

Bulletin

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TO: DIGITAL PHOTOGRAPHY PRODUCTS RESELLERS
PICTURESTATION SYSTEMS PRODUCTS RESELLERS

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SUBJECT: INTRODUCTION OF SONY'S NEW PROFESSIONAL PHOTO PRINTERS
AND MEDIA PACKS

TYPE: INTRODUCTION



Sony's new dye-sublimation line-up, the UPCR25L, UPDR250, UPCR15L and UPCX2.

The Digital Photofinishing Group is pleased to announce the introduction of our new lineup of professional photo printers and media packs. This new series utilizes a new Sony print engine and offers a new generation of print media that offers a higher quality look and feel, as well as Sony's unique patented ProMatte™ finish and watermark features. Also, with new cut modes, additional print sizes are available, allowing for expansion into new applications.

NEW GENERATION PRINT MEDIA

All four models in Sony's new line-up offer Sony's new fifth generation photo paper that captures a near-perfect match to traditional photo paper. The newly developed resin-coated paper based print media boasts:

- Higher gloss finish and ProMatte/Watermark capability
 - The higher gloss and patented ProMatte finish are selectable without replacing ink ribbon or paper. A watermarking design on the surface of the photo is possible through a special lamination process.
- Traditional photo paper look and feel
 - The resin-coated paper base, which is similar to traditional photography paper, creates a look and feel indistinguishable from traditional photos.
- Improved scratch resistance
 - The new paper composition also offers more superb scratch resistance when compared with current 2UPC-R20x series media.
- Improved cockling performance
 - The resin-coated paper base also combats cockling, or wrinkling and puckering. Should the print get wet, it will not become wavy as it dries. It will also allow the customer to use water-based glue for pasting ID photo onto a document.
- No cracking when folded, Harder to tear
 - The prints will not crack when folded and are stronger when folded and more tear resistant compared with current 2UPC-R20x series.

THE HARDWARE MODELS

UP-CR25L SNAPLAB®

For details on the UPCR25L, see Bulletin #10-0440

UPDR250

We are proud to introduce the UP-DR250 Digital Photo Printer as a successor to the UP-DR200. This model is positioned as a high-end, high speed, high volume printer for professional photography and retail applications.

Utilizing a new print engine, the UP-DR250 offers a new generation of print media that offers a higher quality look and feel, as well as Sony's unique patented ProMatte™ finish. Also, with new cut modes, additional print sizes are available, allowing end users to expand into new applications.

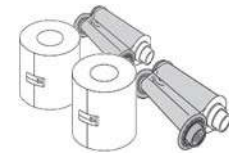


- **New Generation Print Packs** provide higher gloss and ProMatte finish with improved scratch resistance
- **Multiple Cut Mode** Various print sizes are supported including 6x7, 5x5, 2x6.
- **PJL(Print Job Language) Protocol** Supports industry standard PJL and current hand-shake.

- **Stronger Output Tray (Paper tray)** Strong against impact with the use of flexible and durable material
- **Serial number display on front LCD** Serial number of the unit can be checked without pulling out installed printer
- **Status Monitoring** Enable to monitor printer status on Windows PC using Sony Photo Printer Utility
- **Standard and Enhanced Look Up Table** selectable from printer driver

MEDIA PRINT PACKS FOR UPDR250

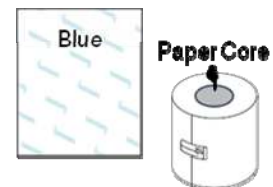
MODEL	SIZE	CAPACITY
2UPC-R254	(4x6"/10x15cm)	700 prints x 2 rolls (1400 total)
2UPC-R255	(5x7"/13"x18cm)	400 prints x 2 rolls (800 total)
2UPC-R256	(6x8"/15x20cm)	350 prints x 2 rolls (700 total)



IMPORTANT: The new print packs (2UPC-R25x series) are not compatible with the UP-CR20L or the UP-DR200. Likewise, the 2UPC-R20x series are not compatible with UP-CR25L or UP-DR250.

- **NEW MEDIA SERIES:** The color of the backside print "Print by Sony" is blue and the paper roll has a center core.

(2UPC-R25x series)



UP-CR15L SNAPLAB

We are proud to introduce UP-CR15L Digital Photo Printer as a successor model to UP-CR10L. This model is positioned as an entry model in "SnapLab" family.

The UP-CR15L offers real photo looks and feels with new generation print media, without sacrificing Sony's unique ProMatte feature. Furthermore, the UP-CR15L has been enhanced with the features available on UP-CR20L including watermark, transparent border and optional wireless shoot to print.

Also by supporting 4x8" paper size and new cut modes, additional print sizes are available.



ALL IN ONE TURNKEY SOLUTION

The UP-CR15L is designed to be a standalone photofinishing solution using new high performance dye-sublimation thermal transfer print mechanism, touch sensitive color LCD and various digital media inputs. Its compact and stylish design enables the printer fit anywhere even in a small space such as event venue and small storefronts.

MULTIPLE PRINT SIZES AND FINISHES

UPCR15L Print Sizes

✓: Newly Supported

Print Pack Max Paper size	Cut size	LCD(GUI)	Printer Driver	Firmware (USB Command*)
2UPC-C55 5x7"(13x18cm)	5x7	✓	✓	✓
	5x5	-	✓	✓
	2x(3.5x5)	✓	✓	✓
2UPC-C54 4x6"(10x15cm)	4x6	✓	✓	✓
2UPC-C58 4x8"(10x20cm)	4x8	✓	✓	✓
	16:9(4x7)	✓	✓	✓
	4x6	✓	-	✓
	2x(4x4)	✓	✓	✓
2UPC-C53 3.5x5"(9x13cm)	3.5x5	✓	✓	✓

Note: 4x7 is HD camcorder format for printing still image taken by Sony HD Handicams.

VALUE ADDED PRINTS

A variety of value added print options including high quality borders, split images, ProMatte finish and Watermark feature are available on photographic quality prints. When the 4x8 print pack (2UPC-C58) is loaded, the photo greeting cards can be printed with border design easily and instantly without using PC.

Border data must be created (or downloaded) and preloaded onto a CompactFlash card sold separately and inserted into UP-CR15L's expansion slot. This feature is not supported in printer driver. For more details, please visit **SnapLab Support Page** www.sony.net/snaplab.

Please note, the border data created for UP-CR10L is **NOT** compatible with UP-CR15L. For more details on Watermark and border data creation, please visit **Snap Lab Support Page**.

WIRELESS SHOOT TO PRINT

By connecting with optional UPASLAWSG-1 (wireless adapter), the UP-CR15L can print photos wirelessly directly from supported camera equipped with an FTP file transfer capability.

After the image is transferred to the UP-CR15L,

- It is selectable from "Print", "Print and saved images onto expansion CompactFlash card" or "saved images onto expansion CompactFlash card without printing" in administration screen. The data saved onto an expansion CompactFlash card can be used for reprinting by operating LCD.

- The transferred images can also be printed with a border such as a logo, event name or a custom designed frame.
- Furthermore, if special files for “Package Prints” are saved in a expansion CompactFlash card, multiple prints with different sizes are printed automatically with transferred image. The photographer can print multiple prints in different or same size without operating LCD. This feature allows photographer to concentrate on shooting without worrying about subsequent busy work for printing many photos.

UPCR10L TO UPCR15L: MAJOR ENHANCEMENTS

1. 4x8” size print size and borders
2. ProMatte and Watermark support
3. Transparent Border to overlay logo, event name, professional photographer’s name or a design frame over the photo without a use of PC.
4. Text Input from the text edit menu
5. New Refill Type Ink Ribbon for less waste
6. USB(A) slot in front panel
7. Multi-LUN(Logical Unit Number) Support allows user to connect USB mass storage devices
8. Auto Image Correction via Face Detection technology automatically corrects natural skin tones
9. Watermarking file names on print
10. Image preload function
11. 10 Language Sets for GUI Display
12. Large Image Preview
13. Band Pricing allows for volume discounts
14. Easy firmware update - no PC connection required
15. Caution Label on the paper door to avoid installing incorrect media
16. Split Image, Screen Saver, Logo Stamp Function, Sony Photo Printer Utility

UPCX2

We are proud to introduce UP-CX2 Digital Photo Printer as a successor model to UP-CX1. The UP-CX2 is the professional digital photo printer which offers superb quality prints to satisfy the demanding customer with affordable hardware price.

The UP-CX2 offers real photo looks and feels prints with new generation print media, without sacrificing Sony’s unique ProMatte feature. Also with new cut modes, additional print sizes are available, allowing end users to expand into new applications. Among the key targets are event photographer and event operator, photo booth manufactures, and third party photo print kiosks.



For unattended photo booth and solutions with multiple printers, the relatively small capacity paper roll and ribbon cartridge allows fleet engineers to replace unfinished print media at regular intervals.

MULTIPLE PRINT SIZES AND FINISHES

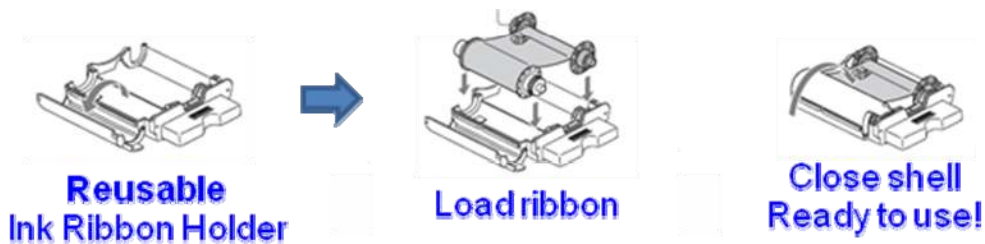
PrintPack Max Paper size	Cut size	Printer Driver	Firmware (USB Command*)
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	5x5	✓	✓
	2x(3.5x5)	✓	✓
2UPC-C55 4x6"(10x15cm)	4x6	✓	✓
2UPC-C58 4x8"(10x20cm)	4x8	✓	✓
	16:9(4x7)	✓	✓
	4x6	-	✓
	2x(4x4)	✓	✓
2UPC-C53 3.5x5"(9x13cm)	3.5x5	✓	✓

Media Print Packs for UP-CR15L and UPCX2

MODEL	SIZE	CAPACITY	INCREASE
2UPC-C53	(3.5x5"/9x13cm)	360 prints x 2 rolls (720 total)	20%
2UPC-C54	(4x6"/10x15cm)	215 prints x 2 rolls (430 total)	7.5%
2UPC-C55	(5x7"/13"x18cm)	180 prints x 2 rolls (360 total)	4.7%
2UPC-C58	(4x8"/10x20cm)	160 prints x 2 rolls (320 total)	6.7%

IMPORTANT: The new print packs 2UPC-C5x series are not compatible with the UP-CR10L or the UP-CX1. Likewise, the 2UPC-C1x series and 2UPC-C48 are not compatible with UP-CR15L or UP-CX2.

- **NEW MEDIA SERIES:** The color of the backside print "Print by Sony" is blue and the paper roll has a center core.



The reusable ink ribbon holder means less plastic waste and offers more eco-friendly use!