

**For immediate release**

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**SONY EXPANDS CAPABILITIES OF SNAPLAB DIGITAL  
PRINTING SYSTEM WITH NEW MINI-KIOSK MODEL**

**PARK RIDGE, N.J., Sept. 22, 2008** – Sony’s latest addition to the SnapLab™ digital photo printer line, model UPC-R20L, offers new business and revenue opportunities for retailers. Its 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.

The new 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 retailers to add a more professional look to printed digital photos.

“This system was designed for maximum profitability while taking up minimal space,” said Belinda Lopresti, marketing manager for Sony’s Digital Photofinishing Group. “It takes advantage of the inexpensive and rapid print processes of traditional terminal-plus-printer systems, without the large initial investment, and its extensive capabilities open the door for digital printing to a wide range of applications.”

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. In addition, retailers who traditionally found instant digital photo-printing to be cost-prohibitive can now offer it to customers using this type of low-cost, high-return solution.

The addition of wireless “shoot-to-print” capabilities is a perfect fit for event photographers. Using a wireless device server such as the Silex USB adapter, photographers with cameras capable of FTP auto file transfers can send photos directly to the SnapLab system to automatically print. The images can be transferred via a wireless (Wi-Fi) or wired (10/100 Base T) connection and stored in a “HOT” folder on the kiosk.

This wireless feature allows event photographers to concentrate on photo shoots instead of print management, significantly streamlining the workflow at event venues by allowing for one-person operation.

Once photos are stored in the HOT folder of the SnapLab system, photographers can choose to either erase images after printing, or to save images after printing. With this option, photographers can re-print saved images on demand as well as add additional features like borders, logos, or customers’ names at a later date.

The new kiosk has a large touch-sensitive 10.4-inch (viewable area, measured diagonally) LCD screen that can be flexibly angled for more comfortable operation.

The new kiosk 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.

Retailers can offer customers premium prints, with built-in templates to easily create split images, for example. Adding printed or semi-transparent borders is an easy

process, as well as the choice of producing sepia or black-and-white prints. Users can overlay pre-loaded images, event logos and design frames without having to use a PC. Border designs can be created and saved in PNG format, using off-the-shelf image editing software such as Adobe® Photoshop®. Created borders can then be exported in the desired format with the supplied SnapLab utility software. Data can also be exported directly to a CompactFlash card or imported to a CompactFlash card by using the expansion slot on the front of the printer.

The system accepts most popular digital media and memory cards, as well as USB devices and CD/DVD discs (read-only; CD-R/RW, DVD-R/RW). It is equipped with a security cable slot and can be conveniently tethered to deter theft. The kiosk's printer firmware can be updated via memory card, CD-ROM/DVD-ROM and from a PC via a USB connection. Updates can be easily performed from the administration menu, and firmware updates are available at [www.sony.net/productsdp-driver](http://www.sony.net/productsdp-driver).

The front-loading and auto-loading mechanism of the UPC-R20L system enables easy replacement of paper roll and ribbon. For added security, the ribbon door locks while the power is on.

When the printer is not in operation, the kiosk's LCD screen can be used to display promotional images and new print offerings such as company logos, new seasonal borders, and price promotions. A maximum of five promotional images can be displayed sequentially. Custom promotional images can be created using photo editing software and preloaded onto a CompactFlash card and inserted into the expansion slot.

The UPC-R20L SnapLab digital photo printing system will be available in October 2008 at a suggested list price of \$2,995.

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