

Sony SnapLab System Creates Picture-Perfect Wedding Memories

Portable and Easy-to-Use Digital Photofinishing System Gives Event Photographers an Added Service and Extra Revenue Stream

After planning for months, a year or even longer, a wedding day can go by in a flash.

With the bride and groom busy greeting their guests, cutting the cake and dancing – it all seems to end so quickly, but pictures are still one of the best ways to preserve those memories.

With digital technology, capturing, sharing and printing your memories is becoming even easier. Armed with these tools, such as Sony's SnapLab digital photofinishing system, a growing number of professionals are finding even more creative ways to help their clients document the day while adding another potential revenue stream that can expand their business.

Using the Snaplab system, which is essentially a portable and easy-to-use digital printing kiosk, wedding guests can use their own digital cameras to make personalized photo mementos for the bride and groom – on site, the same day – and present them to the lucky couple at the end of the festivities.

One bride, Eviva Meyrowitz, now has a special scrapbook of personal wedding digital photographs created especially for her and her new husband made by their wedding guests during their reception, thanks to a Sony SnapLab system.

“I am really into pictures and photography, and I wanted something special at my wedding,” said Meyrowitz. “The SnapLab system was perfect, it added a fun dimension by letting guests get involved in capturing special moments and memories from the wedding.”

Meyrowitz' father said he brought the SnapLab system to the rehearsal dinner and gave Eviva, her husband, Sam, and their friends an informal training session so they could show others at the wedding.

The father of the bride also served as a makeshift photo assistant, ensuring that there was one person at each table to be the "instructor" for the other guests at the table. By the end of the wedding festivities, about 85 guests had used the SnapLab system and the bride and groom had 70 different pages of priceless wedding memories.

"It was amazing – so easy to use and there were no glitches. Nothing went wrong – you don't even have to think about it," Meyrowitz continued.

According to the Meyrowitz the Sony SnapLab system was such a hit guests asked the father of the bride to bring it to the wedding brunch the next morning and several brides-to-be inquired about getting the SnapLab system for their weddings. "All of my friends who are getting married said 'I want this! Where can I get this?'" Meyrowitz said. "I would definitely recommend it."

The memory book that was created with the SnapLab system is now a very special memento from the day for Eviva and Sam. The bride explained, "An album is more formal and this scrapbook is more fun. The pictures from the guests provided us with a very unique and special way to capture the day. While any good photographer focuses on the bride and groom, a SnapLab system can easily be a professional's 'best man' guaranteeing some great images of your friends and family at your wedding."

The Sony SnapLab system is an "on-location photo lab" that provides quick, premium quality digital prints from an easy-to-use tabletop unit for both commercial and

professional use. It features an LCD screen and inputs for a variety of the most popular digital media devices.

“The Meyrowitz nuptials are a perfect example of how photographers can use Sony’s digital photofinishing products like the SnapLab system to be more profitable and competitive,” said Jay Kelbley, marketing manager for digital photofinishing at Sony. “Event photography is a competitive business, and the goal is to distinguish your offerings from the guy down the street to set yourself apart. The SnapLab system is a perfect way to do this. For a great price, a professional photographer gets a ton of easy-to-use capabilities, making it the ideal tool to expand their packages and make them more attractive to prospective brides and grooms.”

Essentially, the system is a printer that can produce 3.5 by 5-inch digital photo prints in about 13 seconds, 4 by 6-inch digital photo prints in 16 seconds, and a 5 by 7-inch digital photo in just 17 seconds. The SnapLab system also features a variety of editing tools, which include zoom, crop, rotate, color adjustment, red-eye reduction and sepia or black and white transformation. Custom designed borders can be loaded onto the system for logos, event names and to create decorative frames, greeting cards and announcements.

Already in use by retailers, law enforcement agencies, schools, houses of worship and a range of other organizations, the SnapLab system is a perfect fit for an event photographer’s arsenal.

For more information about Sony’s SnapLab system and other digital photofinishing products, please visit www.sony.com/dpf.