**21st September 2023**

**Fujifilm to showcase latest developments to wide format range at Viscom Italia 2023**

Fujifilm will demonstrate the exceptional capabilities of the latest models in its wide format range, the Acuity Prime L and the Acuity Prime Hybrid (now commercially available in Europe), at Viscom Italia (Hall 12, Stand C23/33) 4th – 6th October, Fieramilano.

Like the rest of the models in Fujifilm’s new Acuity range, these printers are designed to increase commercial opportunities for large format printing businesses, delivering high quality, impressive productivity, and unmatched versatility.

The Acuity Prime L is a double bed-size LED UV flatbed printer, based on the same design as the successful Acuity Prime 20 and 30. Created with the user in mind, this cutting-edge printer combines ease of operation with a competitive ROI. Designed to deliver high quality results at remarkable speeds, the Acuity Prime L offers a larger printing table to cater to the demands of large sheet sizes without compromising productivity. Key features include six vacuum zones, 16 media location pins, and a dual zone function enabling simultaneous side-by-side job printing.

Fujifilm will also demonstrate the Acuity Prime Hybrid, the latest offering in the Acuity range, first unveiled at FESPA 2023 as the latest development to Fujifilm’s 'new blueprint for wide format'. Each machine in the range has been developed to create the perfect combination of print speed, quality and cost-effectiveness, while incorporating multiple user-centric design elements.

The Acuity Prime Hybrid is poised to fulfil the needs of print service providers using diverse rigid and flexible media types such as Dibond, foamboard, acrylic, and polyester, across numerous applications. With standard four-colour (CMYK) options, the printer employs the same highly pigmented inks that have gained accolades in the Acuity Prime series. The precision of small ink droplets and pinpoint placement ensures unparalleled quality, even when operating at high speeds.

Paolo Zerbi, Graphic Arts General Manager, Fujifilm Italy comments: "Both the Acuity Prime L and Acuity Prime Hybrid are designed to redefine printing possibilities, developed to strike the perfect balance between output speed, print quality and value, while incorporating intuitive design features for the operator. With the announcement of the commercial availability of the Acuity Prime Hybrid, Viscom is the perfect opportunity to showcase what the printers can offer.”

For more information, visit the Fujifilm stand C23/33 (Hall 12).

**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, or youtube.com/FujifilmGSEurope or follow us on @FujifilmPrint.

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