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## **SONY EXPANDS LINE-UP OF PICTURESTATION MODELS AT PMA 2008**

*Company Introduces New Express PictureStation Unit and  
Enhancements for Existing Product Line Up*

**LAS VEGAS (PMA Booth #G196), Jan. 31, 2008** – Sony Electronics is showing its growing family of PictureStation™ products at the annual Photo Marketing Association show. The newest additions include the Express PictureStation™ kiosk and numerous modular and software advancements for current PictureStation systems.

The compact Express PictureStation kiosk offers high-speed printing that helps give retailers more profitability while taking up less floor space. The station comes in two standard configurations, which include either one or two printer set-ups. It can be equipped with combinations of Sony's newly available UP-DR200 digital photo printer, also introduced at PMA 2008, or its predecessor, the UP-DR150 printer.

PictureStation units equipped with UP-DR200 printers have the unique ability to produce both ProMatte™ finish and glossy prints using the same media pack.

The Compact PictureStation is now available, along with Sidecar™ expansion carts and V4700 operating software – both available for use with select Sony kiosks.

The flexible Sidecar expansion option helps users increase productivity by adding attachments such as additional Sony printers, cabinets and even flatbed scanners. Stations outfitted with the optional cart can be configured for extremely high output that range from 1,350 to 1,800 prints per hour.

The new V4700 software includes next-generation Sony image-processing technology with face detection and auto-picture enhancements. The software also comes with large-file CD creation support, auto-scene light balancing, auto-redeye reduction and advanced print-color reproduction.

The kiosk's standard software includes an easy-to-use administration guide that features tabs for customizing all settings, including pricing, input and output screens, and borders. Users can also upload up to four customizable "print saver" screens that can be used for promotional purposes.

The Express PictureStation uses Sony's dye-sublimation technology to produce both 4-by-6 inch and 5-by-7 inch prints. The unit includes an easy-to-use on/off mode for the system's editing tools, remote monitoring capabilities, a remote management system and payment options including credit cards and value cards.

The new products, including the Express PictureStation unit, the software and Sidecar expansion carts are expected to be available in March.

For more information on Sony's digital photofinishing group please visit [www.sony.com/news](http://www.sony.com/news). For more information on Sony's latest announcements at PMA 2008 please visit [www.sony.com/news](http://www.sony.com/news).

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