**31st May 2022**

**Fujifilm announces first foray into the high-end wide format hybrid market with Acuity Ultra Hybrid LED unveiled at FESPA Global Print Expo 2022**

*Part of the Acuity Ultra product family, the Acuity Ultra Hybrid LED offers all the benefits of ease-of-use, ultra-high quality and a competitive ROI, combined with the ability to print to both rigid and flexible substrates.*

Fujifilm announces its entry into the high-end wide format hybrid market with the unveiling of the Acuity Ultra Hybrid LED at FESPA 2022. The machine, which will be commercially available from the autumn, is making its first public appearance on the Fujifilm stand (C30, Hall 2.2) at FESPA 2022.

Part of Fujifilm’s ‘Blueprint’ concept, the Acuity Ultra Hybrid LED is a 3.3m high-end printer that offers superb, high quality printing to both rigid and flexible substrates. Printing at speeds of up to 218 m²/hr (RTR), and delivering a print resolution of up to 1200 x 1200 dpi, the Acuity Ultra Hybrid LED is unique in being able to combine ultra-high quality and a competitive return on investment, for both rigid and flexible applications, all in one platform.

It is engineered with the operator in mind and designed with specialist inks to support the printing of exceptional near-photographic interior graphics and the high-speed printing of banners and PVC signage.

**Media handling and functionality**

Along with media loading and unloading tables, the Acuity Ultra Hybrid LED also features a dimpled table surface to support all media types while allowing easy media positioning. A robust catch mechanism protects against accidental damage, and secure locking allows for media feed accuracy throughout every print run.

The GUI features the same exceptional design features found on the Acuity Ultra R2 and includes additional functionality to handle rigid media production – up to six sheets simultaneously.

An intelligent vacuum control system automatically turns on the correct vacuum zones needed for any print job based on the width of the media, and the vacuum motor power constantly adjusts to maintain optimal media hold down, regardless of media type and size, ensuring an accurate and high quality print finish.

For maximum flexibility when printing roll-to-roll, a bespoke designed airshaft allows dual roll functionality, so two media rolls of different diameters (each up to 36cm) can run at the same time.

**Uvijet UH: a new LED UV inkjet ink from Fujifilm**

Fujifilm has created an entirely new ink range, Uvijet UH, especially for the new machine, with six colours (CMYK, Lm, Lc) available as standard and white ink also available as an optional extra. The new ink has both Greenguard Gold and AgBB certification.

Uvijet UH has been carefully designed to adhere to a broad range of rigid and flexible substrates, while also matching the exceptionally high quality of the Uvijet GS and AU inks used in the Acuity Ultra R2. The machine and the ink have both been designed by Fujifilm and they work together to maximise quality while also minimising ink usage, helping to keep running costs down and boosting ROI.

Kevin Jenner, European Marketing Manager, Fujifilm Wide format Inkjet Systems says: “Our ‘new blueprint for wide format’, announced last year is our answer to industry demand for greater flexibility, ease-of-use and better ROI. Our all-new Fujifilm Acuity range, built to that new blueprint concept, has been designed to offer exceptional performance and unbeatable value, and the Acuity Ultra Hybrid LED is the latest evidence of Fujifilm’s commitment to the continued development of this range to meet changing market needs. Fujifilm has combined its expertise, built up over decades developing exceptional flatbed and roll-to-roll platforms, to design a new wide format hybrid platform that will set a new standard in price and performance and offer exceptional versatility and ROI.”

**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.

**For further information contact:**

Daniel Porter

AD Communications

E: [dporter@adcomms.co.uk](mailto:dporter@adcomms.co.uk)

Tel: +44 (0)1372 464470