



Event printing solutions all wrapped up



Designed for professional event photographers

Mitsubishi Electric has for many years continued to develop high quality printing solutions for the digital photographic industry. Our commitment to world leading design, technology and quality is shown throughout our complete product range; our standalone printers and dry lab printing systems are now more compact than ever before and are based on dye-sublimation technology, ensuring the production of high quality, full colour bleed to edge photos in just seconds. Black ties, proms, sporting events ... no matter what the occasion Mitsubishi's digital photo printers will always deliver!

Our latest product offerings are among the quickest and smallest dye sublimation printers in the industry and incorporate newly developed image processing methods, making it possible to reproduce excellent true to life prints. All standalone printers can be connected to either a PC or MAC and used with your preferred processing software. Our Click digital micro lab solutions come with an array of editing solutions, Wi Fi capabilities and specifically designed event photography software.



Further information can be found within this brochure as well as insights from professionals who are using our imaging solutions today! If you would like more details contact us directly on 01707 278684 or printer.info@meuk.mee.com

Ian Griffiths

Event-Photos.co.uk

Event Photo's mentor and train newcomers to the event photography business and those who are perhaps looking to add event photography to their business in all aspects including workflow, procedures and quality standards.

Your printer is what produces the products you sell, so it is important to choose a system that works for you. I always consider the following:

- 1) The printer is reliable and has a great reputation.
- 2) Media is available from a selection of distributors to avoid stock shortage and price control.
- 3) There is a selection of services/ repairers.
- 4) The manufacturer has 'In-Country' presence and stock.

We first elected to use Mitsubishi printers as they ticked all the right boxes and at the time were the only manufacturer producing roll-feed printers opposed to the cut-sheet options that were prone to paper transport issues probably due to the hostile environments we used them. We are now on our third generation of Mitsubishi printers including the CP3800DW and I wouldn't change a thing if we were starting out from new. Our printers have never let us down even after covering thousands of events and producing hundreds of thousands of prints! The environments we use our printers in can be anything from incredibly humid to dust-bowl dry (such as Motocross races) and just to add insult to injury, we run the Mitsubishi printers off generators! It would seem whatever conditions we throw at them they just work!

To offer a great service you have to be 100% confident in your printers, Mitsubishi has always given me and our 44 event teams that confidence.

“I wouldn't change a thing if we were starting out from new.”





Jeremy Nako

nakphotography.co.uk

Nakphotography is one of the busiest independent event photography company's in the UK. Their corporate clients include such names as Lloyds Bank, Mercedes-Benz, The Co-Op, McDonald's Restaurants, Pirelli and many more. Jeremy and his team are unusual in the events market in that they cover both sports and social events in equal measures.

When I started the business I looked in-depth at all the printers on the market and chose Mitsubishi for its reputation on both quality and reliability. At the time, I had only other peoples experience and

comments to guide me. Some 7 years later and I'm on my third generation of Mitsubishi printers having just re equipped our entire stock with the new CP-D707DW double deck printers. Whether we're covering proms, black tie balls, corporate events or sports tournaments, reliability and quality of output are the most important things that we need from our printers. We get exactly that from Mitsubishi printers. The new double deck printers have offered us a completely unique angle to our business recently allowing us to offer 2 different print sizes from one printer where required, and an even larger capacity of single sized prints where not.

“The new double deck printers have offered us a completely unique angle to our business”



Paul Rogers pelliernoir.com



Pelliernoir offer a wide range of photographic services, but their unique style has been particularly popular within the event photography market. Their work has been widely appreciated by the industry and their photography has featured in local and national society magazines including OK Magazine.

I undertook my first print and sell job in 2006 as an extra to my photography business, which at the time was predominantly sport and weddings. In 2008 the events side of the business was becoming more and more popular, especially after early trials with black backgrounds, so I decided to push for more work. That year we did about 50 jobs, we now average over 200 social events a year.

I took a long look at the Social Event Photography market and all I could find was white or mottled background, flat lit quite boringly posed photographs. So I took a different slant and started shooting on a black background and added some adaptable lighting which could be used easily and quickly for singles, couples or large groups. Using the black backdrop soon became our trade mark and in 2010 we re-branded from Pellier Events to Pellier Noir.

By adopting the low key style I needed a printer to provide me the depth of colour and detail in the shadows that low key event photography would require. I had already been using Mitsubishi's 9550 printer as my first real on-site dye sub printer, but with our popularity and sales booming onsite I needed a printer that was quicker but still produced the quality my customers had grown to expect. We shopped around and I tested a handful of machines but didn't have too hard a decision, and we plumped for the then new 9800 and have subsequently increased this with another 9800 and a 9810. Today we specialise in event photography such as black tie balls and parties and we are able to print the pictures on-site within moments of the picture being taken. Our services don't end their, we also run specialist event photographer training courses and workshops.

“We shopped around and I tested a handful of machines but didn't have too hard a decision”





Mark Booth

photographicsynergy.com

Photographic Synergy is a multifaceted photography business that has built up an especially strong presence in the event industry. Their passion for high quality products and services was one of the reasons they chose Mitsubishi as their partner.

The majority of our event work is based in shopping centres where queues are plentiful and customers have high expectations so it's imperative that our infrastructure can deliver. If our print system was to fail at any point during an operation we could end up losing thousands of pounds so reliability and speed are imperative requirements from the technology we employ. We have invested in multiple Mitsubishi IT5000 Click systems as a front end platform due to their total ease of use and ever expanding functionality. It offers template options to produce anything from snowglobe images to calendars and perfect Chroma Key 'Green Screen' integration when you want to provide different backdrops to a scene.

We utilise all the different print options available from wallet size to standard 9"x6" using the CP9800DW and then for magazine cover shoots we print 12"x8" from the CP3800DW. With print times of 8.7 seconds for borderless 6"x4" photos, raising to just 19 seconds for a 6"x9" print these machines are not only ultra reliable but the speed and quality of print that they produce is second to none.

Apart from the technology one of Mitsubishi's greatest strengths is that of the aftercare and service teams which after using them remind us why we invest so heavily with the company. For us there is no better partner in this industry.



“For us there is no better partner in this industry”





Dye Sublimation Technology

Dye Sublimation print output remains the choice for the event imaging market. This key technology, has proved to have a number of advantages over ink jet printers and other traditionally used printing technologies, including:

DURABILITY

All photos are produced with a protective top cover laminate that ensures prints are more durable and robust than traditional chemically produced photos.

UV AND WATER RESISTANT

The laminate top cover protects photographs from the sun's UV rays, it also makes the photo water resistant and less likely to fade over time.

TOUCH DRY

As soon as the printer has produced the photo it will be completely touch dry and ready to be sold or presented to the customer.

TOP PERFORMANCE AND HIGH PRINT SPEED

Beautifully clear, full bleed to edge photographs are produced in a matter of seconds. Each photo will be cropped and cut to size and printed from 6 seconds per print.

Mitsubishi Electric incorporates Dye Sublimation technology across its range of standalone printers and complete dry lab printing systems. This approach has helped us provide the professional event photographer with a number of options to choose from, supporting the right investment decision to best suit their businesses needs.



Stand alone printers

New CP-D70DW High speed, slim line dye sublimation printer



The CP-D70DW's compact and lightweight design is one of the smallest dye sublimation printers in the market today, which makes it a portable solution that requires minimal installation space. The high loading capacity ensures uninterrupted printing and the newly developed image processing method makes it possible to reproduce excellent true to life prints in just seconds. Print sizes include 4"x6", 5"x7", 6"x7" and 6"x9".

- 300.dpi
- High speed printing – from 8.4 seconds per print
- Compact in design
- High capacity page rolls and inks sheets
- USB-2 ensures fast download time
- PC and Mac compatible
- 12kg

New CP-D707DW Double deck, top speed dye sublimation printer



The CP-D707DW is a dye sublimation double deck printer that has double the power of a standard photo printer producing high speed, high quality and multiformat photographs in just seconds. The upper and lower deck of the printer can be loaded with two different medias, enabling multiple print sizes simultaneously. Furthermore the CP-D707DW benefits from a high resolution ensuring the production of smooth and detailed photographs, whilst the sleep mode function reduces power consumption to less than one watt. Print sizes include 4"x6", 5"x7", 6"x7" and 6"x9".

- 300.dpi
- High speed printing – from 5.9 seconds per print
- Compact in design
- Double deck – enables multiple printing
- High capacity page rolls and inks sheets
- USB-2 ensures fast download time
- PC and Mac compatible
- 22kg

CP9810DW Top speed, picture perfect dye sublimation printer



Producing vibrant photographs from as quickly as 8 seconds per print, the CP9810DW is one of Mitsubishi's fastest printers. To further enhance print quality, high grade media specifically for the CP9810DW is available, providing high quality contrast images in a range of print sizes including 3.5"x5", 4"x6", 4.5"x6", 5"x7", 6"x8" and 6"x9".

- 300.5dpi
- High speed printing – from 8 seconds per print
- High grade media available
- USB-2 ensures fast download time
- PC and Mac compatible
- 21kg

CP3800DW Top performance, large format dye sublimation printer



Mitsubishi's CP3800DW is one of the industries leading 8 inch roll feed dye sublimation printers available today. Producing 8"x10" and 8"x12" prints in just 30 seconds, the CP3800DW comes in a compact lightweight, robust design making it perfect for event photography. Other print sizes are available using standard media for example 2 x 6"x8" prints can be printed using 8"x12" media. This easy to use photo printer comes with a free digital imaging software application, Qimage, and benefits from a USB-2 connection to ensure a fast download time.

- 300x600dpi
- High speed printing – from 30 sec per print
- Postcard media available 8"x10" and 8"x12" print sizes
- USB-2 ensures fast download time
- PC and Mac compatible
- 14kg

Click systems

Designed as an all in one digital micro-lab and event photography solution Mitsubishi's Click Systems consist of a digital processing unit with 17" touchscreen interface and a high-speed dye sublimation printer. Images can be loaded into the system from all major digital media cards, CD / DVD. With extra configuration you can send your images direct from your digital SLR (check compatibility) into your work directory via USB cable or wirelessly using additional Wi-Fi hardware. With no need to refresh, images can be viewed, reworked, and printed within seconds.

The easy-to-use software guides the operator through the workflow process from the initial media insertion to the final print run. All editing features on the Click system are easily performed with a touch of a button. Fast workflow is achieved via the touchscreen and the operator can perform a number of different features in seconds. Colour adjustments including colour balance, saturation & histogram control as well as black & white and sepia adjustment are available.

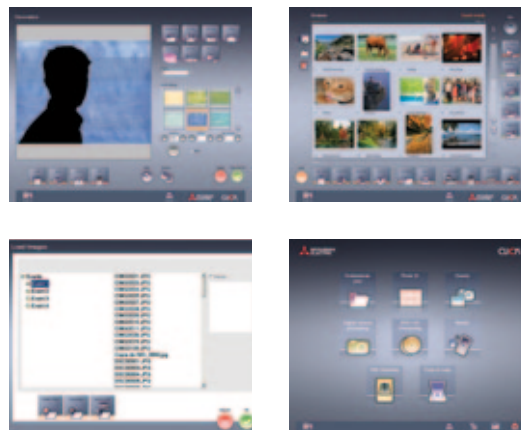
Mitsubishi's Click Lite comes complete with Mitsubishi's CP-D70DW-S dye sublimation printer that produces high quality durable photographs in a 4"x6" up to 6"x9" format. The high capacity paper and ink rolls (400 prints per roll for 4"x6" size) reduces the amount of time spent changing media. The printer also comes with a unique roll type mechanism for jam free reliability. In addition an extra Mitsubishi printer can be connected to the Click Lite system for multi-format printing, including CP-D70DW-S CP-D707DW-S and CP3800DW (for large 8"x10" and 8"x12" prints.)

The IT5000 is Mitsubishi's most advanced event photography system which is now available with either the CP-D70DW-S or CP-D707DW-S. The CP-D70DW-S solution is lightweight, compact and easily transportable, whilst the enhanced double deck version (IT5000 with CP-D707DW-S) has double the power of a standard photo system producing high speed, high quality and multi format photographs in just seconds. Simple to operate both versions incorporate full editing options including digital development, copy to copy, enlargements, decoration, index printing, calendars and photo restoration. An additional five printers, including an extra CP-D70DW-S and CP-D707DW-S or the CP3800DW, can be connected for high volume printing.

Benefiting from a carousel display function to allow a second screen to be attached, potential customers can view and choose their photos from an external display monitor, LCD or projector. This feature could also be used for displaying advertising or point of sale.

Event Software

Mitsubishi have developed new Event Software for the Click Lite and Click IT5000 systems; providing a fully functional, versatile event imaging solution. The Click comes with a variety of useful editing features which are performed quickly and effortlessly including re-cropping, a clone tool and paint brush tool. The operator can also drop company logos and create text on images as well as dropping the images onto templates such as magazine covers. A new Chromakey tool now allows for more creative, personal prints. Photographers can design and upload their own background, which could range from a creative magazine cover to a bespoke background for specific function types. With a variety of features, the benefits of the Click Systems are only limited to the user's imagination.

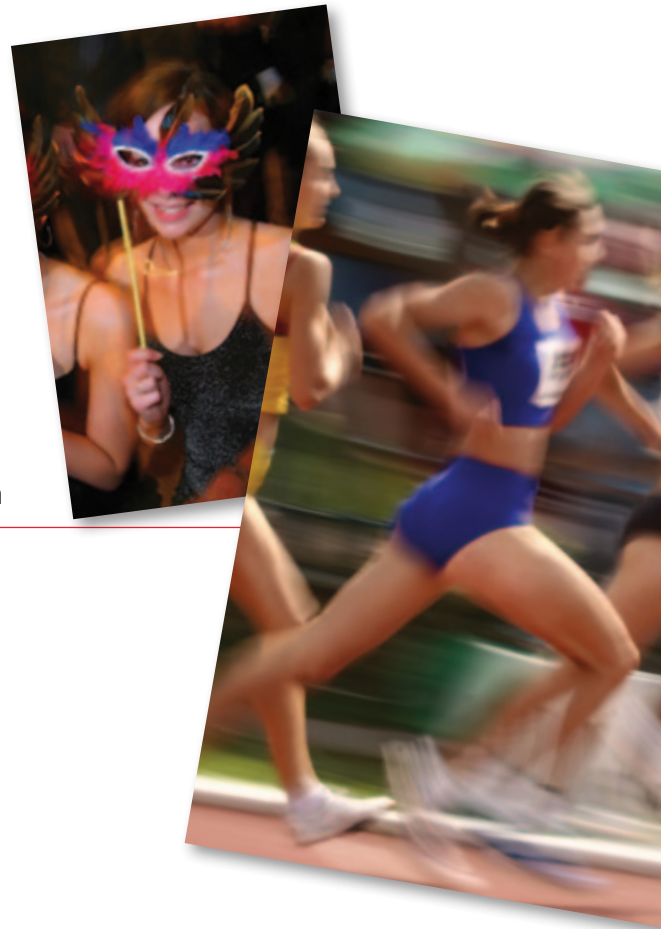




Click Lite

Cost effective digital micro-lab and event photography solution

- Easy to use touch screen interface
- Intuitive event photography software
- Expandable system - can connect up to 2 printers
- Accepts all major digital media types, USB, CD and DVD
- Wi-Fi Compatible
- Advanced editing features including Chromakey
- High Speed Printing - 4"x6", 5"x7", 6"x7" and 6"x9" prints in seconds
- Export images to USB/CD/DVD
- Durable design which is easily transportable
- Comes with CP-D70DW-S
- Also compatible with the CP3800DW



Click IT5000

Mitsubishi's advanced digital micro-lab solution and event photography solution

- Easy to use touch screen interface
- Intuitive event photography software
- Expandable system - can connect upto 6 printers
- Accepts all major digital media types, USB, CD and DVD
- Wi-Fi Compatible
- Advanced editing features including Chromakey
- High Speed Printing - 4"x6", 5"x7", 6"x7" and 6"x9" prints in seconds
- Connects to external viewing monitor for customer viewing or POS/POI
- Export images to USB/CD/DVD
- Durable design which is easily transportable
- Comes with CP-D70DW-S or CP-D707DW-S
- Also compatible with the CP3800DW



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