**19th April 2018**

**Fujifilm launches ultra-high quality, super-wide Acuity Ultra platform at FESPA 2018**

*The new Acuity Ultra is a high quality, cost-effective, super-wide UV platform for the production of high-end interior graphics and outdoor signage.*

Fujifilm today announces the European launch of a new super-wide format platform called the Acuity Ultra, with its first showcase being on Fujifilm stand D50, Hall 2.2 at the FESPA Global Print Expo 2018 in Berlin in May. Representing the culmination of extensive market research to understand the needs of super-wide format producers today and the challenges they will face tomorrow, this latest addition to the Fujifilm Acuity range is unlike anything currently available on the market. It forms a key part of Fujifilm’s industrial strategy, offering increased size and quality to make the production of high-end interior graphics much more profitable. Built around Fujifilm’s UV cured inkjet technologies, it offers almost photographic levels of quality with tighter registration and higher production speeds, at a cost that is set to shake up the super-wide format marketplace.

Available in 5 metre and 3.2 metre models, the Acuity Ultra is available with up to eight colour channels, using a new, high-quality, low film weight Uvijet GS Fujifilm ink. GREENGUARD approved, this ink has been especially designed to deliver the highest quality and is fully emission-compliant for interior graphic display work.

With a 3pl drop size ensuring the highest possible quality, the Acuity Ultra is ideal for the high-end indoor display market, especially for luxury brands, with the quality comparable with litho and leading water-based ink systems. Based around conventional UV technology, it also runs at much higher speeds than LED cured machines, but as the vacuum table is efficiently water-cooled, there is not an excessive build-up of heat on the print plate, meaning no shrinkage.

With a throughput of up to 236m2 per hour, the machine is capable of printing on three rolls simultaneously, as well as printing super-wide format graphics up to five metres in width. In addition, linear motors ensure smooth edge-to-edge printing with no vibrations at the end of the run.

Says Kevin Rhodes, Marketing Applications Manager, Fujifilm Speciality Ink Systems: “The Fujifilm Acuity series has long been known for its quality and reliability and, by adding this super-wide model to the range, we are now also offering customers a big step-up in quality and productivity. With the extra width, the option to print on three rolls simultaneously and the ability to print at high speeds with no compromise on quality, the Acuity Ultra will appeal to larger businesses and major luxury brands, helping them to boost production levels and profitability in this highly-competitive sector.”

A number of beta sites are already operational in the UK and Spain. To see the new machine, visit the Fujifilm stand (2.2, D50) at FESPA Global Print Expo 2018.

**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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