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SONY SHOWCASES FULL-PAGE, COMPACT PRINTER AT RSNA MEETING

Easy-to-Use, Affordable Dye-Sublimation Printing for Medical Applications

CHICAGO (RSNA Booth # 4229), Nov. 30, 2008 -- Rounding out its printer lineup this week at the Radiological Society of North America (RSNA) Conference , Sony is showcasing a new dye-sublimation printer - model UP-DR80MD. An ideal choice for full-page ultrasound applications, the high-performance printer combines excellent image quality with ease-of-use and low cost of ownership.

The new printer is the smallest full-page, medical-grade, dye-sublimation printer available today. The UP-DR80MD printer measures 12.5 inches x 16.75 inches x 8.13 inches (WxDxH), and weighs just 25 lbs.

“This compact, reliable printer is ideal for physicians who need to combine multiple ultrasound images on a single page for referring physicians,” said Julie Holodak, product marketing manager for Sony Electronics. “This medical-grade device can provide centralized or cart based printing as an alternative to non-medical ink jet printers which are typically very costly to operate.”

The UP-DR80MD printer supports USB 2.0 connectivity to a PC or to any USB interfaced modalities, and delivers optimal printing for reports that combine text and high-resolution images.

An easy-to-use color adjustment feature enables close matching of print color to images displayed on the screen.

The printer has a 310 dpi resolution, fast print speed and front-panel controls for easy replacement of Sony letter-size print media and ribbon. It supports Windows® 2000, XP and Vista operating systems.

The printer is expected to be available in January at a suggested list price of \$1,999.00.

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