**23rd April 2018**

**See the first live UK demonstration of Fujifilm’s Acuity LED 1600R large format printer at Sign & Digital UK 2018**

*Fujifilm UK distribution partner SOS will be running live demonstrations on stand D32 throughout the show*

Fujifilm today announces that one of the newest machines in its Acuity series, the Acuity LED 1600R will feature on the SOS stand (D32) at Sign & Digital UK (Birmingham, 24-26 April 2018). This accessible, dedicated roll-to-roll printer is optimised for four-colour CYMK printing, but otherwise delivers all the benefits in quality and performance of the highly successful Acuity LED 1600 II hybrid model. First announced in February, it has been commercially available since March 2018.

Exclusive to Fujifilm, the machine features Dimatix Q-class industrial print heads and offers four ink channels as standard, with the option of a modular upgrade in the field to up to eight channels. It features a high density mode that is capable of handling heat-sensitive media while printing stunning, vibrant displays – making it ideally suited to 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 volumes of ink and less power than similar machines on the market, the Acuity LED 1600R has instant start-up, long-life LED UV lamps, no ozone or VOC emissions – and its only consumable is 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. Specially designed for use with roll media, Uvijet RL is manufactured by Fujifilm Specialty Ink Systems in the UK and, when combined with the 1600R’s Fujifilm patented LED curing system and industry-leading Dimatix print heads, it delivers near-photographic print quality at impressive speed.

Says Chris Broadhurst, General Manager, Fujifilm Graphic Systems UK: “Fujifilm recently announced that sales of its Acuity LED 1600 and 1600 II wide format printers have now topped 1000 installations globally. The Acuity LED 1600R, an equally robust, lower-cost model, builds on this success and provides an accessible investment opportunity for printers looking to produce high quality, large format display work. I would strongly encourage all visitors to Sign & Digital this week to go along to the SOS stand and see for themselves what this remarkable and affordable machine is capable of.”

**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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