**15th October 2020**

**Fujifilm’s Second Real Production Show heads East and builds on the success of their first virtual event**

*The 27th October online event will emphasise the benefits of digital automation, integrating live production on Jet Press 750S in Brussels and on multiple finishing solutions from Horizon in Japan*

Fujifilm’s inaugural Real Production Show on the 24th September demonstrated the printing, coating and cutting of high-quality printed cartons. The unique 45-minute show included live production demonstrations from Fujifilm’s Advanced Print Technology Centre in Brussels, followed by finishing at Harris & Bruno’s demonstration centre in Germany, and at Highcon in Israel.

Fujifilm is building on this success with a second event which will focus on the benefits of digital automation, using the creation of sets of high-quality photographic postcard essays as an example. These postcards will be printed in Brussels and cut and integrated with finishing solutions on the other side of the world, at the new Horizon Innovation Park in Japan. Attendees of either event that request a sample will receive the postcard sets created in the second event, dispatched in a carton box that was printed during the first show.

Fujifilm’s Mark Stephenson, the host of the Real Production show comments: “The positive response to the first event has encouraged us to add even more content to our second show in collaboration with Horizon. Our trans-continental follow-up show is going to have a heavy emphasis on automation. First, we will demonstrate how simple it is to use Fujifilm’s XMF workflow software to manage multiple job requirements, taking full advantage of the speed, registration accuracy and consistency of the Jet Press. Horizon will then take up the challenge of showing how the integration of our solutions takes all the uncertainty out of complex orders, minimising errors, reducing labour costs and maximising productivity.”

Colin Flinn, who will be the show host for Horizon International, says, "We are excited to showcase the labour-saving, high-production, and added-value capabilities of our systems. Viewers will be able to watch in real time as Fujifilm’s prepress and Horizon’s postpress solutions come together to realise the possibilities of the Smart Factory and Industry 4.0."

For more information, or to sign up to attend the show please click [here](https://info.fujifilm.eu/secondrealproductionshow.html?utm_source=referral&utm_medium=pr&utm_campaign=JetPress750S)

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**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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