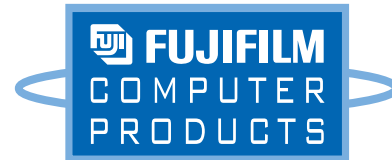


FUJIFILM'S ATOMM TECHNOLOGY

--- Its Application and Future ---



WHERE THE FUTURE'S STORED.™

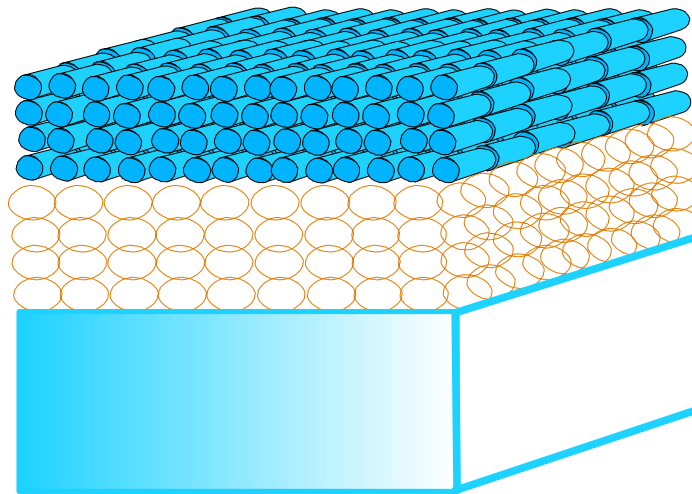
Mike McCorkle

October 14, 1997

**Computer Products Division
FUJI PHOTO FILM U.S.A., INC.**

Recent Developments in Ultra Thin-Coated Media

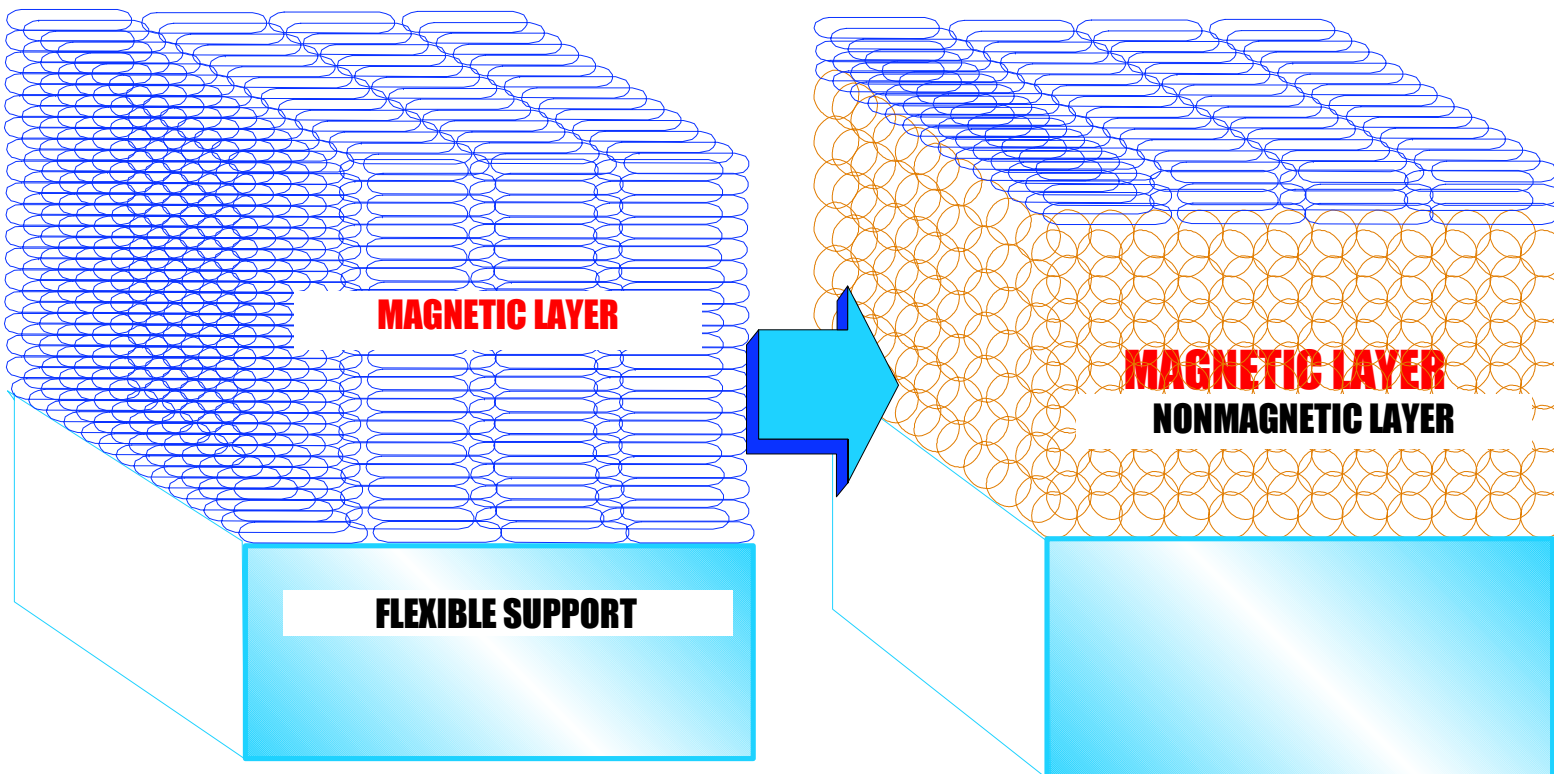
Fujifilm ATOMM Technology Application and Future



Advanced super
Thin-layer and high-
Output
Metal
Media

ATOMM TAPE TECHNOLOGY

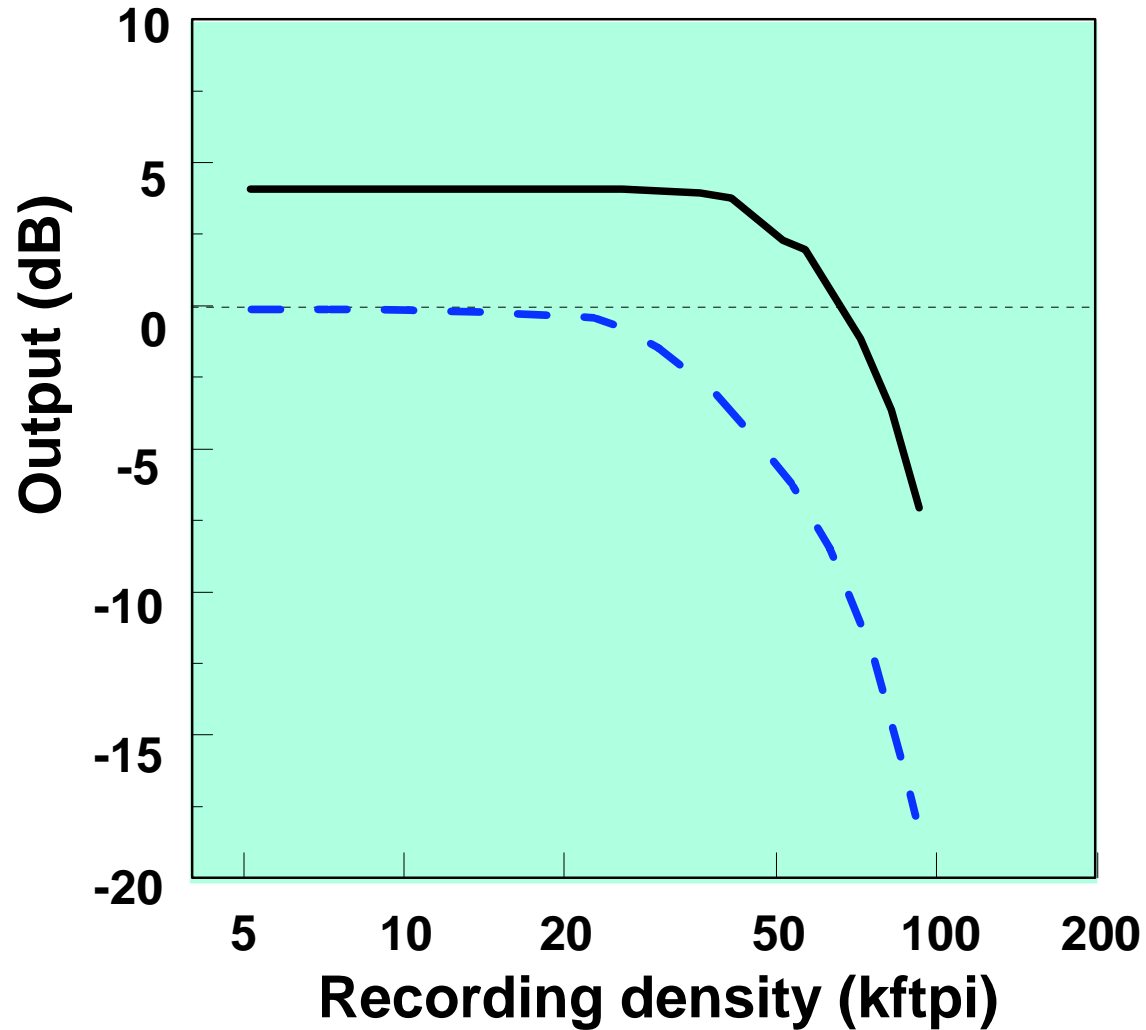
Ultrathin magnetic layer with double layer structure



Advantages of ATOMM

- Higher Output at Short Wavelength
- Lower Noise - Smoother Surface
- Sharp Waveform
- Better Overwrite Performance
- Superior Running Durability
- More Environmentally Stable
- Mass Production

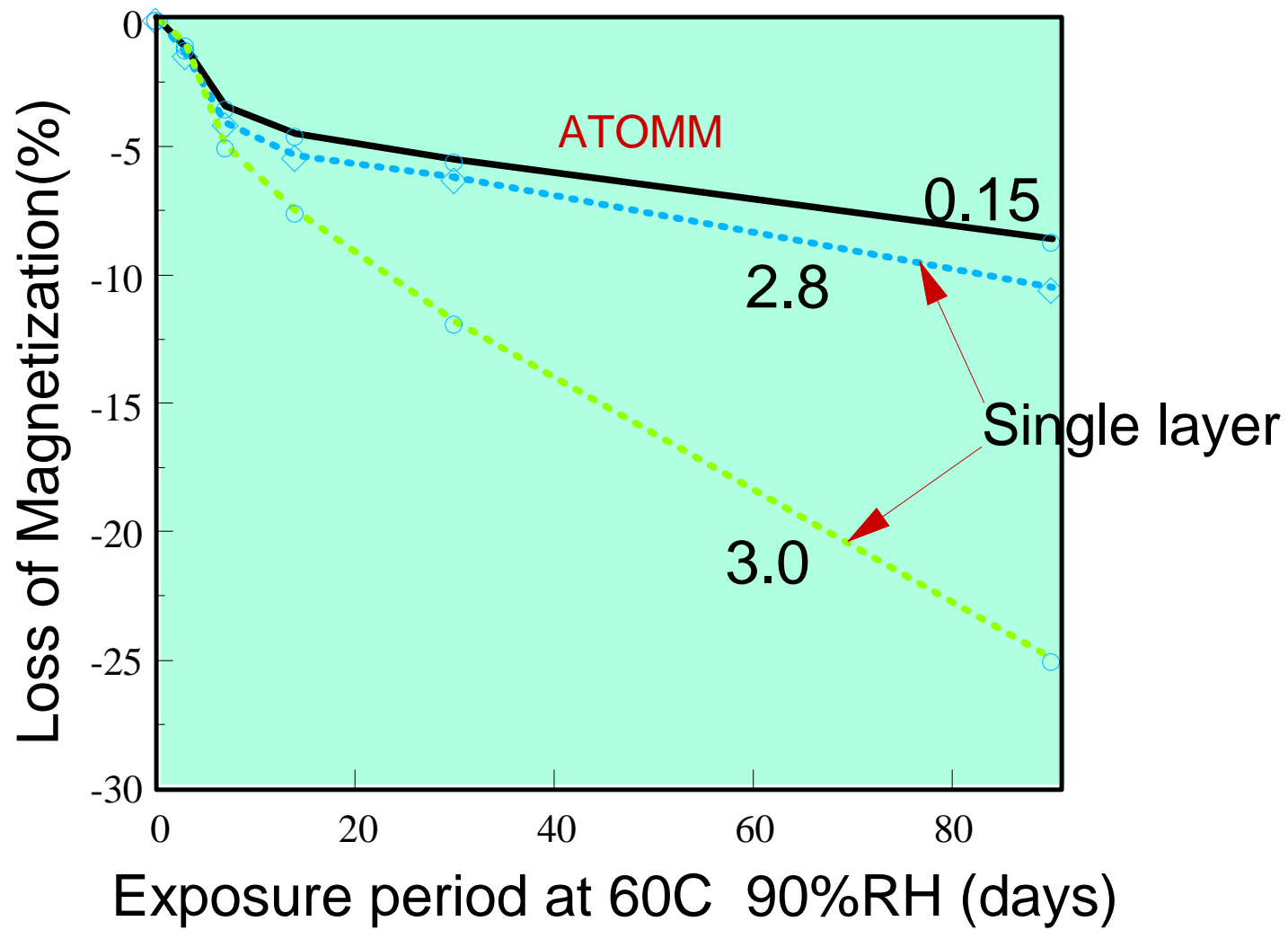
Recording Density Characteristics



ATOMM MF - 2HD

ATOMM-DISK has an 8db higher signal output than conventional floppy disks at 50 Kftpi.

Storage reliability of ATOMM



ATOMM - TECHNOLOGY

Performance Benefits

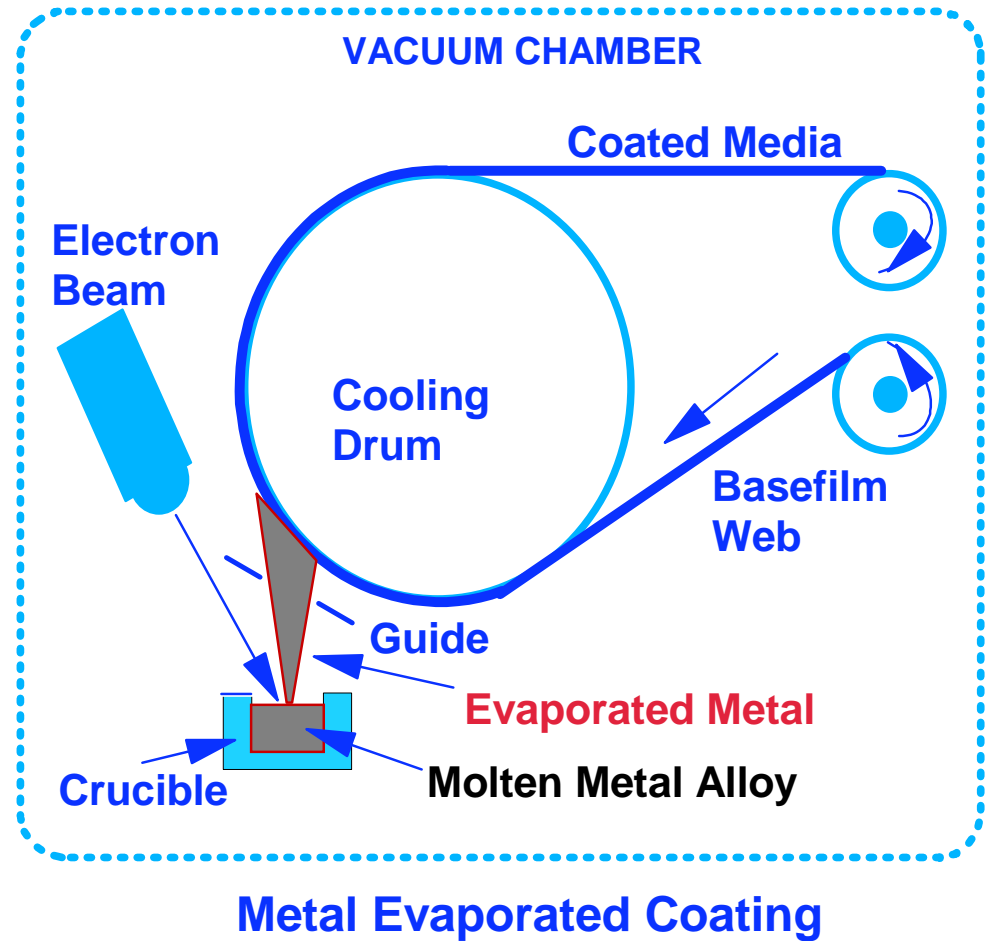
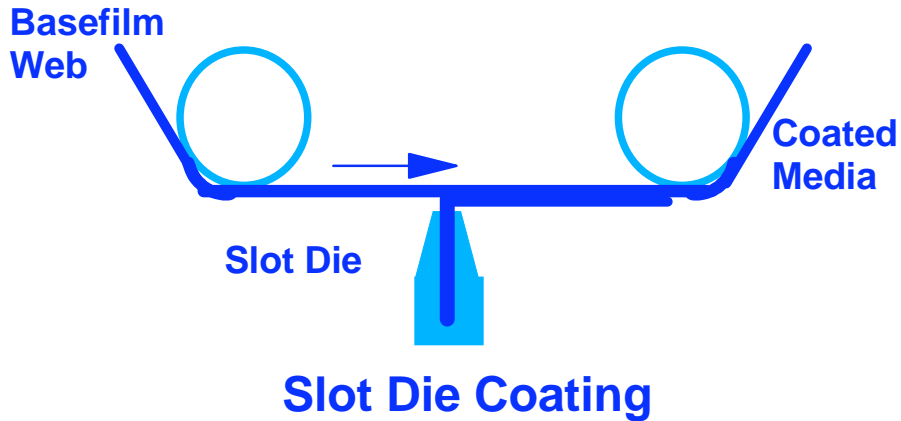
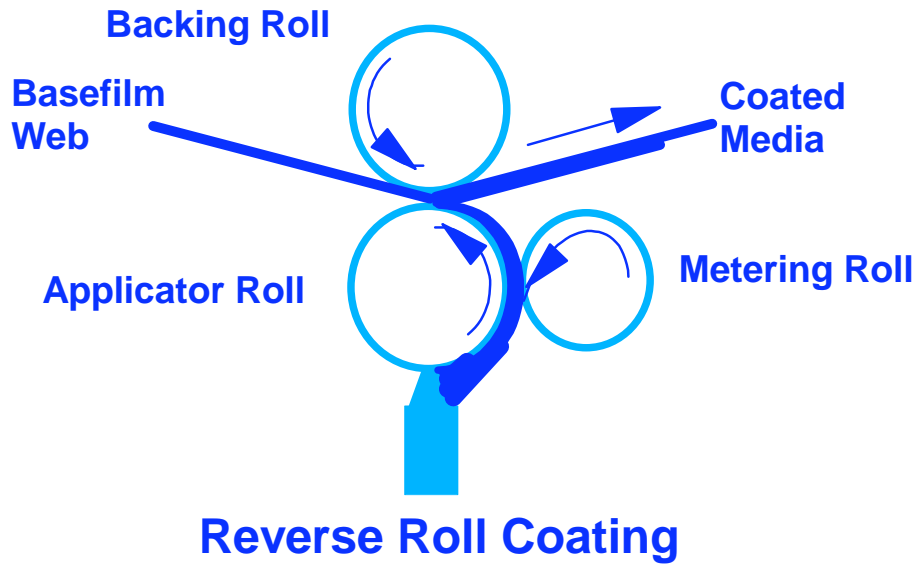
- **High Capacity** - Achievable by Upper Layer with Dual Coating
- **High Output** - Attributable to Thin Magnetic Upper Layer
- **Excellent Durability** - Attributable to MP with Titan-Fine Lower Layer
- **Low Cost** - Mass Production Achievable through Simultaneous Dual Coating
- **Superior Solution!**

Coating Technologies

Cross section of specialized Fujifilm coating head that applies two separate formulation layers at different depths and thicknesses simultaneously.
Actual presentaton graphic not available for handout.

Fujifilm Simultaneous Dual-Coating Method

Coating Technologies

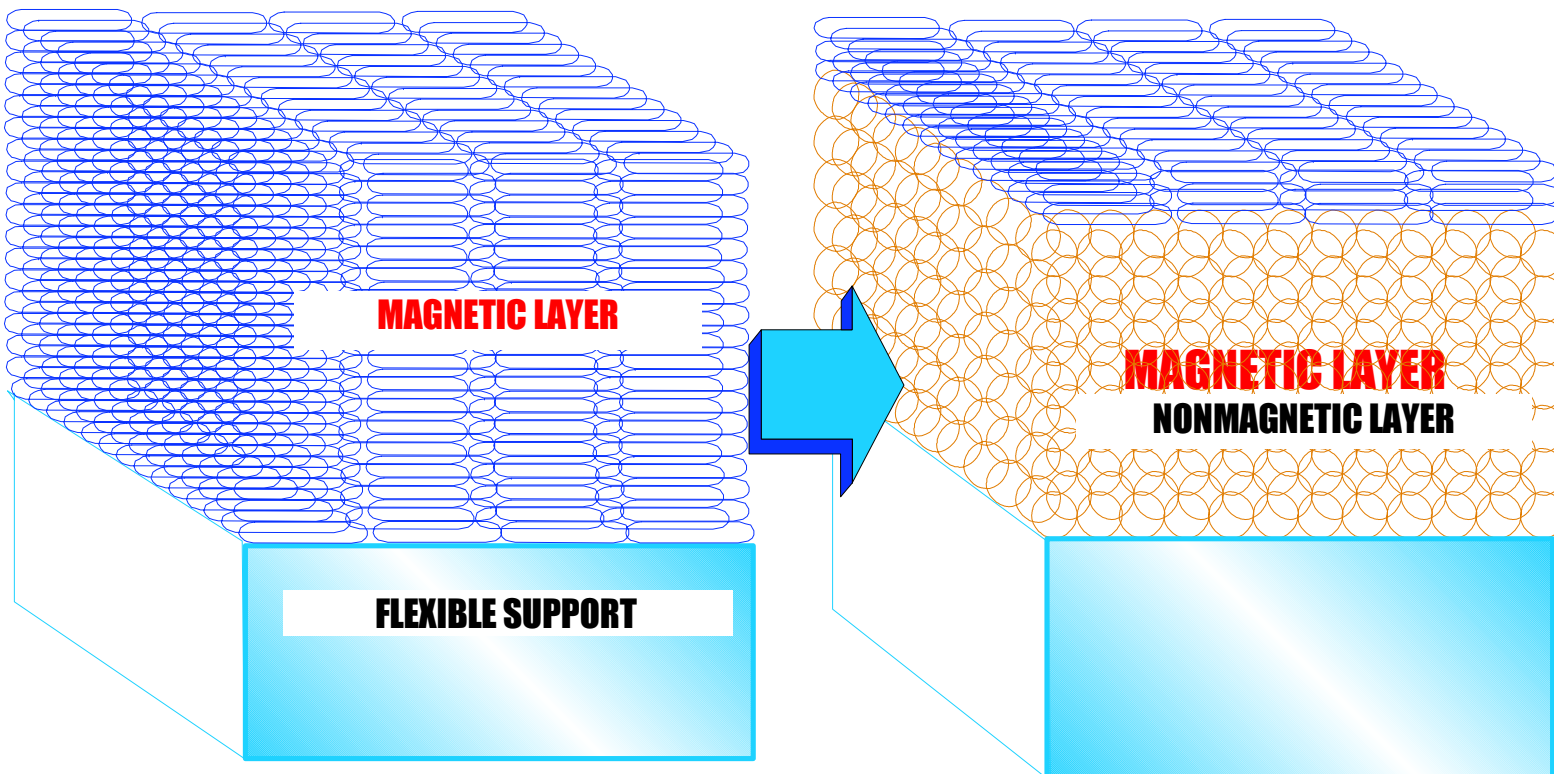


Coating Technologies

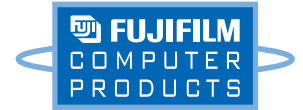
Cross section of specialized Fujifilm coating head that applies two separate formulation layers at different depths and thicknesses simultaneously. Actual presentation graphic not available for handout.

Fujifilm Developed the Simultaneous Dual-Coating Process Technology Using a Die-Coating Method.

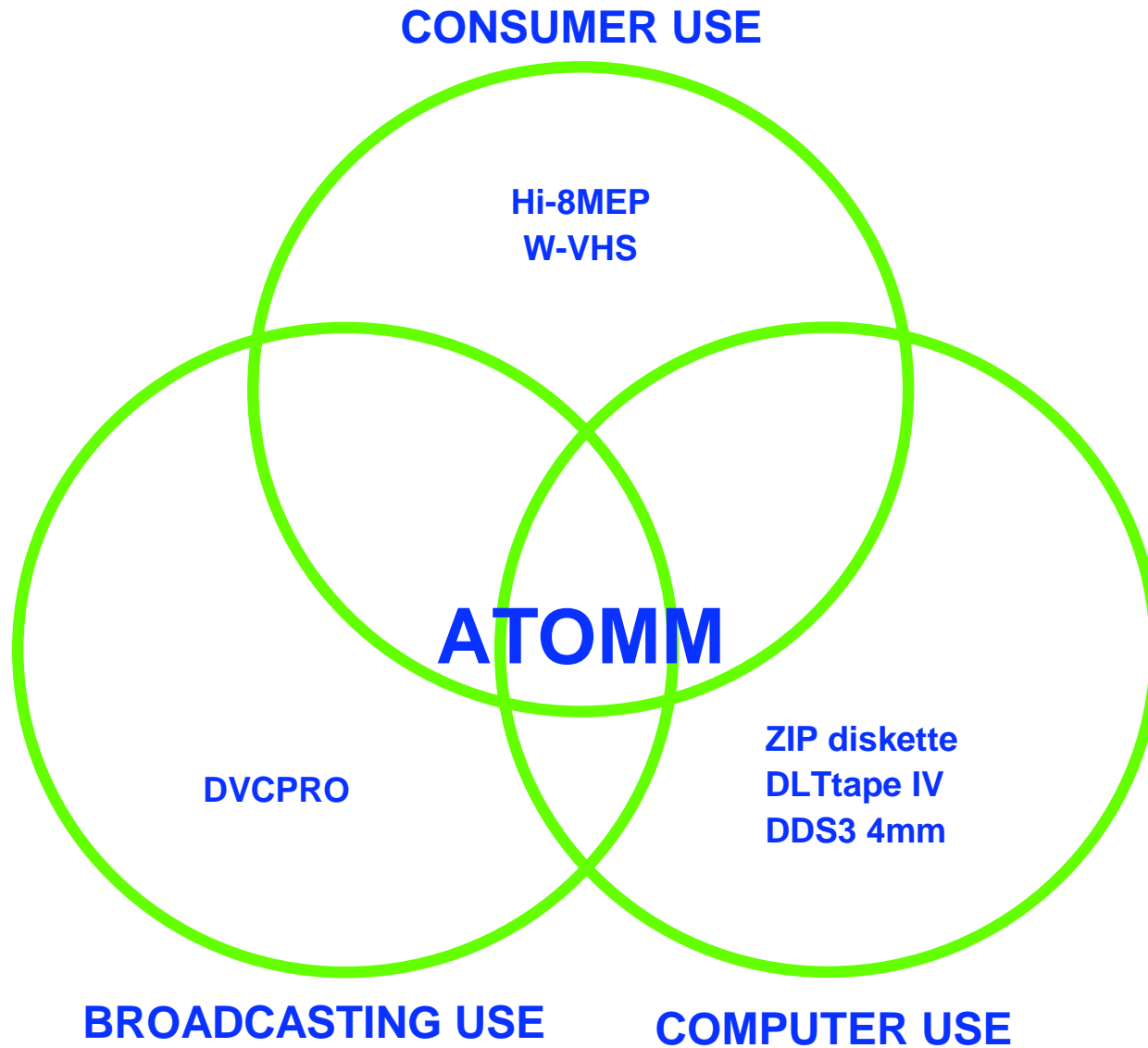
Ultrathin magnetic layer with double layer structure



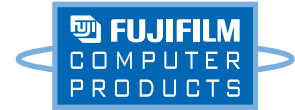
Application of ATOMM Media



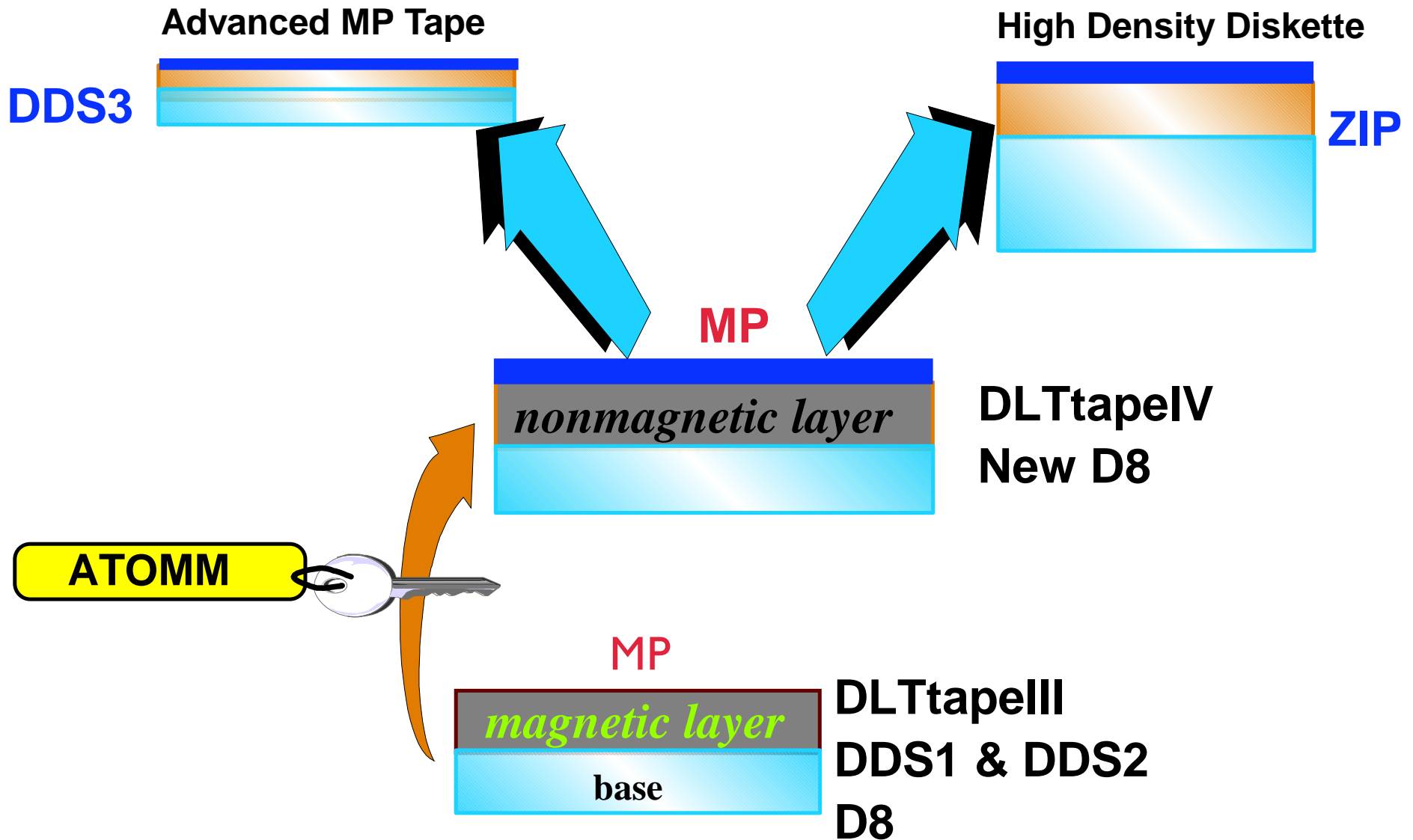
WHERE THE FUTURE'S STORED™



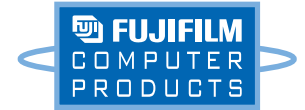
ATOMM Data Storage Applications



WHERE THE FUTURE'S STORED™



ATOMM Technology - Tape & Disk



WHERE THE FUTURE'S STORED™

Drive System	Tape media	Native Capacity	Native Performance
DLT™ 7000	DLTtape™ IV*	35 GB	5 MB/s
DLT™ 4000	DLTtape™ IV*	20 GB	1.5 MB/s
DDS3 4mm	DG3-125M	12 GB	1.0-1.5 MB/s
D8 EXB8505XL	QG-160M**	7 GB	0.5 MB/s
D8 EXB8505	QG-112M**	5 GB	0.5 MB/s
Bernoulli™230	5 1/4" Disk***	230 MB	2.7 MB/s
Zip™100	3.7" Disk	100 MB	1.4 MB/s

* DLTtape is the new and correct name for tape media formerly know as CompacTape™. DLTtape IV is also know as TK-88.

** ATOMM applied for durability and performance characteristics - not a high density thin-layer application for these two 8mm tape products.

*** An Iomega Corporation product only! No Fujifilm brand Bernoulli 230 MB disk.

DLT, DLTtape and CompacTape are trademarks of Quantum Corporation.
Bernoulli and Zip are trademarks of Iomega Corporation.

All Fujifilm Metal Particle (MP) Media is Designed for Minimum Errors and Maximum Durability:

◆ Coating Processes

- Superior Die Coating
- Super-calendering
- Optimized for Each Technology

◆ Advance Superfine Metallic Particles

- High Signal Strength (Output)
- Better Data Reliability (Lower Errors)
- Optimized for Each Technology

◆ Ultra-Stabilizing Particle Overcoat

- Stable Signal Retention
- Longer Data Retention (Archival Life)

◆ 3-D Network Binder System

- Resist Time Fatigue (Long Archival Life)
- Exceptional Wear Resistance (Durability)
- Clean Running (No Head Clogging)

◆ Solid & Liquid Lubrication System

- Optimized for Each Technology
- Reduced Tape and Head Wear
- Superior Runnability & Durability

◆ SDR Anti-Static Backcoating*

★ Applicable to Tape Media Only!

- Guards Against Dust & Debris Attraction
- Stable/Precise Clean-running Transport

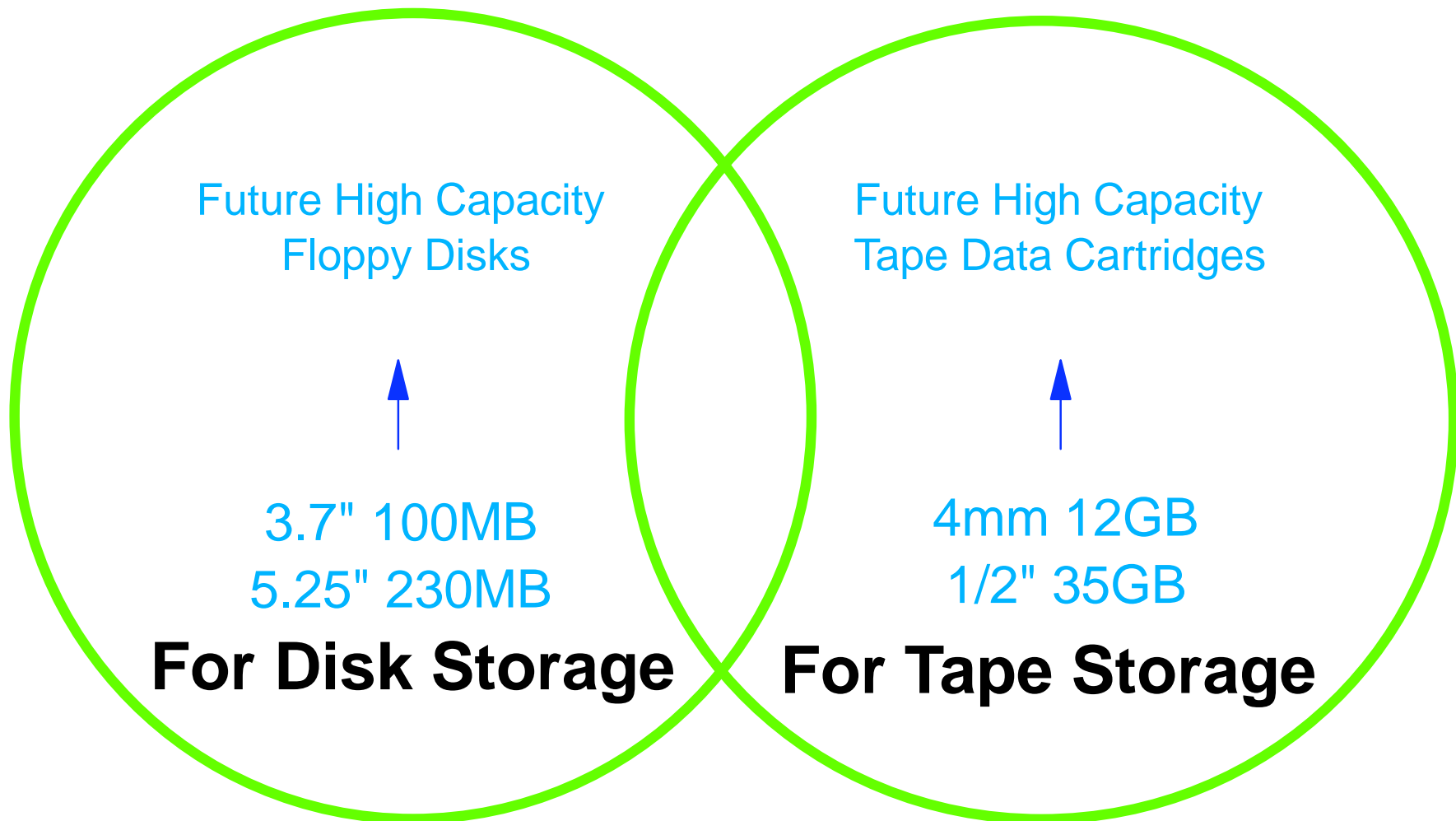
ATOMM - TECHNOLOGY

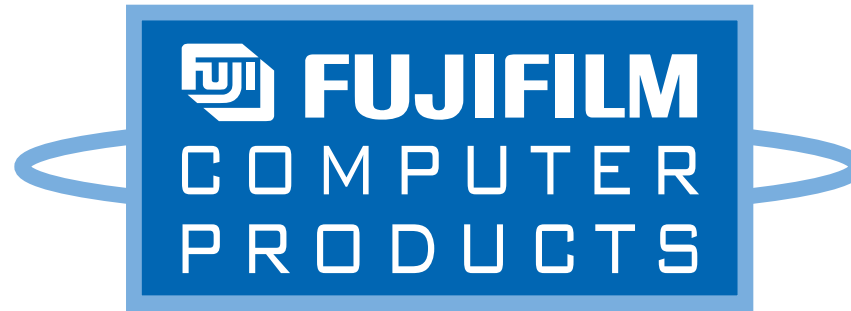
Technology Applicable for:

- Disks: PCMCIA, 3.5" & 5.25", etc.
- Tape: 4mm, 8mm, 1/4", 1/2", 19mm, etc.

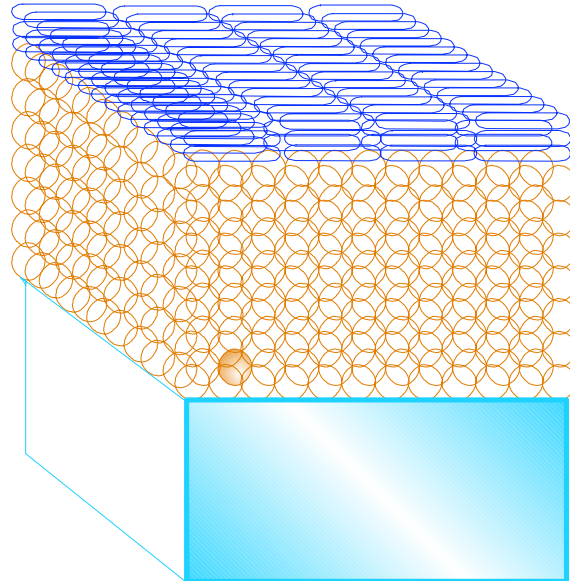
Potential for Future Digital Data Recording with **ATOMM** media

Nobody knows what the future may hold - but it can hold more with **ATOMM** Technology.





WHERE THE FUTURE'S STORED.™



Advanced super
Thin-layer and high-
Output
Metal
Media