

Introduction of a new digital press generation



Pre-drupa Press Conference

Jason Oliver | Martin Schöppler, Heidelberg, February 19, 2016





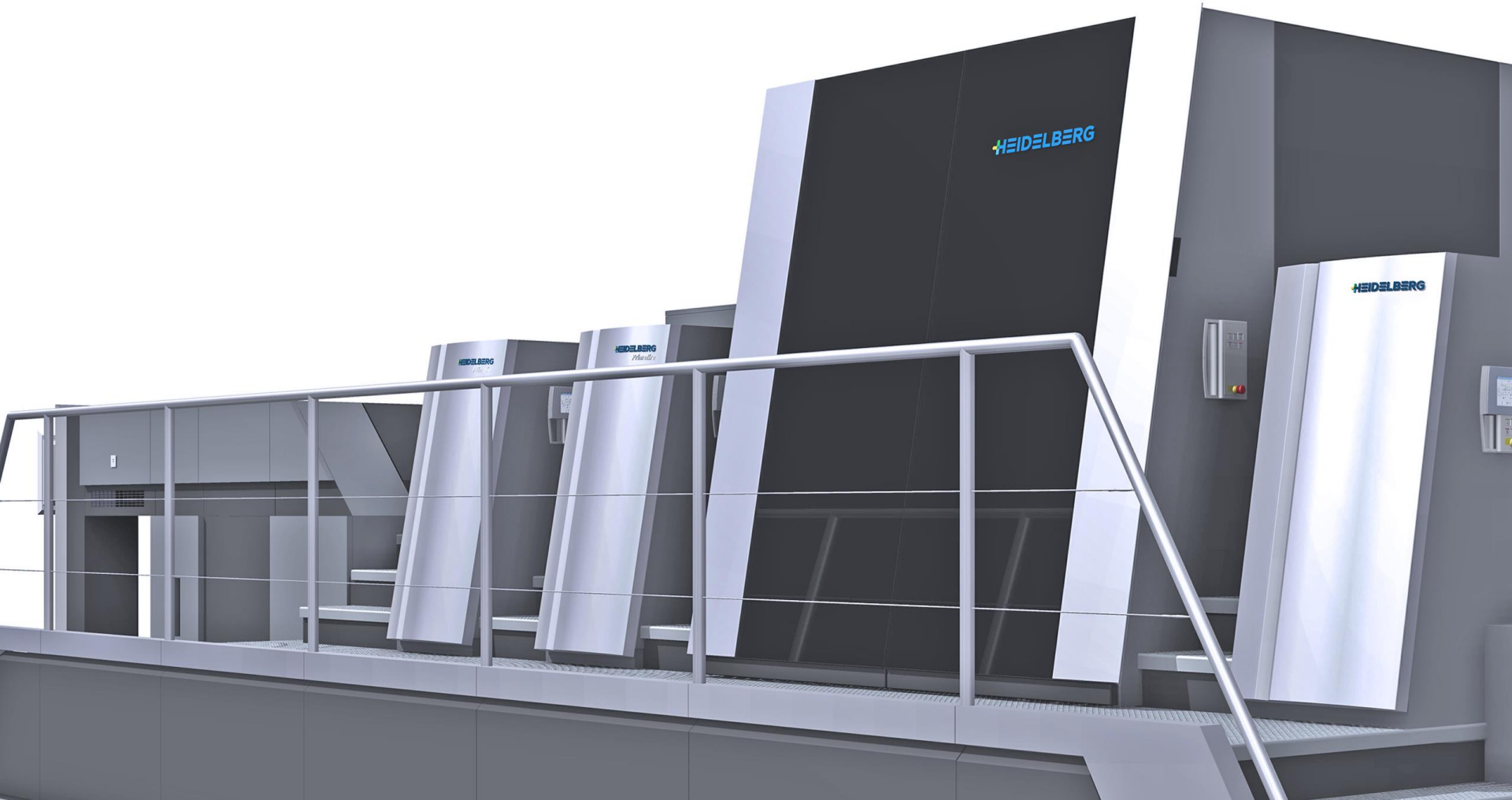
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The digital Revolution



The digital Revolution



Heidelberg Primefire 106



The digital Revolution. Heidelberg Primefire 106.

File Management
**Preset Plus
Delivery**

Full area and spot
Coating Unit

7 Color
Multicolor Technology
**1,200 x 1,200 dpi
Inkjet Unit**

Optimum substrate
handling up to
70 x 100 cm format
Preset Plus Feeder

High quality inkjet
Drying Unit

Swiss Ordinance Conformity
and recyclability
Water-based Ink

High quality inkjet
Conditioning Unit



More details...

Heidelberg Primefire 106

Water-based inkjet system

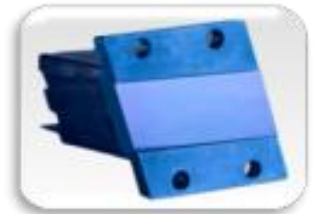
- 1,200 × 1,200 dpi high resolution inkjet with water-based inks for **highest print quality**
- Water-based fluids
 - for **recyclable print products**
 - with Swiss Ordinance conformity for best preconditions regarding **low migration**

Multicolor technology

- Multicolor technology for **covering a huge scope of Pantone colors** by using cyan, magenta, yellow and black with gamut extenders green, orange and violet
- **Fully automated and integrated** into Heidelberg prepress workflow and digital press frontend
- Services and outstanding integration know-how for integration into existing workflow solutions

FUJIFILM Dimatix, Inc.

- **Designs & manufactures piezo inkjet printheads, components and systems for industrial applications**
- **Backed by 33 years of innovation & excellence**
 - Corporate Offices and Advanced Development - Santa Clara, California, U.S.A.
 - Operations and Application Support - Lebanon, New Hampshire, U.S.A.
 - Technical Service and Support - Shanghai, China
- **Acquired by FUJIFILM in July 2006, now FUJIFILM Dimatix, Inc.**
- **Significant patent portfolio**
 - > 160 applications and issued US patents
 - > 500 applications and issued patents worldwide
- **Areas of excellence**
 - Precision printheads for widest variations of applications
 - Widest printing material capability and compatibility
 - Silicon MEMS fabrication
 - Precision deposition equipment
 - Smallest droplets, best directionality
 - Very long printhead life



Silicon MEMS Printhead: Samba

- Latest in Samba printhead technology customized specifically for Fujifilm highly functional latex ink
- Materials compatibility and similarity to JetPress to ensure multiple year service life
- Leveraging Fujifilm Japan's Samba print engine knowledge from JetPress and from Heidelberg Gallus Labelpress with Samba integration
- Samba printheads reflect continuous improvement efforts from working with many OEMs over the last 3 years

Samba

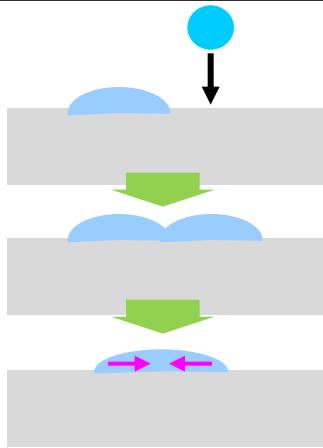
- 1200 native dpi
- 2 picoliter drop size
- VersaDrop™ grayscale and multi-pulse capable
- Scalable end-to-end stitching printbar
- Module replaceable



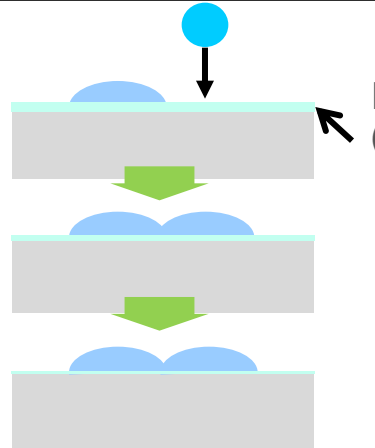
Fujifilm Ink Technology and Capability

- Inks from Fujifilm companies
 - UV
 - Aqueous
 - Dye
 - Reactive dispersant (RxD™)

Without coagulation

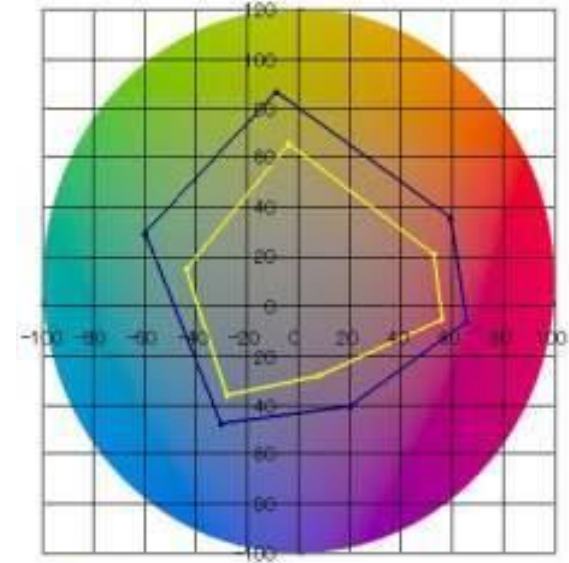


With coagulation



Pre-Conditioner
(non-visible
in the end)

Color Gamut, gross paper



- Offset Printer
- Digital Press



Next Steps ...

Heidelberg Primefire

- First presentation at Drupa
- Field test after Drupa
- Shipments in 2017



Thank you. Time for questions.



Jason Oliver | Martin Schöppler

