SONY

UP-CR10L/LI1 **SnapLab**

Digital Photo Printer

Print by Sony

SONY

Print anywhere, anytime for anyone. Introducing the Sony SnapLab Digital Photo Printer. A compact and feature-rich professional photofinishing solution.

Sleekly-designed and compact, the SnapLab is packed with features that are simple to use, easy to understand and that your customers will love. Thanks to Sony printing technology, the SnapLab produces photolab-quality prints in just a few seconds. The touch-screen colour LCD and user-friendly interface mean greater ease-of-use and more customer interaction. The result? More memorable and creative photos for your customers and more opportunities and business for you.

It's a fact – film sales continue to decline while the market for digital cameras, camera phones and digital photofinishing services is going through the roof. Tens of millions of potential customers who have digital photos stored in one form or another regularly decide how and where they can print their photos as quickly, easily and cheaply as possible. Even people without a digital camera receive photos via email, the Internet or on their mobile phone and sometimes want professional quality prints, without always knowing where or how to get them.

The digital revolution is here... and it's here for good. With SnapLab you can offer a fast, affordable and professional digital photofinishing service to your customers anywhere at any time!

Ideal for

- 01 Party /Event organisers
- 02 Schools
- 03 Colleges
- 04 Universites
- 05 Hotels
- 06 Corporate
- 07 Hospitals
- 08 Government
- 09 Libraries
- 10 Photo Shops
- 11 Convenience Stores
- 12 Tobacconists
- 13 Newsagents
- 14 Consumer Electronics Shops
- 15 Tourism
- 16 Cruise Liners / Ferries
- 17 Craft Shops
- 18 Indoor Amusement
- 19 Recreations Facilities
- 20 Law enforcement agencies
- 21 Service Stations

Make it easy for your customers

Let's face it. Not all digital photos will be printed. Some are forgotten, some are forgettable and some are just bad! One of the key advantages of digital over film is the possibility to pre-select the photos we want to delete, keep or print. But your digital customers have a simple choice to make.

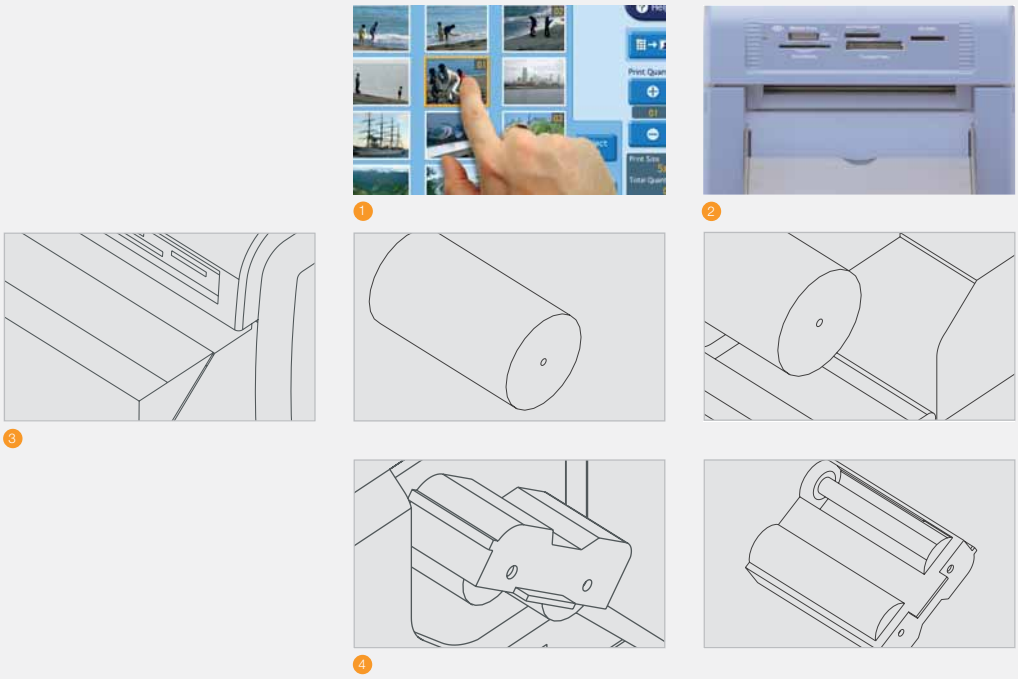
- Not to print their photos
- Print their photos themselves
- Have their photos printed on a professional system

The most affordable way into the lucrative digital market

The Sony SnapLab is a terrific way to offer photofinishing services at a competitive but profitable rate that will help you win new and repeat business. Its affordable price tag means that there is no longer a prohibitively high investment required to enter the market. You can be up and running for a fraction of the price of a digital mini lab, and in a fraction of the time, so you can get a return on your investment in months or even weeks.

Leaving aside the financial aspect, the SnapLab is practically "Plug and Pay"! You don't need training to operate it, nor do you need to be an IT expert. User-friendly touch-screen interfaces guide both you and your customers through all operations. Changing paper rolls and ribbons is simple too: release handle, replace cartridge and close.

SnapLab Making it easier and more affordable than ever before to provide digital photo services



Easy to use and effortless to maintain

1 Intuitive touch screen user interface

Easy to use and operate, this guides both you and your customers through all operations.

2 Medias

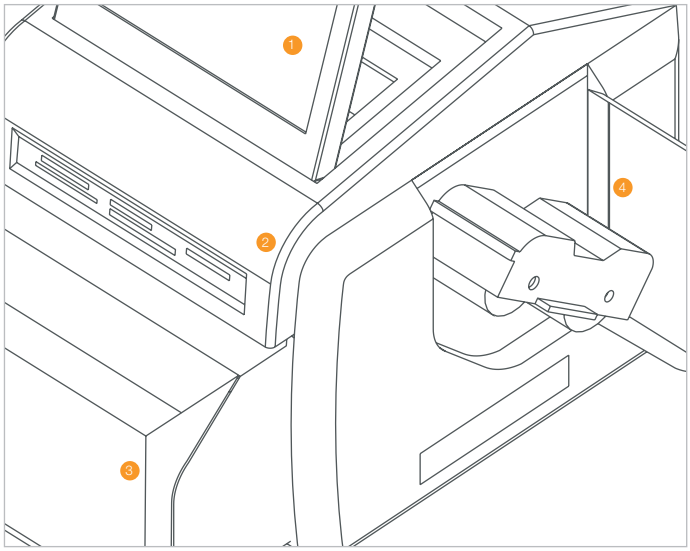
The SnapLab accepts today's most popular and widely-used media devices: MemoryStick (STD, DUO & PRO), CompactFlash, xD-Picture Card, Microdrive, SD/MMC and SmartMedia.

3 Paper

One roll of paper is sufficient for up to 300 photos (9 x 13 cm prints). When it's time to change rolls, simply drop a new roll into the pull-out tray. The printing side is on the inside of the roll, so there's no need to worry about touching printing surfaces.

4 Ink ribbon

Changing ink ribbons takes seconds – the side panel opens for access to the ribbon cartridge and the new ribbon simply slots into place.



Selection of picture source

Send pictures through Bluetooth …

… or by inserting media card

Start-up Menu to select print style


Shot selection

User-friendly operation

Main Features

The SnapLab has been designed to be quickly operational and as simple to maintain as possible, without compromising print quality.

Quick start-up

The SnapLab can be used without a PC. Once switched on, the SnapLab is operational within 15 seconds and is ready to print your photos.

Various media inputs

The SnapLab accepts today's most popular digital media.

Bluetooth connectivity*

The SnapLab can receive and then print images from Bluetooth devices such as camera phones. Images are transferred wirelessly via Bluetooth and then stored in a buffer memory where they can be edited and printed in the normal way.

* Requires USB Bluetooth adaptor DPPA-BT1 and a CompactFlash or MicroDrive card, sold separately.

Easy to use

The operation of the SnapLab is very simple. No PC is required. With a large 8-inch touch-sensitive colour LCD and a user-friendly GUI (Graphical User Interface), it is easy and comfortable to operate.

High speed and high quality

A newly-developed thermal print mechanism enables the SnapLab to operate at high speeds, regardless of print size. Printing a 9 x 13 cm (3.5 x 5 inches) photo takes approximately 13 seconds*, while a 10 x 15 cm (4 x 6 inches) photo can be printed in approximately 17 seconds*, and a 13 x 18 cm (5 x 7 inches) photo in approximately 18 seconds*. In addition to this high speed, the SnapLab provides photolab-quality prints, utilising Sony dye sublimation technology. It outputs crisp, vibrant colours with natural, continuous tones on UV-protected archival-quality paper.

*Excluding image-processing time.

Compact

The compact body of the SnapLab enables it to fit almost anywhere and its LCD panel can be angled to accommodate a variety of viewing positions.

Creative and editing Features

The SnapLab has a robust set of editing features built into the printer, which are operated via its LCD panel, without a PC.

Zoom, Crop & Rotate

Focuses on the subject, eliminates unwanted background and rotates picture.

Colour Adjustment

Adjusts vibrancy.

Red-Eye Reduction

Reduces unwanted red-eye easily.

Sepia / Monochrome

Transforms colour pictures into black and white or sepia-toned images.

Text input*

Messages and captions can be placed on images and on borders without using a PC. After they have been input, these will appear on all prints except index and split image printing. This is a useful feature for identifying the name of an event or the date of the photo.

*English only.

Order and Print in approx. 13 seconds (9 x 13 cm prints)

Next!

Customer can choose creative options

Red-Eye Reduction

Zoom / Crop / Rotate

Colour Adjustment

Sepia / monochrome

Multiple layouts

The SnapLab offers 30 built-in templates that enable users to create anything from ID cards to novelty products and add value to each print.

Border composition*

The SnapLab provides value-added prints by using borders to overlay preloaded logos, event names, or a custom-designed frame to your photo. The additional border designs can be created using a Microsoft® Windows®-based version of Adobe® Photoshop®.

* Need to preload data onto a MicroDrive® or CompactFlash® card and insert it into the expansion slot.

Other Features

Several other features provide additional flexibility and greater satisfaction for user and owner alike.

Screen saver customisation*

Screen saver images can be customised by preloading data. Owners can display various images such as a company logo or a special promotion when the printer is not in operation.

* Need to preload data onto a MicroDrive or a CompactFlash card and insert it into the expansion slot.

Job ticket printing*

SnapLab can print tickets, which displays details such as the order number, type of print, quantity and price. Tickets can also include customised header and footer, such as a logo or barcode.**

* Requires connection to the Epson TM88 thermal printer.

**Need to preload data onto CompactFlash or Microdrive card (sold separately) and inserted into the expansion slot.

Remote password entry

Shop staff can authorise an order by entering a password on the LCD screen, or they can start printing by using a special memory card with a built-in password*. They simply insert this in a special memory card reader.

* Requires a password file to be preloaded on optional memory card.

**Requires optional memory card reader, connected via USB connector.

Image data spooling*

The SnapLab spools image data to be printed after sending the order. This allows users to remove memory cards and shoot more photos while the job is printing.

* Need to insert a MicroDrive or CompactFlash card and insert it into the expansion slot.

Order management

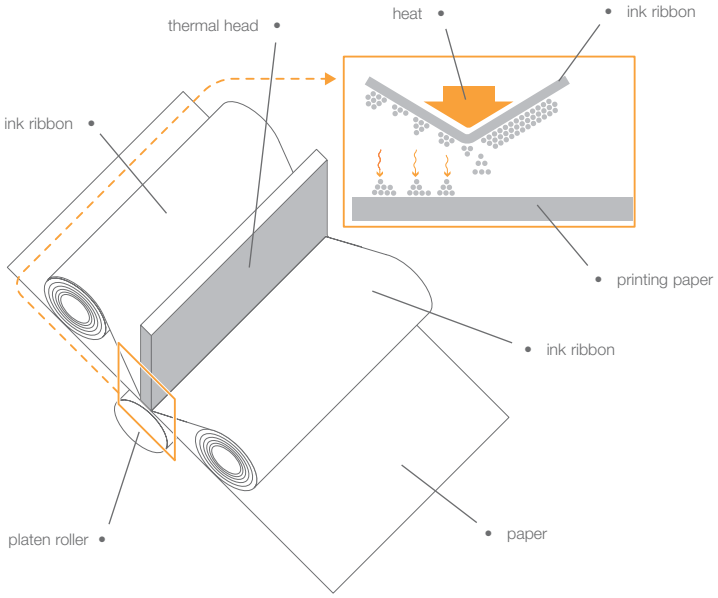
A print log can be viewed on the LCD and exported to a MicroDrive or CompactFlash card in “CSV” format. This exported data can be used as a Microsoft Excel file on a PC. In addition, the order number can be printed, using Sony original pattern lamination technology. The numbers are barely seen from the front, but they become visible when you tilt the print. With this order number, owners can sort prints for smooth distribution.

PC connectivity

The SnapLab is supplied with Windows® printer drivers to enhance its flexibility. This allows the user to use powerful editing functions on a PC that are not available on the printer.

Security cable compatibility

The SnapLab is equipped with a security slot for protection against theft.



Sony Dye Sublimation Printing Technology

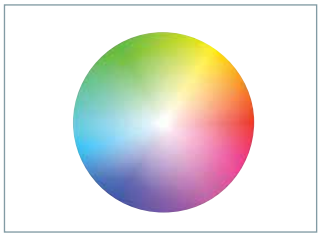
One of the key benefits of dye sublimation printing is the wide range of colour reproduction that the technology makes possible. The SnapLab uses this printing method to maximum effect, producing brilliant, crisp and clear colour prints.

Dye sublimation printing produces truly photographic-quality prints thanks to a unique process: ink is converted into a gas by each heat element on the thermal head which can apply 256 different densities. This produces incredibly rich colours with a tonal range of up to 256 gradations. These gradations are used to reproduce the tonal changes and neutral colours that are vital for creating photo-quality prints.

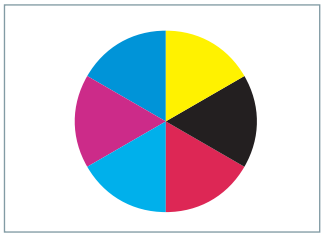
Each of the dye colours – cyan, magenta and yellow – has a tone range of up to 256 gradations, and Sony dye sublimation printing blends each and every one of them to make true full-colour prints. Other printing methods, such as inkjet, cannot gradate each dot or blend the colour dots – that's why they simply can't achieve the same results.

Sony dye sublimation printing technology is also environmentally-friendly. Liquid chemicals are not used, so there's no chemical waste to be disposed of, and no drainage needs too be considered when installing the printer.

Sony Digital Photo Printer Full-colour prints

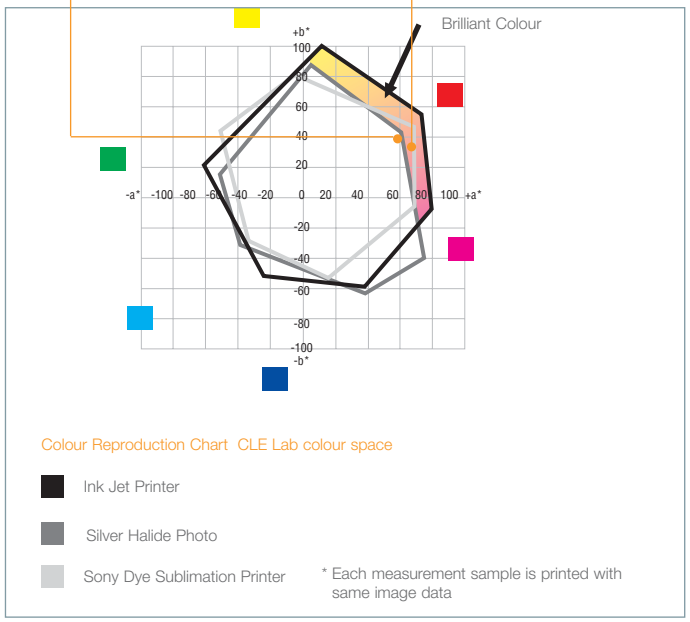


Ink Jet Printer Only 6 colours



Sony Dye Sublimation Printing (with lamination)

Silver Halide Photo



Sony Digital Photo Printer 403 dpi x 403 dpi

Ink Jet Printer 4800 dpi x 1200 dpi, 6 colour Ink

Superior Colour Reproduction

Dye sublimation provides rich colour reproduction with 403 dpi resolution and 16.77 million colour processing for each dot. Compare this to the 7-colour inkjet method which requires a resolution as high as 4550 dpi (403x11.3) to reproduce prints of similar quality.

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Specifications

	Snaplab
printing method	Dye sublimation thermal transfer
resolution	300 dpi
gradation	256 levels (8 bits) each for Yellow, Cyan, Magenta
image pixels transferred	2UPC-C15: 1536 x 2148 dots 2UPC-C14: 1248 x 1848 dots 2UPC-C13: 1100 x 1536 dots
picture size	2UPC-C15: 127 x 178 mm (5 x 7 inches) 2UPC-C14: 102 x 152 mm (4 x 6 inches) 2UPC-C13: 89 x 127 mm (3.5 x 5 inches)
printing time	2UPC-C15: Approx. 17 seconds (Excluding image processing time) 2UPC-C14: Approx. 16 seconds (Excluding image processing time) 2UPC-C13: Approx. 13 seconds (Excluding image processing time)
print capacity	2UPC-C15: 172 prints per roll/ribbon cartridge 2UPC-C14: 200 prints per roll/ribbon cartridge 2UPC-C13: 300 prints per roll/ribbon cartridge
paper feed method	Roll paper, Automatic loading from paper holder
ink supply method	Ink ribbon cartridge
interface	**Memory card direct slots:** Memory Stick x 1 (Memory Stick, Memory Stick PRO, Memory Stick Duo and Memory Stick PRO Duo compatible), SD Memory Card / MultiMediaCard x 1, CompactFlash (Type I/II) x 1, xD-Picture Card x 1, SmartMedia x 1 **Expansion Slot:** CompactFlash (Type I/II) x 1 **PC connection:** USB(B) x 1 for PC: Hi-Speed USB (USB 2.0) **USB host port:** USB(A) x 1 for mass storage class device: USB flash memory compatible **Expansion terminal:** RS-232C (D-sub 9-pin) x 1 for future peripheral support
LCD display	8-inch touch sensitive TFT colour display
print order (memory cards)	Selected image, All image, Index, Border Composition, Split Image
image adjustment	Crop, Colour adjust, Filter (Sepia, B&W)
power requirements	100 to 240 V AC, 50/60 Hz, 3.0 to 1.3 A
operating temperature range	5 °C to 35 °C (41 °F to 95 °F)
operating humidity range	20% to 80%
dimensions (w x h x d)	Approx. 275 x 300 x 380 mm (10 7/8 x 11 7/8 x 14 15/16 inches) (excluding extruding parts, approx. 555 mm (21 7/8 inches) in depth with paper tray)
mass	Approx. 11 kg (24 lb 4 oz) excluding the 0.16 kg (5.6 oz) paper tray
safety standards	UC Version: UL60950-1, CSA C22.2 No.60950-1 CE Version: EN60950-1
bundled	Printer driver for Microsoft Windows 2000, XP Professional, XP Home Edition
supplied accessories	Paper tray (1), Paper holder (1), Paper core (1), Adaptor (left, 1), Adaptor (right, 1), Power Cord (1), Cleaning cartridge(1), Ferrite core(1), CD-ROM (driver software, PDF files of multi-language manuals) (1), Software License Agreement (1), Operating Instructions (1), Warranty Card (1), Service and Customer Support Info. (1)

Colour printing packs

1


2


3


4


1 2UPC-C15
Self-Laminating Colour Printing Pack
Paper size (after print):
127 x 178 mm (5 x 7 inches)
Contents:
A roll of print paper for 172 prints x 2 rolls
2 rolls of ink ribbon

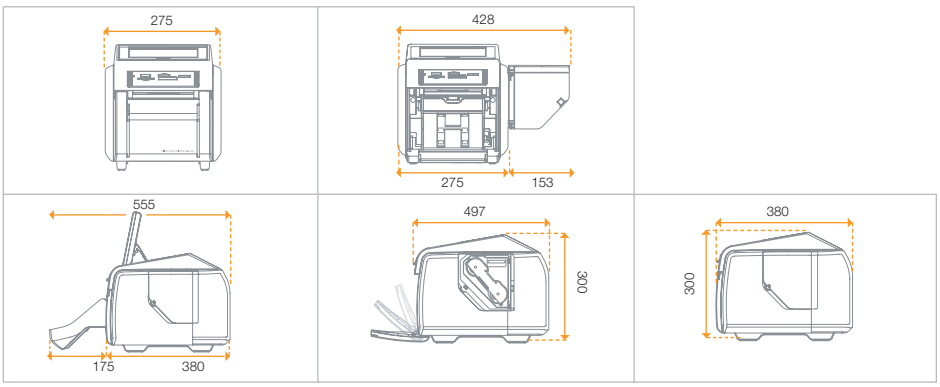
2 2UPC-C14
Self-Laminating Colour Printing Pack
Paper size (after print):
102 x 152 mm (4 x 6 inches)
Contents:
A roll of print paper for 200 prints x 2 rolls
2 rolls of ink ribbon

3 2UPC-C13
Self-Laminating Colour Printing Pack
Paper size (after print):
89 x 127 mm (3.5 x 5 inches)
Contents:
A roll of print paper for 300 prints x 2 rolls
2 rolls of ink ribbon

4 UPA-CPH1
Paper Roller for SnapLab

Dimensions

Unit: mm (inches)



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