**20 April 2022**

**Fujifilm outlines its strategy for its Acuity range of wide format printers**

Following the announcement that Agfa has acquired Inca Digital, David Burton, marketing director, FUJIFILM Wide Format Inkjet Systems comments: “Fujifilm and Inca Digital have enjoyed a mutually beneficial relationship for more than two decades. We’re immensely proud of all we’ve achieved working with them in pioneering the development of UV wide format inkjet systems, powered by Fujifilm inkjet technology and Fujifilm UV inkjet ink.

“More recently, Fujifilm’s strategy has shifted away from being a technology partner and distributor working closely with OEM partners. Instead, we have pivoted to become a developer of wide format systems in our own right, taking full control of the design and manufacturing process and leveraging Fujifilm’s worldwide subsidiary network to target volume sales at a wider audience.

“Some time ago, we recognised that the wide format market had reached a point of maturity, where print speeds and quality improvements were increasingly marginal, so we identified an opportunity to invest our inkjet expertise into developing a range that reset expectations around value, usability and ROI.

“Our ‘new blueprint for wide format’ concept, first announced in 2021 and the focus of our stand at FESPA 2022, is the result of this strategy shift, and the new Acuity Prime and Acuity Ultra R2 printers are the tangible early evidence that this new approach is the right one for Fujifilm. More new product announcements and additions to this range are planned at FESPA, with others being worked on in the background.

“We remain incredibly proud of what we achieved working with Inca Digital over many years and remain committed to supporting our existing Onset customers.”

**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 Communications Division**

FUJIFILM Graphic Communications Division 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 [fujifilm.com/uk/en/business/graphic](https://www.fujifilm.com/uk/en/business/graphic), or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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