DNP Photo Imaging Europe SAS

FOTOLUSIO
more than a photo

TOMO™MT MULTI-TOUCH
PHOTO SOFTWARE FOR MICROSOFT SURFACE

Paris, April 7, 2009 – DNP Photo Imaging has developed Tomo MT™ a prototype photo printing application for the revolutionary Microsoft Surface™ computing platform. Utilizing the 360 degree natural user interface, Tomo MT lets users select, edit and print digital images. Multiple users can simultaneously touch and interact with their digital images without a mouse or keyboard. Tomo MT includes auto-color and red-eye correction and ordering of multiple print sizes. Image formatting to black and white or sepia tone is also included. Finished orders print using DNP's dye sublimation photo printing solutions.

Tomo MT demonstrates the versatility of DNP's software for existing applications and for the future of computing, by incorporating multi-touch functionality that works with the natural user interface on Microsoft Surface. Tomo MT incorporates a rich user experience, unlimited opportunities for creativity and the elusive "wow" factor consumers crave. DNP Photo Imaging America believes that the multi-touch environment is an order of magnitude above the routine photo software experience and the photo industry agrees; Tomo MT won the 2009 DIMA Innovative Product Vision Award at the PMA show in Las Vegas.

DNP envisions Tomo MT being commercially deployed in specialty photo shops, hospitality destinations and anywhere people like to gather and share experiences.

Tomo MT is one of the first multi-touch, multi-user photo editing applications designed for Microsoft Surface. The application offers multiple users the ability to view, edit, share and create unique photo products from an immersive, shared interactive environment. Retailers who want to differentiate themselves from the competition, offer their customers a new and enhanced experience and brand themselves as innovators in the photo marketplace are responding with enthusiasm to the potential of the new application.

"Many of our retail clients have been clamouring for something extraordinary in photo printing and editing software. Retailers continue to seek ways to differentiate themselves; an interactive software experience like Tomo MT was created expressly for them," said Brett Cameron, CEO of DNP Photo Imaging America. "Tomo MT combines Microsoft Surface with the software development expertise of DNP. Our clients - and their customers - will reap the rewards."

Microsoft Surface turns an ordinary surface into a vibrant, interactive surface. It's the first commercially-available surface computer from Microsoft. The product provides effortless interaction with digital content through natural gestures, touch and physical objects. Microsoft Surface is a 30-inch display in a table-like form factor that's easy for individuals or small groups to interact with in a way that feels familiar. In essence, it's a surface that comes to life for exploring, learning, sharing, creating, buying and much more.

Surface computing is a new way of working with computers that moves beyond the traditional mouse-and-keyboard experience. It is a natural user interface that allows people to interact with digital content the same way they have interacted with everyday items such as photos, paintbrushes and music their entire life: with their hands, with gestures and by putting real-world objects on the surface. Surface computing features four key attributes:

- **Direct Interaction**: Users can actually "grab" digital information with their hands – interacting with content by touch and gesture, without the use of a mouse or keyboard.

- **Multi-Touch**: Surface computing recognizes many points of contact simultaneously, not just from one finger like with a typical touch-screen, but up to dozens of items at once.

- **Multi-User**: The horizontal form factor makes it easy for several people to gather around surface computing devices together, providing a collaborative, face-to-face computing experience.

- **Object Recognition**: Users can place physical objects on the surface to trigger different types of digital responses; in the future this will include the ability to transfer digital content.

Tomo MT's immersive photo experience benefits retailers and consumers. For retailers, the application creates a totally new and unique way for multiple users to access and print their digital images. Customers who want the latest immersive computing experience in all aspects of their lives will flock to the new application.

With its direct interaction interface that lets users "touch" their content with their hands and gestures, combined with our best-in-class photo enhancing and editing tools, the new DNP application is destined to be the software experience of choice for users across generations.

Tomo MT is a member of the Fotolusio portfolio of photo printing solutions from DNP Photo Imaging.

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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