

Changes for the Better



**MITSUBISHI  
ELECTRIC**

Digital Photo Technology

*easy*photo



Easyphoto - the Easychoice - for Instant Photo's

**ID Photo Option  
with biometric  
adjustment  
available!**



Mitsubishi Electric presents Easyphoto, an all in one digital photography solution designed to meet the needs of photo retailers.

# Easyphoto - the easy & affordable way to make a profit

Easyphoto is an affordable solution ideal for retailers who currently offer a photo developing service and are considering the idea of an instant digital solution or retailers entering the photofinishing business. It is very quick and easy to set up, in no time at all you could be up and running and seeing a return on your investment!

- Photo retailers
- Hotels
- Pharmacies
- Leisure parks
- Newsagents
- Holiday resorts

## Return on investment

Easyphoto "start making profit"	3 months	2 months	1 month
Photos per day (4 x 6")	15	20	40
ID Photos per day	3	5	10
Costs	£1.62	£2.25	£4.41
Daily profit	£17.88	£28.75	£57.59
Annual profit	£5,578.56	£8,970.00	£17,968.08
Sell price 4 x 6"	£0.30	£0.30	£0.30
Sell price ID photo	£5.00	£5.00	£5.00
Days per month (average trading days)	26	26	26
Cost of hardware (ex VAT) (inc ID option)*	£1379	£1379	£1379

NOTE: Return on investment figures are illustrated as a guide only, actual return on investment will depend on resale price and number of photo's sold over a period of time and is not guaranteed by Mitsubishi Electric.

\* ID options does not include any third part camera.



## What is Dye Sublimation Technology?

Digital prints from Mitsubishi's Easyphoto are produced by the CP9550DW-S dye sublimation printer. Mitsubishi has been continually developing dye sublimation technology in its range of digital photo printers for many years.

Dye sublimation is different from inkjet printing where individual dots are laid on the paper to create the end picture. Dye sublimation uses a heat process with a transparent film that has cyan, magenta and yellow panels that represent the three basic colours used in printing. As the print head heats up and passes over the film, the coloured dyes are fused onto the glossy surface of the paper, after three passes through the printer a final laminate top cover is applied that ensures the final photo is produced completely touch dry.

Quick and easy to operate dye sublimation printers produce high quality, detailed photo's that are durable and fade resistant.



# set-up - Easy to use

Easyphoto optional software is available to suit your customer's needs, including:



## ID photos software

Create your own ID templates to maximize profitability and services available. The biometrics software enables you to provide ID photos that meet official criteria for passports and driving licenses



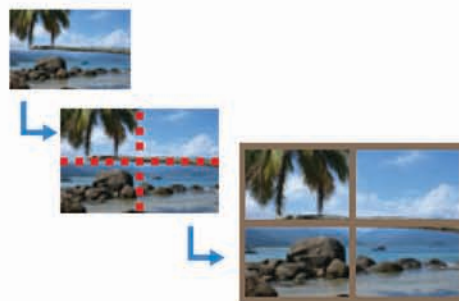
## Collage software

Create a keepsake of your most treasured memories.



## Calendars software

Allows customers to create their own month or annual calendar with their favorite picture! With a number of design templates to choose from it is quick and easy to create a unique calendar for yourself or as a gift



## Mosaic software

Enhance your photos and overlay a bespoke frame to make a unique mosaic gift. Using the larger 6" x 9" print size you can produce a stunning modern mosaic from any photo.

## Available options

A ticket printer and wireless keyboard is also available as an option with Easyphoto, enabling you to verify customer orders and manage payment for photo services over the counter.



# Easyphoto - Easy to



Easyphoto has been designed as a quick and easy solution, benefiting from the following standard features:

- Instant printing through media cards, USB, Bluetooth™ mobile camera phones, CD and DVD
- CD/DVD burning
- Index prints
- Contrast and brightness adjustments
- Red eye reduction
- Zoom and crop
- Sepia and black and white photos

## Easy to Install: Plug and Play



+



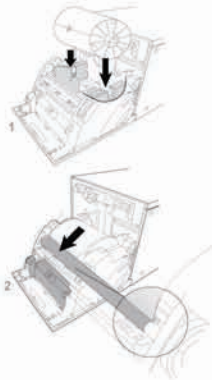
+



↓  
Touchscreen interface with easy to follow instructions

↓  
Changing the media is quick and simple

↓  
Wireless keyboard and ticket printer for easy over the counter payment and order verification



All major digital media accepted



# Easyphoto - the Easychoice - for Instant Photo's



- Easy to Install: Plug and Play
- Easy to Use: Simple and Friendly
- One-touch Adjustments
- Compact and Lightweight



Mitsubishi Electric's Digital Photo Technology Division is pleased to introduce Easyphoto, a complete, flexible and affordable digital photo solution that has been designed with photo retailers, pharmacies and photographers in mind. Easyphoto is a complete all in one solution for your digital printing needs. Producing beautiful, clear, full colour bleed to edge photographs in a matter of seconds Easyphoto is quick and simple to set up and operate.

The sleek compact design would fit into virtually any retail application with the included Mitsubishi CP9550DW-S photo printer. The Easyphoto and printer can easily be situated neatly on the counter top or separated with the printer being housed out of sight under a counter. Convenient 'over the counter' payment is achieved with an optional ticket printer and wireless keyboard for order processing.



Easyphoto can be customised to offer a number of standard options such as instant printing, CD/DVD burning, brightness and colour adjustments, red eye reduction and composition prints.

In addition Easyphoto can be expanded to offer ID photos, calendars, collage and mosaic options. The ID option will include automatic biometric adjustments making the offering of ID easier than ever before! Just connect a standard digital camera\* or insert a memory card and upload the images to the ID option.

All photos will be printed on Mitsubishi's market leading CP9550DW-S dye sublimation printer that can produce 4" x 6", 5" x 7" and 6" x 9" prints quickly and easily!

\* Check the digital camera compatibility as a mass storage device.

# Easyphoto - the Easychoice - for Instant Photo's

Easyphoto has been designed to be an easy digital photo option!

- Plug and Play: Turn it on and it is ready to use
- Easy to operate: Touch screen operation
- Compact sleek design: Can fit seamlessly into any location
- Independent CP9550DW-S printer:  
can be placed next to the Easyphoto system or beneath the counter top

## SOFTWARE INCLUDED

- Instant prints from USB, CD/DVD, Bluetooth™ and all major digital media cards
- CD/DVD burning
- Brightness and contrast adjustments
- Crop and zoom adjustments
- Red eye reduction
- Sepia and B/W tones
- Composition prints
- ICC profiles

## OPTIONAL MODULES

- ID Photo option, includes biometric adjustments
- Calendar options
- Collage options
- Mosaic options
- Ticket printer
- Wireless keyboard

## MAIN FEATURES

Dimensions: 300 x 250 x 200 mm  
Weight: 7kg  
AC Voltage: 100 – 240VCA  
Software: New Easyphoto Software  
Screen: 10", touchscreen, LCD  
Printer: CP9550DW-S



100% collapsible screen for portability and adjustment

## CP9550DW-S Printer



Resolutions: 346dpi  
Print Speed: from 14 seconds  
Print Sizes: 4" x 6" up to 6" x 9"  
Printer Memory: 2 x 32MB  
Interface: USB 2.0  
Weight: 17kg  
Dimensions: 300 x 325 x 365 mm

TYPE	SIZES	PRINTS / ROLL
CK9015	4x6 inch	600
CK9318	5x7 inch	350
CK9523	6x9 inch	270

Easyphoto is supplied as standard with a Mitsubishi CP9550DW-S dye sublimation printer.

**easyphoto**

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