



## FOR IMMEDIATE RELEASE

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## FUJIFILM LAUNCHES THE NEW ACUITY ADVANCE X2 UV INKJET PRESS

FUJIFILM & FUJIFILM SERICOL are pleased to announce the introduction of the new Acuity Advance X2. The Acuity Advance X2 doubles the size of the print bed from the current Acuity Advance which enables printing onto substrates as large as 120" x 98.4" and as thick as 1.88". The dual zoning system with independent vacuum control allows the printing of an image in one zone while setting up another image in the second zone, thereby increasing throughput.

The Acuity Advance X2 incorporates the same modified printhead array as the Acuity Advance. The X2 produces outstanding quality at print speed of 237 ft<sup>2</sup>/hr. In addition, the Acuity Advance X2 is available in a four color CMYK offering or CMYK plus white. Utilizing Fujifilm Sericol Uvijet UV inks, the Acuity Advance X2 delivers unmatched flexibility, allowing users to print a very opaque white under, over or between print layers.

Incorporating variable droplet printhead technology, the Acuity Advance X2 delivers near-photographic image quality, and includes a true flatbed platform to easily print onto a wide variety of rigid substrates. Additionally, an optional roll-to-roll module is ideal for printing onto all types of flexible media up to 86.6" wide.

The Acuity Advance X2 will be unveiled at the Graf Italia show, (March 24<sup>th</sup> – March 28<sup>th</sup> 2009), on the Fujifilm stand. Its North American debut will be at Grafik' Art Tradeshow (April 23<sup>th</sup> – 25<sup>th</sup> 2009) at Place Bonaventure in Montreal, Quebec. Commercial shipments will commence worldwide in May.

### About FUJIFILM

Fujifilm has long been a leading company in devices and materials for printing. It continues its worldwide development, manufacture and sales of a wide range of products from CTP plates, workflow software, and platesetters

for prepress. For the prevailing digital print market, Fujifilm will continue to expand and develop its graphic systems business by taking advantage of the next generation of inkjet printing technologies to contribute further to the development of the global printing industry.

More information about FUJIFILM (NASDAQ:FUJI) is available at <http://www.fujifilm.com/>.

### **About FUJIFILM Sericol**

*FUJIFILM Sericol USA Inc., headquartered in Kansas City, Kansas, is a leading global manufacturer of printing inks with more than 50 years of formulation experience. With operations in more than 15 countries, FUJIFILM Sericol is a customer-focused company and a leader in the development of UV inks for the screen printing, narrow web and large format digital printing industries. The company takes pride in its reputation for pioneering new products and technologies, and setting the industry standard for technical service and customer support.*

More information about FUJIFILM Sericol is available at <http://www.fujifilmsericol.com/>.

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