

## FOTOLUSIO revolutionizes photo print at Photokina 2008

DNP Photo Imaging Europe, a subsidiary of Japanese giant DNP – the world leader in dye-sublimation printing solutions - is introducing its FOTOLUSIO brand, during Photokina 2008 in Cologne (Germany). FOTOLUSIO is a global concept of innovative solutions designed to free the photo print process from its constraints and to re-think the production line.

Paris, August 12<sup>th</sup> 2008 – According to LYRA RESEARCH and API forecasts, in 2008 more than 400 billion pictures will be taken around the globe, i.e. ten times more than at the beginning of the digital era in 2000. In Europe, where digital shooting has widely expanded, adapted printing solutions specially aimed at its enhancement have not been developed.

Those same researches are assessing that in 2009, 50% of all European photo prints (already surpassing the most important volumes recorded at the time of film-based photography) should be produced in stores.

With the introduction of FOTOLUSIO, DNP Photo Imaging Europe is foreshadowing the market evolution. Therefore, the combination of the words “*Photo*,” “*Solutions*” and “*Revolution*” gave birth to FOTOLUSIO – **a line of technological products and innovative solutions dedicated to photo print.**

FOTOLUSIO brings more than products but genuine solutions to photo professionals in order to answer the consumer’s demands. **Quality, simplicity and profitability** are building the three pillars of the FOTOLUSIO philosophy.

FOTOLUSIO also revolutionizes the photo market in creating new products and new **opportunities for professionals.**

FOTOLUSIO is a **global, flexible and evolutionary system** answering all the needs and accompanying photo print retailers in their transition from silver halide to digital technologies:

- Centuria DS photo paper and dye-sub media are warranting faithful reproduction of colors and unique durability.
- Ultra-compact and fast dye-sub DS printers which produce multiple sizes prints - from 9x13 (3.5x5”) to 20x30 (8x12”) - of remarkable quality.
- Nextstation DS-T2: an order-taking station with user-friendly interface offering a wide range of services and value-added products.
- Nexlab NL-2000: a new generation of dye-sub minilab with a dry “chemical free” processing system. Compact, simple and functional enough to adapt to all sales outlets. Multiple sizes and ultra-fast printing (up to 1000 prints per hour) in order to answer all productivity requirements, even the most demanding.
- The PrintCenter: a multi-user station generating traffic in stores thanks to an integrated system managing order taking, printing and payment with bar code. The PrintCenter will make the show at Photokina 2008 where it will be disclosed exclusively for Europe.

FOTOLUSIO offers many advantages to photo professionals:

- Impeccable picture quality
- Improved ease of use
- Fast printing and high productivity
- Wide choice of print sizes
- Many value added services
- Optimal profitability
- Evolutionary solutions according to the needs and the investments capacities

Through the introduction of its FOTOLUSIO brand, DNP brings to the world of photography innovative product concepts which **make photo printing easier and more accessible**. These new solutions create **new market opportunities**, even beyond the traditional photo industry.

DNP Photo Imaging Europe will be pleased to meet you,  
on September 22<sup>nd</sup> to 28<sup>th</sup> at Photokina 2008 in Cologne.

[Hall 10.2, Booth A004/B019](#)

#### **About DNP Photo Imaging Europe**

Since October 2007, DNP Photo Imaging Europe, a subsidiary of Japanese giant DNP, has become a new force of innovation and distribution in the European photo world. Based in France, DNP Photo Imaging Europe is in charge of the distribution of DNP products and services in 40 European and Mediterranean countries. With one of the most complete range of dye-sublimation and silver-halide media, DNP Photo Imaging Europe has developed comprehensive solutions covering the needs of traditional photofinishing (minilab and industrial laboratory) and digital photo printing.

Bolstered by its range of products, DNP Photo Imaging Europe intends to play a major part in the evolution of the photo print market. With innovative solutions at the technical level as well as for the financing of installations, DNP Photo Imaging Europe brings to distribution networks a new dynamic regarding their approach to photo printing. <http://www.dnpphoto.eu>

#### **About Dai Nippon Printing Company (DNP)**

DNP, one of the world's largest comprehensive printing companies with 37 800 employees and annual sales of €10 billion in 2007, is listed at the Tokyo Stock Exchange. DNP's wide range of businesses includes: publication printing, commercial printing, administrative printing, smart cards, packaging, decorative materials, network infrastructures and electronic components. Applying its fundamental printing techniques and technologies, DNP is now the world's largest supplier of dye-sublimation media. For more information about DNP, please visit: <http://www.dnp.co.jp>

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