



DNP Photo Imaging Europe SAS

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DNP Introduces Next Evolution of PrintRush™

San Marcos, Texas (March 8, 2007) - DNP Photo Imaging introduces a new prototype design for their existing PrintRush™ self-service kiosk. The newest PrintRush is the smallest customer facing multi-print size kiosk ever commercialized. The new PrintRush is capable of printing in 10 different sizes - from 9X13 (3,5X5") to 20X30 (8X12") - to the same output bin without taking up additional retail floor space.



The PrintRush prototype includes new rack mounted DS Series printers with an exclusive internal print method; this new system safeguards the paper from exposure to dust and other contaminants. The printers also feature a new cartridge based ribbon supply that enhances ease of loading and overall ease of use. These printers are specifically designed to use DNP's high quality, low-cost media. PrintRush provides a missing and critical element of any successful self-service consumer facing kiosk. Multiple sizes, single output location, small footprint and reasonably priced - all these new features will change how current and/or potential kiosk owner make their purchasing decisions. Like our NexLab™, the new PrintRush changes everything.

Building on the features that made PrintRush the 2006 DIMA Innovative Digital Product Award winner, DNP Photo Imaging America has further enhanced the kiosk's ease of use with high speed, proprietary image loading algorithms for faster media loads. Additionally, improved automatic red eye removal and color adjustment workflow ensure a superior consumer experience.

About DNP Photo Imaging Europe SAS

DNP Photo Imaging Europe SAS is majority owned by Dai Nippon Printing Co., Ltd. (DNP) - one of the world's largest diversified printing/coating technologies company and a Global Fortune 500 company with over €10 billion in annual revenue. DNP Photo Imaging Europe is a leading provider of store branded digital imaging solutions including photo kiosks, dye sublimation minilabs, dye sublimation media and silver halide paper products for the photo retail market. With over 25 years experience developing and producing dye sublimation media products, DNP is the world's largest supplier of dye sublimation media.

For more information about DNP Photo Imaging products call +33 (0)1.49.38.65.50 or visit www.dnpphoto.eu.