**13th February 2023**

**Fujifilm announces first global beta site for its Acuity Ultra Hybrid LED**

*Echo House in Surbiton, UK will trial the new superwide hybrid press in a global first*

Fujifilm announces that the installation of the world’s first Acuity Ultra Hybrid LED got underway at Echo House in Surbiton, UK on Friday 27th January. The highly-respected design and sustainable creative production company has a long and successful history of partnering with Fujifilm – having installed an Acuity Select flatbed press in 2014 and, more recently, the world’s first Acuity Ultra in 2018.

The Acuity Ultra Hybrid LED was Fujifilm’s big reveal at Fespa 2022 – the latest development in its ‘new blueprint for wide format’ concept that introduced an all-new Acuity range redesigned from the ground up for maximum ease of use and ROI.

A 3.3m high-end printer offering exceptional print quality and performance on both rigid and flexible substrates, the Acuity Ultra Hybrid LED prints at speeds of up to 218 m²/hr (RTR), and delivers a print resolution of up to 1200 x 1200 dpi. It 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.

The machine features a range of intelligent design features to ensure unrivalled ease-of-use and excellent overall performance and Fujifilm has also 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 range has both Greenguard Gold and AgBB certification.

Peter Onyskiw, Director of Operations at Echo House, comments: “We’ve built a collaborative and trusting relationship with Fujifilm over the many years we’ve worked with them – that’s what led us to be the first company in the world to install a 5m Acuity Ultra back in 2018. That machine is still going strong – though we did have to move it to a new spot to make room for the new one! We’re excited to be first again. We work in a rapidly innovative and highly creative sector, serving some of the largest companies in the world, with brands who set extremely high expectations for us. The Acuity Ultra Hybrid LED combines exceptional quality with greater flexibility through its hybrid capability – giving us even more creative potential to continue to meet, and exceed, our customers’ expectations. The technological efficiencies, flexibility and reliability further extend our sustainable credentials to boot.”

David Burton, Director, Fujifilm Wide Format Inkjet Systems says: “We’ve had a long and successful partnership with Echo House over many years – they’re never afraid to be first – so they were a natural fit to be the first to trial the latest press in our all-new Acuity range.

“We’re delighted to be starting a new chapter in our journey with them – and we look forward to working with them as they look to harness the considerable potential of this hybrid press to target new business opportunities.”

For more information on Echo, click [here](https://echostudios.co.uk/)

**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