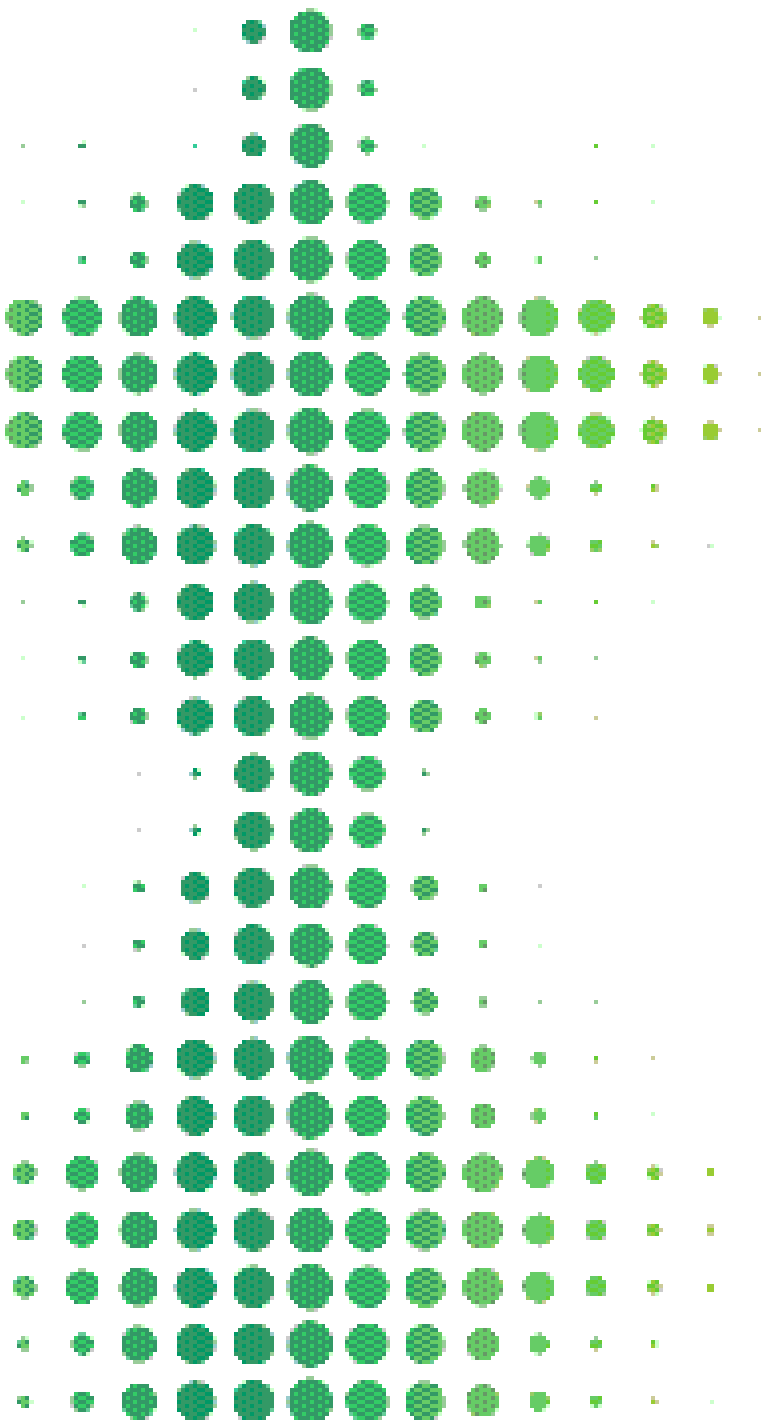


# MEET THE NEW ACUITY Series



ACUITY PRIME 20 | 30



ACUITY ULTRA R2



ACUITY ULTRA HYBRID LED



ACUITY PRIME L

# From the place where it all began, comes a new BLUEPRINT for wide format, a BLUEPRINT set to define a new benchmark in UV inkjet system performance and return on investment.

### Fujifilm's Global Wide Format

Headquarters and award-winning inks factory in the UK town of Broadstairs was where the world's first instant curing UV screen inks were developed in the 1970s, and the first UV digital inkjet systems and inks were commercialized in the early 2000s.

Since 2000, Fujifilm has gone on to produce some of the most highly regarded UV cured inkjet inks and systems on the market, including the popular Acuity range of wide format printers launched in 2007. And it was in Broadstairs, that Fujifilm's new blueprint for wide format was conceived and developed.

### Market maturity

The early years of wide format UV inkjet development were largely defined by advances in technology that delivered rapid and continual increases in print speed and quality. Fujifilm was spearheading these advances, but by the late 2010s, improvements in new machines, right across the market, were becoming marginal at best. Fujifilm saw a gap in the market for something new, and made a strategic decision to completely rethink its Acuity wide format offering; focusing on new ways to deliver improved value, versatility and ease of use and, in particular, defining a new level of ROI that applied to the initial purchase, the daily production, routine maintenance and each and every print job.

### Back to first principles

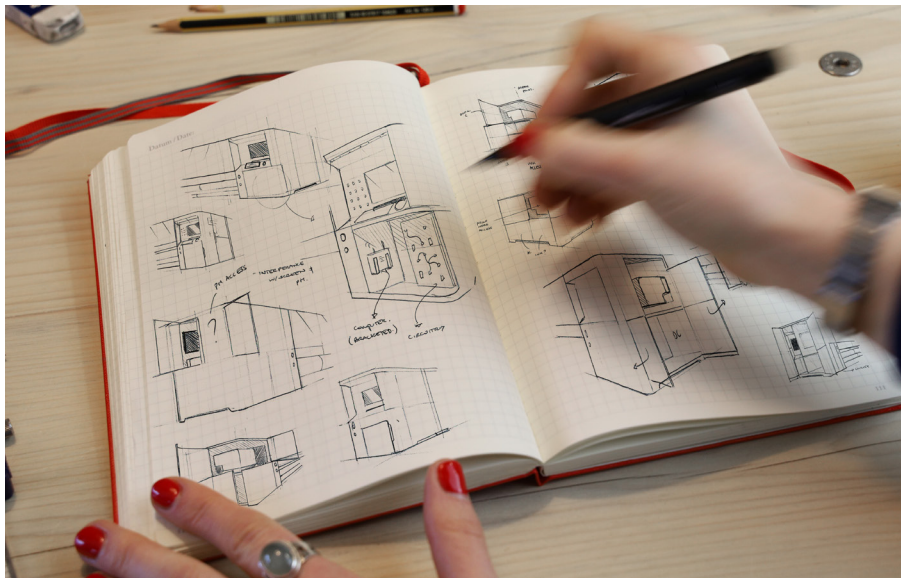
Fujifilm returned to first principles, starting with an almost blank canvas and a challenge to strip everything back and create a completely new and improved range of machines. We did not want to simply make changes to what had gone before, but to completely rethinking the press design to maximize the value, productivity, ease of use and ROI.

Fujifilm's vision was to combine stunning aesthetics with exceptional functionality, and to do this, an extensive listening exercise was conducted, meeting not only with business owners and directors, but also with press operators all over the world. This exercise produced an understanding of what worked, what didn't, and what changes (whether simple or radical) would improve the

value, versatility, usability, productivity and ROI.

It was clear from this exercise that the owners and managers of these companies want equipment that's reliable, fast and able to give them a rapid return on investment, but being in a creative industry, they also want machines that are easy to work with and capable of staying current with new trends. For press operators, good machine design – aside from the obvious benefits to productivity – can be the difference between job satisfaction and great frustration, and the listening exercise uncovered many aspects of machine design that could be improved upon.

Fujifilm combined the findings from this extensive research exercise with its own knowledge and inkjet expertise to provide a structure for





the design process. In parallel, the team also carried out comprehensive research into the best components and technologies on the market, and the best routes to assembly and manufacture. The output from all this research and creative thinking was effectively a completely new blueprint for what a UV inkjet system of the future should look like, how it should perform, and how it could be brought to life.

### Bringing it all together

Four design criteria emerged from the blueprint that informed all of the design choices. These were: quality, value, performance and ease-of-use. In addition, every component part selected was chosen with these four criteria in mind, from the printheads to the user interface, lamps, static control and vacuum solutions.

Nothing was left unchanged that could be improved.

The result of this blueprint is the all-new Acuity range, designed and developed by Fujifilm.

The first two printers made to this new blueprint are the Acuity Ultra R2 and the Acuity Prime. The Acuity Ultra R2 is a completely redesigned version of the Acuity Ultra, which itself had set a new standard for super-wide print when it was launched in 2018. The Acuity Prime is an entirely new, mid-range flatbed which offers ease of use and print ROI unmatched by anything else on the market.

Announced in 2021, the early sales success and an overwhelmingly positive market response to these machines has fully vindicated Fujifilm's bold new strategy. And this is just the beginning.

**Quality**  
**Value**  
**Performance**  
**Ease-Of-Use**

## ACUITY WIDE FORMAT SERIES

# ACUITY PRIME 20 | 30



### THE BENCHMARK PLATFORM FOR COST-EFFECTIVE, VERSATILE UV-LED FLATBED PRINT PRODUCTION

The Acuity Prime is a true flatbed that delivers exceptional quality, speed and efficiency, printing on a range of rigid and flexible media, supported by five dedicated vacuum zones and a jettable primer.

**Acuity Prime**

#### KEY FEATURES

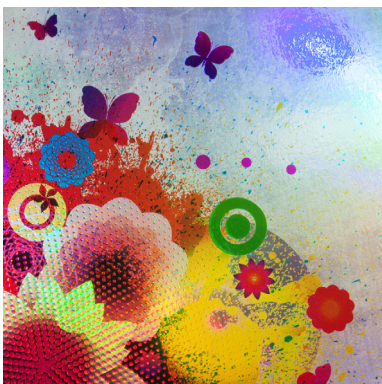
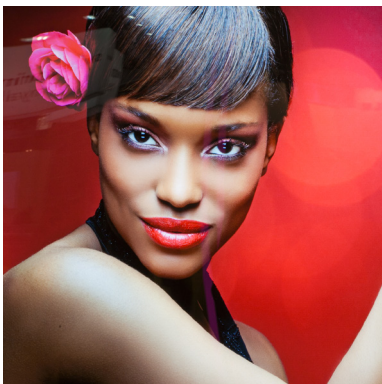
- ▶ Dedicated flatbed design
- ▶ High resolution greyscale printheads
- ▶ Standard (50 in x 100 in)
- ▶ Up to 1615 ft<sup>2</sup>/hr throughput
- ▶ Registration pins
- ▶ 5 dedicated vacuum zones
- ▶ Powerful instant curing LED UV system
- ▶ Fujifilm Uvijet LED UV curing inks
- ▶ Standard 4 color plus white with clear and optional jettable primer
- ▶ Automatic Printhead Maintenance System

**“The productivity of the Acuity Prime is far beyond what we had expected and exceeds any other machine we have seen before in a similar price bracket.”**

Davide Salvo, CEO & General Manager, Tech:art

**“I don’t believe there is any better way we could have spent this amount of money in terms of the overall quality, print capability and production capacity we’ve just added to our business than with the Acuity Prime.”**

Sam Cherry, Director, Ebbsfleet Printing Solutions



## PRODUCE A WIDE RANGE OF HIGH VALUE PRINT

### Lower cost of ownership and superb ROI

With variable drop-size printheads and highly pigmented inks, Acuity Prime printers lay down a thin ink film, which minimizes production costs, and in combination with a competitive system price, support an excellent ROI.

### High quality achieved at high speeds

With outstanding image quality and excellent adhesion to a broad range of rigid and flexible media, materials and objects, the Acuity Prime can produce an amazing variety of printed products for distance and close viewing at ultra-high speeds. The vacuum table can handle almost any sheet material. It secures rigid and flexible media and holds it perfectly flat for high quality print across every sheet.

### Expand your creative options

The option to print with white and clear inks, and to print directly to almost any material in perfect registration, enables the Acuity Prime to produce high value, creative work that could offer opportunities for new revenue. With the jettable primer option, the Acuity Prime can adhere to a wide variety of industrial media.

### Designed with the operator in mind

At Fujifilm we understand the value of production time and usability, so we designed the Acuity Prime with the operator in mind. With a new and user-friendly GUI, easy clean printhead maintenance and visible status lights for the ink tanks, operators are able to spend less time maintaining the machine and more time printing.



## ACUITY WIDE FORMAT SERIES

# ACUITY ULTRA R2



## THE NEW BLUEPRINT FOR SUPERWIDE ROLL-2-ROLL UV INKJET PRINTING

The Acuity Ultra R2 is a high quality, high productivity superwide platform, available in conventional UV and LED curing configurations.

The Acuity Ultra R2 sets the industry standard for combining ultra-high quality, superb productivity and a ground breaking return on investment in one platform.

*Acuity Ultra*

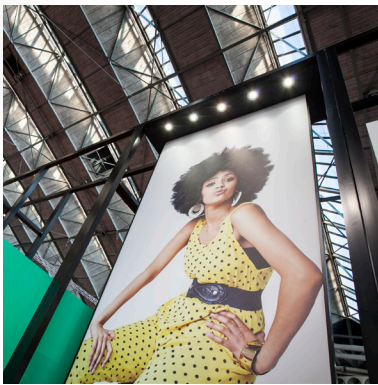
**SUPERWIDE**



**SUPER VERSATILE**

## KEY FEATURES

- ▶ Native 3.5 picoliter  
3 level greyscale printhead
- ▶ Linear-driven printhead carriage
- ▶ Water-cooled vacuum table
- ▶ Accurate and reliable media transport system
- ▶ 3.2 m and 5 m options
- ▶ UV and LED curing options
- ▶ Fujifilm Uvijet GS and AU inks
- ▶ Ultra-high quality 6 channel with white option
- ▶ Highly productive dual CMYK 8 channel model
- ▶ Up to 4,327 ft<sup>2</sup>/hr
- ▶ 0.1 mm to 2.0 mm media thickness
- ▶ Multi-roll printing
- ▶ Prints on heat-sensitive materials



## OUTSTANDING ROI

### The perfect ratio for profitability

With the ideal ratio of quality, speed and cost-in-use, the Acuity Ultra R2 gives you the power to profit from a huge range of indoor and outdoor applications. Offer better quality. Produce at higher speeds. Drive your business forward with an outstanding superwide machine from a world leader in industrial inkjet technology.

### Exceptional quality in superwide format

With the Acuity Ultra R2, you get the excellent high quality, productivity and reliability our Acuity range is known for, on a massive industrial scale – up to 5 meters wide. Industrial printheads with a 3.5 picoliter drop size ensure consistent high quality print.

### Make an impact in the high-end indoor display market

The Acuity Ultra R2 is not only ideal for out of home applications such as single billboards and signage, it's also perfect for high-end indoor displays where close viewing requires images to be exceptionally clear and vibrant. With quality comparable to leading water-based inkjet systems, investing in an Acuity Ultra R2 can propel your business into the luxury brand market.

### Industrial build quality

The robust chassis and linear, vibration free carriage drive, supported by a reliable feeding system, ensures accurate drop placement from first to last drop.

### Versatility on a massive scale

With its massive format size, 2- or 3-up multi-roll potential, and ability to print on a broad range of materials, the Acuity Ultra R2 gives you the ability to profitably create exhibition graphics, POS displays, high-value graphic art, backlit displays, outdoor displays, outdoor signage and more. And now with the option of our LED versions, you can offer even more value and versatility to your workflow, based on customer demand.

### Fully equipped to enhance productivity

The Acuity Ultra R2 is equipped with advanced features for flexible and productive printing, including: a unique chilled vacuum table to enable printing of thin heat-sensitive substrates; an on-board backlighting feature to enable image quality to be checked during printing; and an automatic nozzle spitting system to maintain consistent print quality.

### Easy to use, saving time and money

With features to speed up job set-up times, enable the status of the print to easily be reviewed, through to the day-to-day maintenance of the machine, the ease of use of the Acuity Ultra R2 is a key contributor to improving your overall print ROI.



## ACUITY WIDE FORMAT SERIES

# NEW ACUITY PRIME L



## BIGGER BED SIZE AND TANDEM PRINTING MEANS INCREASED PRODUCTIVITY AND BETTER ROI

The Acuity Prime L is a large size LED UV flatbed benefiting from all of the features of the standard Acuity Prime, being designed with the user in mind whilst offering a competitive ROI. It is very easy to operate, and produces high quality results at high speeds.

The Acuity Prime L provides a larger size table for printers that need to combine high productivity and high quality printing on larger sheet sizes. It features 6 vacuum zones and 16 media location pins, as well as the ability to print side by side jobs with its dual zone function.

FLEXIBLE & VERSA

FUJIFILM UVJET I

INDUSTRIAL MACH

ROBUST MEDIA TR

SMART FEATURES



## NEW ACUITY ULTRA HYBRID LED



ATILE  
NK THAT DELIVERS  
HINE BUILD  
RANSPORT SYSTEM

### TRUE VERSATILITY TO PRINT FLEXIBLE ROLL MEDIA AND RIGID BOARD

The Acuity Ultra Hybrid LED is a high-end printer for rigid and flexible media for the sign and display market, offering superb, high quality printing in a 3.3m platform. Engineered with the operator in mind and designed with specialist inks to support the printing of exceptional near-photographic interior graphics and the high-speed printing of banners and PVC signage

The Acuity Ultra Hybrid LED is unique in being able to combine ultra-high quality and ground-breaking return on investment for both rigid and flexible applications in one platform.

## ACUITY WIDE FORMAT SERIES



## SEE FOR YOURSELF

### Fujifilm Graphics Innovation Hub, Chicago

Located in our North American Headquarters in Hanover Park II, just 30 minutes west of Chicago, the **Fujifilm Graphics Innovation Hub** is here to showcase for you the newest innovations from Fujifilm's Graphics Division.

### Have Questions?

Our GIH specialists have more than 150 years combined experience in the printing industry from multiple segments and are dedicated to listen, educate and demonstrate all of the relevant capabilities, features and benefits that will support your informed decision to partner with Fujifilm.

### Sample Evaluation

Samples are typically the first step in the evaluation process. Our sample kits help you see not only the quality and capability of our solution, but also practical applications as well as bold innovative applications. Don't be surprised if we inspire your creative side as well as your technical side.

### Custom Validation

Once you have seen our sample kit, the next step is to see your unique material, application, finishing and or business needs matched with our solution. Working together with our team of experts, you will develop a project, specify materials, submit files, and build a production plan.

### Demo Experience

From the comfort of your office or press side in the GIH, we offer several types of demo experiences based on your availability and knowledge needs. From the shop floor to the executive suite, we provide an interactive experience geared to be relevant for all audiences.

# NEVER STOP

BELIEVING IN PRINT



**Learn More at [print-us.fujifilm.com](http://print-us.fujifilm.com)**



**FUJIFILM**

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