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SONY INTRODUCING PROFESSIONAL DIGITAL PHOTO PRINTER

LAS VEGAS (PMA Booth # F-171), March 2, 2009 - Sony is announcing a new professional dye-sublimation printer, model UP-DR80, providing event photographers, portrait studios and retailers a reliable solution for producing digital photo prints.

The new printer's features include the ability to output both glossy and ProMatte™ finishes, fast print speeds, and an advanced dye-sublimation process that does not require many of the harmful chemicals used in film-based printers.

“The UP-DR80 is the ideal printer for professionals who need a high-quality yet light-weight printing solution,” said Lynda Falby, marketing manager for Sony Electronics' digital photofinishing group. “Whether you're an event photographer or a portrait studio, our latest professional printer is equipped with the versatile features that professionals need.”

Using Sony's dye sublimation technology, the unit can print borderless 8x10 and 8x12-inch images, and it also supports multi-cut operation, producing 4x8-, 5x8- and 6x8-inch images. The printer can yield a borderless 8x10 print in approximately 63 seconds (excluding processing time).

The printer uses paper-based media to render digital prints with a fine raster texture that is comparable to the look and feel of traditional photo paper. The paper's print surface is spooled inward on the roll to minimize contamination from dust and fingerprints, and to help eliminate curling of the roll, which results in lower paper waste.

With a footprint of just 12.5 inches x 16.75 inches x 8.13 inches (WxDxH) and weighing only 25 lbs, the new printer is among the smallest and lightest full-page, dye-sublimation printers available today.

The unit supports USB 2.0 connectivity to a PC or to any USB interfaced peripheral, and delivers optimal printing for high-resolution photography. It also comes equipped with an easy-to-use color adjustment feature that enables close matching of print color to images displayed on the screen. The printer ships with the software drivers necessary for Windows® 2000, XP and Vista operating systems.

The UP-DR80 professional digital photo printer is expected to be available this summer. For more information, visit www.sony.com/dpf.

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