**2nd November 2022**

**Fujifilm to showcase the full capabilities of its wide format range at event hosted next week in Broadstairs**

*Visitors will get to see the machines up-close, in-person, and learn about the benefits of each through live demonstrations*

Fujifilm is pleased to announce that it will host a first-of-its-kind, in-person event on 9th and 10th November, at its award-winning ink R&D and manufacturing site in Broadstairs, Kent, to showcase and demonstrate its Acuity wide format range.

Visitors to the event will be able to see the Acuity Prime 30; Acuity Prime L; Acuity Ultra R2 (3.2m); Acuity Ultra R2 (5m) and Acuity Ultra Hybrid LED printers demonstrated in-person, as well as learn how the entire wide format range demonstrates excellent versatility, value and ease-of-use – all with an industry-leading ROI.

**Machines on display**

Released in mid-2021, the Acuity Prime 30 is a stylishly designed flatbed press that prints at unprecedented speeds with exceptionally high quality onto a range of rigid and flexible media. The flatbed machine, which is available with four, five or six ink channels and prints at widths of up to 2.54m on media up to a thickness of 51mm, will be showcased alongside the larger and newer version – the Acuity Prime L – which was unveiled at FESPA 2022 and is capable of printing at widths of up to 3.2m.

Both configurations of the Acuity Ultra R2 roll-fed press – the standard 3.2m and 5m ‘superwide’ versions (launched in mid-2021) – will be showcased at the event, as well as the new Acuity Ultra Hybrid LED machine – Fujifilm’s hybrid printer, capable of printing onto rigid and flexible substrates, which was also debuted at FESPA 2022.

All machines available to see in-person at the Broadstairs event are part of Fujifilm’s new ‘Blueprint’ range of printers – designed from the ground up to set a new standard for wide format print performance, while delivering excellent ROI.

When developing all of its new Acuity machines, Fujifilm put careful consideration into operational ease-of-use. Multiple practical benefits for both operators and service engineers were built into the designs, making the day-to-day operation of the printers as straightforward as possible.

The efforts put into the machines’ designs have been proven and recognised by the three awards received for the Acuity Prime and Acuity Ultra R2 printers for their impeccable designs. Both machines received iF Design, Red Dot and Good Design awards in the first year since their release.

Will Hearn, National Sales Manager at Fujifilm Wide Format Inkjet Systems, comments: “We can’t wait to open the doors of our Broadstairs site to demonstrate, in-person, just how remarkable each of these printers is. There’ll be something on-display for every kind of wide format print service provider who attends.

“All of the presses in the range are built upon Fujifilm’s knowledge and expertise, while at the same time offering unbeatable standards of performance, exceptional value, superb versatility and ease-of-use, and the best ROI available on the market.”

[***Click here***](https://info.fujifilm.eu/Broadstairs-Event.html) *to reserve your place at the event, which is taking place on 9th-10th November, 2022.*

**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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