**28th May 2024**

**Fujifilm launches SMARTcure in collaboration with IST METZ at drupa 2024**

Fujifilm has partnered with IST METZ to launch SMARTcure at drupa 2024. IST METZ is a leading supplier of UV curing solutions for graphic arts and the official supplier of LuXtreme – Fujifilm’s latest UV LED curing system, launched at Labelexpo last year. The collaborative innovation, SMARTcure, is a groundbreaking digital curing assistant based on artificial intelligence.

SMARTcure represents a significant leap forward in curing technology, prioritising optimum curing over maximum curing. The software offers a comprehensive comparative calculation of how much energy within a curing device is needed to cure ink with precision, resulting in significant energy, time and cost savings for customers. The solution is a unique development in the market and demonstrates both Fujifilm and IST’s expertise with innovative curing technologies.

**Key features and benefits of SMARTcure:**

**Energy efficiency**: SMARTcure reduces energy consumption by lowering the output of the curing system, implementing format-dependent switching, optimising cooling capacity, and reducing nitrogen usage in inertised systems.

**Extended LED service life**: By minimising the current and operating temperature, SMARTcure extends the lifespan of LED systems.

**IoT integration:** The system facilitates a seamless exchange of operational data between the curing system and the internet, enhancing maintenance capabilities and providing valuable insights for modern, eco-friendly work processes.

**Precision and customisation:** Users can enter substrate, ink, or varnish information manually or automatically via an interface. This data is processed in the cloud, enabling precise determination of curing power, production speed predictions, required LED zones, energy savings and LED service life.

**Continuous improvement:** With a feedback mechanism for evaluating curing quality and other measuring systems, SMARTcure continuously learns and optimises the drying process, ensuring customer-friendly and efficient operations.

Both Fujifilm and IST METZ will showcase SMARTcure on their respective stands at drupa 2024.

"We are delighted to partner with IST METZ to bring SMARTcure to market," said Manuel Schrutt, Director Business Strategy Packaging, Fujifilm Global. "This innovative technology aligns with Fujifilm’s commitment to sustainability and efficiency, and we believe it will significantly benefit our customers by optimising curing processes and reducing operational costs."

"SMARTcure is a testament to our dedication to innovation and sustainability," said Arnd Riekenbrauck, Head of Sales Web/Converting, IST. "Our collaboration with Fujifilm has enabled us to develop a solution that not only enhances curing performance but also reduces energy consumption and extends the life of LED systems. We are excited to present this cutting-edge technology at drupa 2024.”

**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 [fujifilmprint.eu](https://fujifilmprint.eu/) or at youtube.com/FujifilmGSEurope or follow us at @FujifilmPrint.

**For further information contact:**

Daniel Porter

AD Communications

E: dporter@adcomms.co.uk

Tel: +44 (0)1372 464470