

FUJIFILM Graphic Systems U.S.A., Inc.
200 Summit Lake Drive
Valhalla, NY 10595
www.fujifilmgs.com

Contact: **Kristi Mendez, KMPR**
630.859.7401
kristi@kmpr.com

Graph Expo 2007 – Booth #4480

Fujifilm Introduces First Hi-res, Value-based UV Flatbed Printer

VALHALLA, N.Y. (Sept. 9, 2007) – As part of its complete line of wide format solutions, Fujifilm is introducing the first hi-res, value-based UV flatbed printer. Fujifilm's Acuity HD 2504 is the latest breakthrough in wide format UV digital imaging and delivers both rigid and flexible point-of-purchase signage that holds up visually, even when viewed up close. Fujifilm will showcase the Acuity HD 2504 flatbed printer throughout Graph Expo 2007 on Sept. 9-12, 2007 in Chicago.

Specifically designed for print applications requiring fine detail, high resolution images, the Acuity HD 2504 features a new imaging technology that enables each print head to produce variable sized dots, as opposed to traditional fixed-size droplets. The printer's ability to jet droplets as fine as 6 pico liter produces sharp, precise four-color images with smoother transitions and quarter tones. Acuity jets larger droplets – up to 30 pico liter – to deliver dense, more uniform solid image areas. Thanks to the variable dot technology, users can expect to use up to 35 percent less ink than fixed-droplet, six-color printers.

“With this device, printers are able to achieve superior results, including smoother skin tones, finer line definition and better solid color coverage than any other printer in its class,” says Steve Bennett, Fujifilm's vice president, sales and marketing, wide format. The Acuity HD 2504 also prints at resolutions of 1,200 dpi or higher to produce crisper, more legible type as small as 6 pt.

The Acuity HD flatbed design employs a zoned vacuum table to hold all types of media, including materials with uneven surfaces or those that are irregularly shaped. This ensures accurate registrations, even on multiple passes, and the ability to print edge-to-edge.

Fujifilm Sericol Uvijet inks, specially formulated for the Acuity HD 2504, utilize patented Micro-V dispersion technology to deliver wide adhesion, vibrancy and higher gloss. Uvijet inks cure instantly for a wide array of substrates and offer two-year outdoor durability without lamination.

The Acuity HD 2504 was also designed for easy maintenance and features an innovative vacuum wand for print head cleaning.

For more information on the Acuity HD 2504 UV flatbed printer or any of Fujifilm's new wide format solutions, please visit Booth #4480 during Graph Expo 2007 or visit us online at www.fujifilmgs.com.

About Fujifilm

FUJIFILM Graphic Systems U.S.A., Inc. is the nation's largest distributor of equipment, consumables and technical services for the graphic communications industry. Fujifilm provides its customers with products and technologies from best-in-class manufacturers as well as a nationwide network of technical service and support and is fully committed to its customers, which range from commercial printers, color separators, service bureaus and graphic design/art studios to newspapers, publishers and advertising agencies.

Whether it's information on emerging technologies or reliable delivery of supplies, customers know they can rely on Fujifilm – the industry's source for technology, solutions and support. For more information, please visit www.fujifilmgs.com.

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