**13th July 2021**

**Fujifilm’s FIRST LOOK event will be the first live demonstration of new Jet Press 750S High Speed Model**

*27th July virtual event will showcase the machine’s new high performance mode*

Following the announcement of the new Jet Press 750S High Speed Model at virtual.drupa 2021, Fujifilm will host the first live demonstration of the machine in action on 27th July 2021 at 10.30 am UK Time. 11.30 CET.

The FIRST LOOK event, hosted at the Fujifilm Advanced Print Technology Centre in Brussels, will demonstrate how users can quickly and simply switch between high performance and high quality modes. Attendees will also learn which mode is best suited for a range of jobs, taking into consideration the ink savings as well as the time savings of the high performance mode, and the fact that there is no need for use of the Rapid Coagulation Primer.

Mark Stephenson, Product Manager, Digital Solutions, Fujifilm Graphic Systems Europe says: “The Jet Press 750S, and its predecessor the Jet Press 720S, have been setting the standard for digital quality in commercial print for some time now. The quality and the up-time were already both so good that we looked beyond incremental improvements and turned our attention to the speed, and found a way to make it significantly faster.

The new high performance mode opens up a world of possibilities for longer print runs that would usually have been litho printed in the past, but crucially, users of the new model will retain the ability to deliver high margin, high quality short run work as well. It offers commercial printers unrivalled flexibility in a rapidly changing market.”

The Jet Press 750S High Speed Model, which is also offered as an upgrade to current 750S users, will be commercially available in Europe in the autumn.

To register for the FIRST LOOK event on 27th July, please click [here](https://info.fujifilm.eu/FirstLook.html?utm_source=referral&utm_medium=pr&utm_campaign=JetPress750S).

**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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