**1st February 2018**

**Fujifilm launches Acuity LED 1600R for large format graphic display market**

*The latest addition to Fujifilm’s Acuity range offers customers a flexible, lower cost alternative to its successful Acuity LED 1600 II printer*

Fujifilm today announces the release of a new machine in its Acuity series, the Acuity LED 1600R. This accessible, dedicated roll-to-roll printer is optimised for four-colour CYMK printing, but otherwise shares all the benefits in quality and performance of the highly successful Acuity LED 1600 II hybrid model. The first public demonstration of this new model will take place at C!Print Lyon 6th-8th February 2018 on the Fujifilm stand (2L36). It will be commercially available on the 1st of March.

Exclusive to Fujifilm and featuring Dimatix Q-class industrial print heads, the Acuity LED 1600R offers four channels, with the option of a modular upgrade in the field up to eight channels. It features a high density mode capable of handling heat-sensitive roll media while printing stunning, vibrant displays – making it suitable for backlit and window applications. Like the Acuity LED 1600 II, it offers excellent productivity of up to 33m² per hour.

Producing low levels of heat and requiring lower ink volumes and less power than similar machines on the market, the newest member of the Acuity range has instant start-up, long-life LED UV lamps, no ozone or VOC emissions and only one consumable – the ink.

That ink is the new Uvijet RL ink range which is available in CMYK and CMYK plus light cyan and light magenta. A modular upgrade option to include white is available, with an option for up to eight channels to include clear ink, also being added later in the year. Designed for roll media, Uvijet RL is manufactured by Fujifilm Specialty Ink Systems in the UK, and combined with the 1600R’s Fujifilm patented LED curing system and Dimatix print heads, it delivers near-photographic print quality at an impressive speed.

Says Tudor Morgan, Segment Manager, Sign & Display at Fujifilm Graphic Systems Europe: “Fujifilm has established a strong business with the Acuity LED 1600 and then the Acuity LED 1600 II, with close to 1000 installations globally. To build on this success, we are now offering an equally robust, lower-cost model in the Acuity LED 1600R that can provide a great investment opportunity for printers looking to produce high quality, large format display work – all without compromising on the excellent performance characteristics that have gained the Acuity LED 1600 II such a formidable reputation.”

**ENDS**

**About FUJIFILM Corporation**

FUJIFILM Corporation is one of the major operating companies of FUJIFILM Holdings. Since its founding in 1934, the company has built up a wealth of advanced technologies in the field of photo imaging, and in line with its efforts to become a comprehensive healthcare company, Fujifilm is now applying these technologies to the prevention, diagnosis and treatment of diseases in the Medical and Life Science fields. Fujifilm is also expanding growth in the highly functional materials business, including flat panel display materials, and in the graphic systems and optical devices businesses.

**About Fujifilm Graphic Systems**

Fujifilm Graphic Systems is a stable, long term partner focussed on delivering high quality, technically advanced print solutions that help printers develop competitive advantage and grow their businesses. The company’s financial stability and unprecedented investment in R&D enable it to develop proprietary technologies for best-in-class printing.  These include pre-press and pressroom solutions for offset, wide-format and digital print, as well as workflow software for print production management. Fujifilm is committed to minimising the environmental impact of its products and operations, proactively working to preserve the environment, and strives to educate printers about environmental best practice. For more information, visit [www.fujifilm.eu/eu/products/graphic-systems/](http://www.fujifilm.eu/eu/products/graphic-systems/), or [www.youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint

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