



DNP Photo Imaging Europe SAS

Media Contact:

Serge Deschamps

sdeschaamps@dnpphoto.eu

+33 (0)1 49 38 47 06

+33 (0)6 16 67 91 52



DNP PHOTO IMAGING AMERICA'S DS-40 PRINTER EARNS THIRD STRAIGHT AWARD IN DIMA DIGITAL PRINTER SHOOT-OUT



ANAHEIM, CALIFORNIA FEBRUARY 20, 2010 – DNP Photo Imaging America's DS40 high-speed, high-quality 6-inch photo printer earned the prestigious award in the 15th Annual DIMA Digital Printer Shoot-Out. It is the third year in a row that a DS Series printer achieved a Printer Shoot-Out award.

A panel of judges rated entries in 10 categories, releasing the results today, just prior to the opening of the 2010 Photo Marketing Association International Convention.

Entries were judged in a controlled lighting environment at the headquarters of GTI Graphic Technology using D50 light temperature (see <http://www.graphiclite.com/> for more information on the lighting systems being used). The target file contained an X-Rite color checker with known values. Qualitative criteria were used in judging the prints, based on neutral gray balance reproduction, saturation, shadow detail and quality, overall tonality, detail and highlights. DS Series printers are designed for use in kiosks, photo labs, by professional photographers, or in other commercial situations. DNP Photo Imaging America deploys DS Series printers in NexLab™ dye sublimation mini labs and the PrintRush™ family of kiosks. DS Series printers are competitively priced dye-sublimation printers utilizing a powerful printer control engine designed to maximize image quality while printing at high speed. High-resolution printing produces rich photos that display full color details and smooth gradation. An exclusive internal printing method safeguards the paper from exposure to dust and other contaminants. A lamination layer on the media provides better resistance to fading, fingerprints, water, ozone, and dust. The printers offer unparalleled reliability and ergonomic design for easy access front loading and maintenance, all within a space-saving design – only 12.6 inches wide by 14 inches deep by 6.6 inches high and weighing just 30 pounds.

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 storebranded 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.