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**SONY'S NEXT-GENERATION DIGITAL PASSPORT SYSTEM
"TAKES THE GUESS WORK" OUT OF ID PHOTO PRINTING**

Easy-to-use printing process delivers accuracy, efficiency and profitability for retailers

SAN DIEGO (NACDS Booth # 2039), June 27, 2008 – Sony's latest version of its digital passport and ID photo printing technology – the UPX-C300 system – is designed to provide retailers with an efficient and easy-to-use solution for maximizing productivity in the highly profitable instant passport and ID photo printing business.

“This system allows users to produce high-quality photos that always comply with federal requirements for identification and passports use,” said Belinda Lopresti, marketing manager for digital photofinishing at Sony Electronics. “It eliminates the likelihood of printing errors and rejected images, and increases customer satisfaction and retailers’ efficiency and productivity. From image capture to printing, it’s an ideal solution for creating a profitable passport and ID printing business.”

The photo size format required by most countries for passport use is pre-installed in the system’s digital camera. For additional accuracy, an Auto Face Alignment feature allows operators to resize or realign images to fit the required format, further streamlining the printing process. Frame formats can also be easily customized to suit other photo requirements such as a driver’s license, and up to five customized formats can be saved within the system’s digital camera.

The UPX-C300 system uses Bluetooth™ wireless technology to transfer images from the camera to the printer. This not only eliminates cumbersome cable connections but also gives

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retailers the option of using their floorspace more effectively by installing the system's photo printer in a separate, more convenient location away from the photo area, for example near cashier stations.

To streamline printing productivity during a store's peak volume periods, the system can be configured for wireless connectivity with up to three printers so operators don't have to wait for one print to finish before printing another.

The system's 8 mega-pixel digital still camera features a 3-inch LCD screen (viewable area, measured diagonally) that is nearly twice the size of previous Sony models. A large strobe flash allows operators to compensate for challenging lighting environments, and different filters can be used with the camera including a lens protector filter and an ND filter for reducing light transmission when using the external strobe light.

The unit also offers a print queue function that enables operators to store multiple images in quick-view mode and print them in one batch rather than having to print each image as it is captured. To offer protection against theft, a security slot allows the system to be connected to the majority of third-party security cables.

The system's LCD menu supports eight languages (English, French, German, Italian, Spanish, Portuguese, Dutch, Russian and Japanese) and it prints both color and black-and-white photos.

The UPX-C300 digital passport and ID photo printing system is available now for a suggested list price of \$1,795. For more information and a list of authorized dealers, nationwide, visit www.sony.com/dpf.

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