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SONY TO SHOWCASE ENHANCEMENTS TO SNAPLAB DIGITAL PRINTING SYSTEM AT PMA

LAS VEGAS (PMA Booth # F171), March 2, 2009 – Sony's will be showcasing its latest SnapLab™ digital photo printer (model UPC-R20L) this week, to address the needs of event photographers, users at retail locations, and more.

The enhancements to the SnapLab system include remote monitoring and management software, a wireless print-release option, improved scalability, a pattern lamination feature and deployment software.

Customers that plan to deploy multiple systems can use Sony's optional Remote Monitoring and Management System (RM&M) software to monitor and manage system performance. The RM&M software is a powerful PC-based tool that allows users, such as nationwide retailers, to remotely track sales and make adjustments based on the analytics they collect. Using the software, users can change pricing, run promotions on the unit's LCD screen, and even be alerted by the system as to when media replacement is needed.

The SnapLab's wireless print-release SnaPay™ option provides retailers added flexibility, allowing customers to simply select the digital photos they want to print on the system's touch-screen LCD, and then proceed directly to the cashier. The cashier can then wirelessly release the prints to the customer.

For customers looking to output high-volume, such as big-box retailers, the SnapLab units can be scaled with additional printers. For example, the SnapLab unit can be connected to Sony's UP-DR200 professional printers. Armed with an additional printer,

a single unit can reach a maximum output of 1,100 prints before the media needs to be replaced.

The SnapLab mini-kiosk system can print 3.5x5-, 4x6-, 5x7- and 6x8-inch photos, in either glossy or ProMatte™ finishes, using the same media roll. The system uses a dye-sublimation thermal transfer print mechanism. It offers fast print times 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 (excluding processing).

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

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