 pixels for viewing captured images
- > movie and audio recording

FinePix 6800Zoom

- > 鋁金屬F.A. Porsche設計機身
- > 330萬像素第2代Super CCD
- > 3倍光學變焦及4.4倍數碼變焦
- > 備有2吋TFF(130,000像素)液晶顯示屏
- > 可錄音及拍攝影片

**FinePix 6900Zoom**

- > 3.3 million Pixel, 1/1.7" Super CCD
- > 6X optical zoom and up to 4.4X digital zoom
- > 2-inch TFT color LCD monitor with 130,000 pixels for viewing captured images
- > Variety of shooting modes and playback mode
- > Manual Focus, intelligent auto white balance, multiple-exposure mode

FinePix 6900Zoom

- > 330萬像素第2代Super CCD
- > 6倍光學變焦及4.4倍數碼變焦
- > 備有2吋TFF(130,000像素)液晶顯示屏
- > 備有多種拍攝模式及播放模式
- > 備有手動對焦、智能全自動白平衡、多功能自動包圍曝光

The Internet and related services continued to expand during the year encouraging people to use visual images in a variety of ways. As a result, Fujifilm branded digital cameras successfully capture the market share with growth of 67.1% in the previous year.

Digital cameras introduced during the year were the Digital Camera-S1 Pro, FinePix 40i, FinePix 4700Zoom and FinePix 4900Zoom. They all quickly became very popular and experienced strong market acceptance. This year's latest twin models, FinePix 4800 Zoom and FinePix 6800 Zoom, designed by F.A. Porsche and incorporating Fujifilm's proprietary Super CCD technology, will further capture market recognition in the digital era. The FinePix 6800 Zoom has an industry-leading resolution of six million pixels, a cradle system that was introduced to enable convenient and easy communications with PCs while delivering high quality imaging, functional diversity and superior operation.

The FinePix Printer NX-500 was introduced to complement Fujifilm's high-resolution digital cameras. Delivering photo-realistic results with all of the quality of the original image, it has a built-in SmartMedia Card slot that offers the added convenience of direct output of images stored on a card without the aid of a computer.

PHOTOFINISHING SYSTEMS

Photofinishing systems include paper, chemicals, photofinishing equipment and processing and printing services. Photofinishing systems increased by 14.2% during the year. Sales of digital minilab Frontier accounted for 30.6% of the photofinishing system turnover and recorded a growth of 16.6% compared with 2000.

年內電腦及互聯網服務持續擴展，吸引更多人以不同方式捕捉數碼影像。富士數碼相機成功打入市場，佔有率持續擴大，銷售額比去年增長百分之六十七點一。

年內推出的數碼相機型號包括S1 Pro專業數碼相機、FinePix 40i數碼相機、FinePix 4700Zoom數碼相機，及FinePix 4900Zoom數碼相機，這些產品均極受歡迎，廣為市場接受。今年的最新型號包括由F.A. Porsche親自設計的FinePix 4800Zoom及FinePix 6800Zoom，內置富士菲林專利的超級CCD技術，將繼續備受矚目。FinePix 6800Zoom更擁有同級最高的六百萬像素解像度，而底座設計令接駁電腦簡單方便，並能提供優質影像、多元化功能及靈活操作。

FinePix NX-500打印機是為配合高解像度的富士數碼相機而設，打印效果逼真傳神，畫面質素跟原來影像一樣，並且內置SmartMedia Card插槽，無需電腦亦能將影像直接輸出及儲存於記憶卡內，方便易用。

沖印系統

沖印系統包括相紙、沖印藥液、沖印器材及沖印服務。年內沖印系統的銷售額上升百分之十四點二。數碼激光沖印設備的銷售增長迅速，增幅達百分之十六點六。

Fujifilm designed and marketed the digital minilabs Frontier 350/370 for use in the consumer imaging market and it met with immediate success. The Frontier can accomplish traditional tasks, often arduous and labor-intensive, more easily, efficiently and with better results than earlier systems.

The high capacity, state-of-the-art Frontier represents a fusion of the best of silver halide and digital technologies. In addition to handling digital media, the Frontier system is built around a revolutionary built-in CCD line scanner that optimizes each image and automatically corrects high contrast and underexposure to achieve images of precision, color quality and sharpness. New functions and software and upgrades for the system are in constant development. The Fujicolor CD produced for the Frontier system is expected to reinforce sales performance.

The new FUJICOLOR CD, a revolutionary new form of photo image storage, was brought to market early this year. This product makes it easy to produce photos on CD at the same time as regular prints are made. Shops can produce CDs with high-resolution digital photos to accompany regular print orders so customers enjoy digital convenience with their conventional cameras and film. Each CD is pre-recorded with photo-viewing and popular photo-editing software. Using the FUJICOLOR CD, customers can view and e-mail digital photos using their personal computers.

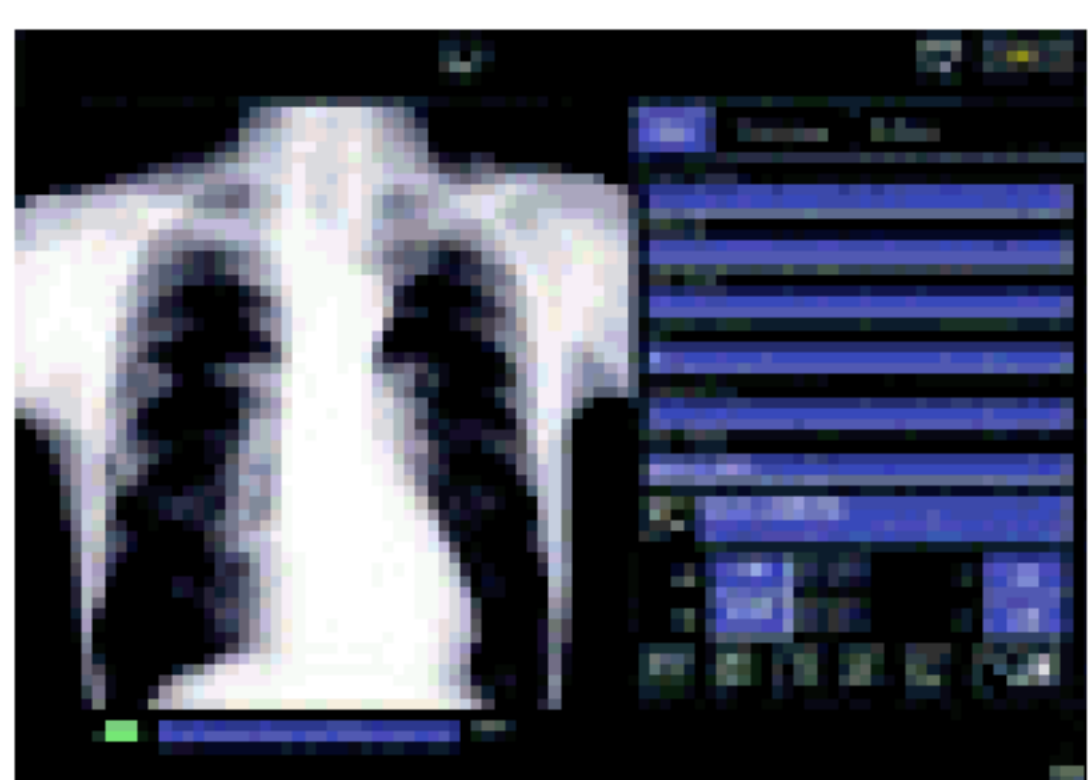
The first Frontier unit in China went operational in Beijing in early 2000 followed by installations in other major cities including Shanghai, Guangzhou, Zhuhai, Kunming, Jinan, Nanjing and Haerbin. By the end of the year, more than 100 Frontier units had been installed in China, Hong Kong and Macau.

富士 Frontier 350/370 數碼激光沖印系統，推出後迅即取得佳績。該沖印設備將傳統相片沖印的質素提升至激光效果的嶄新水平。相對較早期的沖印系統，富士數碼激光沖印系統能成功地簡化過往繁複而人力密集的傳統工序，提升沖印效率達致前所未有之相片效果。

性能卓越、技術先進的富士數碼激光沖印系統，融合最優秀的鹵化銀及數碼技術，除處理數碼媒體影像之外，該系統內置革命性的三層 CCD 掃描器，能令每個影像達致最佳效果，自動調校高反差及曝光不足的情況，以達致清晰準確、色彩鮮明的效果。新的功能和軟件以至系統升級版亦正在試驗開發中。專為數碼激光沖印系統而設的富士數碼相片 CD，預料將有助加強該沖印系統的銷售表現。

今年初剛推出的全新富士數碼相片 CD，能提供嶄新的相片影像儲存形式，在沖晒普通照片的過程中，可同時將相片儲存於光碟內，方便簡易。沖晒店除提供一般沖印服務外，更可同時製作光碟來儲存高解像度的數碼相片，顧客憑著傳統相機拍攝的菲林，也可應用於數碼科技方面。每張光碟皆附設相片瀏覽軟件及流行圖片編輯軟件。透過富士數碼相片 CD，客人可以個人電腦瀏覽數碼相片以及在網上傳送相片。

國內第一台富士數碼激光沖印系統已於二〇〇〇年初在北京投入服務，其他大城市的富士數碼激光沖印店亦相繼開業，包括上海、廣州、珠海、昆明、濟南、南京、哈爾濱等。截至年底為止，在中國、香港及澳門裝設的富士數碼激光沖印系統已超越一百套。



Fujifilm FCR XG1 Computed Radiography system

FCR XG1 電腦影像系統



Fuji Medical Dry Laser Imager

FM-DP L 富士醫療干式激光影像儀

Our strategic alliance with Fotomax, the largest developing and processing chain operation, has resulted in Fujifilm having the most extensive developing and processing network in Hong Kong with over 350 outlets. Up to now, Fotomax has installed over 20 Frontiers to provide FDI services. In addition, all 46 Fotomax stores use Fujicolor paper exclusively. This alliance will surely lead the market into a complete digital photography age.

The Group is cooperating with various Internet service providers in the digital area using the Frontier system as the core element in offering network-based photo ordering. Supported by a dedicated marketing campaign in all markets, we anticipate continued strong performance. This product is contributing significantly to the enhancement of Fujifilm's brand image in the digital field as well as conventional imaging.

INFORMATION SYSTEMS

Information systems consist of medical imaging systems, office automation systems and equipment, and storage media. Sales in this category increased by 5.9% in the year. Sales of medical imaging system account for 90.4% of this segment and remained stable as compared with 2000. The rapidly rising usage of PCs and electronic information networks will benefit the market for data storage media products in the long term.

The Group is the leading supplier of medical imaging products to hospitals in Hong Kong. In addition to X-ray film, we devote much of our efforts in radiography machines that apply Fuji's imaging expertise to applications designed especially for medical use.

The Fuji Medical Dry Laser Imager FM-DP L has been introduced to upgrade the dry imaging process for greater efficiency and superior image quality. In addition, a brand new model, Fujifilm FCR XG1 Computed Radiography system, has been introduced in 2001. This advanced digital-image processing system produces easy-to-read, high-diagnostic-value radiographs in standard as well as high-resolution settings.

集團與全港最大的沖晒連鎖店快圖美達成策略聯盟，全面採用富士沖印相紙及材料，使富士成為全港最大的沖印服務網絡品牌，令提供富士沖印服務的店舖超逾三百五十間。現時快圖美已安裝二十台富士數碼激光沖印系統，全面提供魔術手數碼激光沖印服務。這個策略聯盟將帶領市場邁進完全數碼化的照相時代。

集團正與多家互聯網服務供應商合作，運用富士數碼激光沖印系統連結網上沖晒，提供沖印服務。我們在各地市場進行目標明確的推廣活動，預料可維持強勁的銷售表現。無論在數碼或傳統影像業務領域，此項產品均能大大提升富士的品牌形象。

資訊系統

資訊系統包括醫療影像系統、辦公室自動化系統，以及儲存媒體，其銷售額於年內上升百分之五點九。醫療影像系統佔此項業務銷售額的百分之九十點四，與二〇〇〇年比較保持穩定。電腦及電子資訊網絡的急速發展，將有利數據儲存媒體產品市場的長遠發展。

集團是本港政府醫院的主要醫療影像產品供應商。除X光底片外，我們亦致力推廣射線儀器，將富士的影像技術應用於專門的醫療用途上。

富士推出醫療干式激光影像儀 (FM-DP L)，提升干式激光成像技術，不但能提高效率，更能改進影像質素。富士於二〇〇一年推出全新型號FCR XG1電腦影像系統，其先進的數碼影像處理系統，提供容易閱讀、具高度診斷價值及高解像度設定的放射線照片。



Cyber Aaron TV commercials are supported with a powerful package of point-of-purchase material, including everything from posters to banners, countertop displays, stickers and miniatures

郭富城主演的富士菲林廣告，聯同各式各樣的宣傳品推出市場，備受各界注目。



The FDI TV commercials, featuring Ms Miriam Yeung, received the "Most Welcomed TVC Jingle Awarding 2000"

楊千嬅主演及主唱的魔術手激光沖印服務電視廣告，榮獲亞洲電視頒發「最受歡迎廣告歌曲獎」。

ADVERTISING AND PROMOTION

The start of the Lunar New Year marked the launch of an intense Fujifilm advertising blitz in major Chinese cities utilizing television, print, and storefronts. The message promoted the new Fujicolor Superia and was conveyed by popular singer and actor Aaron Kwok. Featuring the theme "Super Vivid Color, Dynamic Fuji," the new advertising campaign was designed to create wide brand awareness and appeal. Our TV commercial, featuring 30-second and 15-second spots, was run in conjunction with an aggressive print campaign, also featuring Mr Kwok. During the launch period, full-page and half-page ads appeared in leading newspapers in Beijing, Shanghai, Guangzhou, Chengdu, Hong Kong and other major cities.

The campaign was launched at an event held in the People's Hall in Beijing that was attended by 4,000 people where Dr Dennis Sun, Chairman and Managing Director of the Group outlined the goals of the campaign. He also noted that Fujifilm would fulfill growing consumer needs in China with Fujicolor Superia, other products using Fujifilm's cutting-edge technology and quality service. The campaign was also discussed at other dealer meetings held throughout the country.

Two new television ads in Hong Kong featuring Mr Aaron Kwok and singer Ms Miriam Yeung promoting the Fujifilm brand and FDI services, respectively, were found to be very effective by an independent consumer research. In addition, the ad featuring Ms Yeung, her first TVC ad promoting FDI, received the "Most Welcomed TVC Jingle Awarding 2000" from ATV. Mr Kwok's TVC promotion will continue throughout 2001 in China, Hong Kong and Macau.

市場推廣活動

農曆新年伊始，集團透過各電視頻道、報章雜誌及商店舖面，在中國主要城市推出龐大的廣告宣傳攻勢，推廣全新富士菲林。廣告以流行歌手及影星郭富城作為代言人，以「超躍色彩，動感富士」為主題，提升品牌的認知及廣告的感染力。十五秒及三十秒的電視廣告與強大的報章雜誌宣傳攻勢配合推出，全版及半版的彩色報章廣告見於北京、上海、廣州、成都及香港等城市。

今年初，集團在北京人民大會堂及中國多個重點城市舉行宣傳發佈會，出席客戶超過四千人，主席兼董事總經理孫大倫博士在會上簡介宣傳策略的目標，並表示富士將以富士菲林及其他先進科技產品，配合優質的售後服務，滿足中國消費者不斷提升的要求。

集團在香港推出兩輯全新電視廣告，分別由郭富城及歌星楊千嬅作為代言人，推廣富士菲林品牌及魔術手激光沖印服務。據獨立消費者調查公司發現，電視廣告成效顯著。楊千嬅首個推廣魔術手激光沖印服務的電視廣告，榮獲亞洲電視頒發「最受歡迎廣告歌曲獎」。二〇〇一年郭富城的電視廣告將繼續在中國、香港及澳門播出。