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SONY'S NEWEST SNAPLAP MINI-KIOSK SYSTEM GIVES EVENT PHOTOGRAPHERS WIRELESS SHOOT-TO-PRINT CAPABILITIES

New Compact System Delivers Full Range of Advanced Features in Powerful, Easy-to-Use Package

NEW YORK (Photo Plus Booth #1118), Oct. 22, 2008 – Sony's latest addition to the SnapLap™ digital photo printer line, model UPC-R20L, is a compact all-in-one unit that offers event photographers flexibility and advanced features for professional digital photofinishing.

The enhanced system helps professionals develop new business and revenue opportunities by offering features such as wireless "shoot-to-print" capability, allowing event photographers to significantly streamline their on-site workflows.

"We're giving professionals a 'ready-to-travel' digital printing system that lets them become a more efficient one-person operation," said Belinda LoPresti, marketing manager for Sony Electronics' Digital Photofinishing Group. "With the powerful options that come packed into this compact, easy-to-use system, including Bluetooth™ connectivity to send photos wirelessly from their camera to the unit, event photographers will be able to concentrate on providing their customers with professional photo shoots, instead of devoting their valuable time to print management."

Using a Silex USB wireless device server, photographers with cameras capable of FTP auto file transfers can send digital photos directly to the SnapLab system. The images can be transferred via a wireless (Wi-Fi) or wired (10/100 Base T) connection and stored in a "HOT" folder that can be set to automatically print photos sent to the kiosk.

“We are pleased to work with Sony to add another level of convenience, and mobility to their digital photo printing systems,” said Keith Sugawara, general manager of Silex Technology America. “This is another great example of how Silex Virtual Link can enable USB devices to communicate and be shared seamlessly on a network using USB over IP technology.”

The mini-kiosk is a high-speed, affordable system that can print 3.5x5-, 4x6-, 5x7- and 6x8-inch photos, in either glossy or ProMatte™ finishes, using the same media roll. This system is the only instant digital print kiosk available offering a ProMatte finish, which allows users to add a more professional look to printed digital photos.

The system uses a high-performance, dye-sublimation thermal transfer print mechanism. It offers high-speed print time in a range of sizes, including: eight seconds for 3.5x5- and 4x6-inch prints, 13 seconds for 5x7-inch prints and 15 seconds for 6x8-inch prints.

The new system’s range of features can also extend instant digital photo printing into non-traditional environments such as convenience stores, general merchandise stores, book stores and grocery stores.

For retailers looking to increase the visibility of their digital photofinishing services, the unit’s space-saving design enables several systems to be placed in the same area. When combined with other services such as ATM machines and self-checkout lines, the kiosks help create a high-traffic, in-store destination that can provide an additional revenue stream.

The UPC-R20L SnapLab digital photo printing system is currently available at a suggested list price of \$2,995.

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