

DNP

Photo Imaging



Photos In A Minute Partners with Christmas in the City to
Make the Holidays Sparkle with the DNP DS40™

Creating holiday memories for families who live in shelters

Teaming with Boston-based event marketing photography company Photos in A Minute, DNP Imagingcomm America helped bring joy to thousands of families in need at the 2014 Christmas in the City event. The volunteer-run event is put on annually by Christmas in the City in Boston, Massachusetts, and is dedicated to creating holiday memories for families and children who live in shelters for the homeless. Photos In A Minute contributes time each holiday season to Christmas in the City and for the 2014 event, the company deployed 22 DNP DS40 printers to ensure every child received an everlasting piece of holiday spirit: a printed photograph with Santa Claus.



The event, which took place on Dec. 21 at the World Trade Center in Boston and had over 7,000 people involved, gave children and families who live in shelters for the homeless an opportunity to get in the holiday spirit. With a Santa Claus at 22 different photo stations, each child had the opportunity to sit on Santa's lap and receive a photograph printed by a DNP printer. Children also told Santa what they wanted for Christmas and received a personalized gift.

The joy on the children's faces when they see their photo with Santa is priceless," said Scott Proposki, Founder and Owner of Photos In A Minute. Proposki, who contributes towards the event, said he was very pleased with DNP's decision to partner and provide printers. DNP also supported Photos In A Minute with photo media paper to ensure each family left with their own 6"x8" printed photo. During the event, Proposki and his team used the DNP DS40's to print more than 2,500 photos in less than four hours.

Having 22 photo stations, each equipped with a DS40 and staffed by it's own Santa Claus, severely cut the waiting time. The speed of the printers also contributed to the ability to serve thousands of children and families in a short amount of time. "The DS40's have easily kept up with the dramatic growth experienced by Christmas in the City over the past few years," said Proposki. "They print high quality photos in seconds."

The DS40's unrivalled ease of use was also a major factor to ensuring the event was a success. "The simple frontload design of the DS40 allowed us to quickly and effectively train hundreds of volunteers who make this event possible," said Proposki. "We would not have been able to successfully provide memories for thousands of children and families without DNP's support and the outstanding quality of their technology."

For more information, please visit
<http://dnpphoto.com/EventPhoto/DS40.aspx>

Memories deserve prints.

www.dnpimagingcomm.com

www.dnpphoto.com

DNP
Photo Imaging