**28th May 2023**

**Fujifilm reveals its future workflow concept “Smart Flow”**

*Fujifilm Group announces a future solution concept enabling production printing “smartification” (Fujifilm Smart Flow) at the Fujifilm booth at drupa 2024 (Hall 8b/A02).*

The Fujifilm Smart Flow concept will accelerate digital transformation of printing companies and provide the most suitable combination of Fujifilm Group’s wide variety of printing solutions portfolio, from offset, to POD, to inkjet.

Smart Flow has three different solutions, “Smart Automation”, “Smart Production” and “Smart Marketing”.

**Smart Automation** provides intelligent automation and device management of Fujifilm devices, and also effectively controls 3rd party devices using its APIs. This is done by tightly integrating Fujifilm Workflow XMF and Revoria XMF PressReady. The automation includes Fujifilm’s new Robotics automation solution to facilitate automation between processes such as press and post-press. This solution will be displayed at drupa 2024. Smart Automation has the ability to streamline pre-press, press, and post-press processes.

**Smart Production** offers entire shop floor automation and visualization of job submission, planning and scheduling using a SaaS platform. At drupa 2024, Fujifilm Group will introduce an AI solution concept with zero-touch operation which allows automation of processes from order taking to product finishing.

**Smart Marketing**, new service, *Revoria Cloud Marketing*, offers an environment to develop digital marketing service platform without specialised skills. This is the first time the service concept model will be demonstrated, at drupa 2024. The digital marketing capability will help printing companies to offer end to end marketing services to their brand owners.

Fujifilm Group will invite visitors to *Discover the difference* at their booth (Hall 8b / A02 – A02-6), demonstrating their workflow and automation technologies.

**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 or [youtube.com/FujifilmGSEurope](http://www.youtube.com/FujifilmGSEurope) or follow us on @FujifilmPrint.

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