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Graph Expo 2007 – Booth #4480

Fujifilm Vybrant Opens Up Wide, Wide World of Wide Format

VALHALLA, N.Y. (Sept. 9, 2007) – With the introduction of a complete line of digital wide format devices, Fujifilm has opened the wide world of wide format to a number of printers. Fujifilm will showcase the full line of digital wide format devices, including the Vybrant series of solvent printers, when Graph Expo 2007 kicks off on Sept. 9, 2007 at Chicago's McCormick Place Convention Center.

As its name implies, the Vybrant series of solvent printers provide bright, vibrant color and rapid production speeds, making them some of the most reliable roll-to-roll solutions available on the market today.

"Fujifilm's new Vybrant printers are able to run at true production speeds without the typical headaches of production solvent printers," said Steve Bennett, vice president of sales and marketing for Fujifilm's wide format group. "When print volumes indicate a true production printer is needed, we're confident the cost per square foot and up-time capabilities of the Vybrant will be very attractive to our customers."

The Vybrant series of roll-to-roll printers are fully motorized in order to maximize productivity. The heavy-duty media unwinding/winding system is capable of handling materials in excess of 300 pounds for hours of trouble-free, unattended printing. The automatic head height adjustment feature means the Vybrant is compatible with a variety of substrates, up to 4.5 mm in thickness. In addition, variable pressure rollers accept a wide range of flexible media, up to 10 ft. wide.

The Vybrant series includes three models:

- Vybrant 1906 Model: 1.9M (76" media width)
- Vybrant 2606 Model: 2.6M (102" media width)
- Vybrant 3606 Model: 3.3M (130" media width)

The Vybrant features Fujifilm Dimatix Spectra[®] 256 nozzle print heads, which were developed for heavy production runs across a wide variety of graphic applications, while dual heating elements allow for quick startup times (even after long idle periods) as well as fast production speeds of up to 800 sq. ft. per hour with 360 dpi detail.

All Vybrant series printers come equipped with Fujifilm Sericol's Color+ inks, which provide strong, durable, vibrant and high-impact colors with less ink lay down. Color+ inks are also weatherproof and are abrasion and UV resistant, allowing outdoor printed images to last for up to five years without lamination.

The Vybrant also employs a self-cleaning system, which reduces operator maintenance time and significantly reduces purging and downtime. An easy-to-use capping station allows ink to stay overnight in the print heads to assist printers with faster start-up of volume printing the next morning.

For more information on the Vybrant Series of solvent-based printers 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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