



a Dai Nippon Printing
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DNP Shares Insights on New Trends Emerging in the Photo Industry in 2021

Concord, NC – February 1, 2021 – The past year for the photo industry, like most industries, has been filled with uncertainty, challenges, and changing business strategies. Despite the difficulties, DNP Imagingcomm America Corporation (DNP IAM) continued to introduce new technologies such as the DP QW410 lightweight printer, the IDW520 ID solution and the Wireless Connect Module (WCM) and worked to connect with and support the photo community along the way. Going into 2021, DNP IAM expects the industry to not only recover, but come out stronger.

“2020 was a challenging year for everyone. While the past year could have crushed the spirits of the event photography and photobooth industries, we were so pleased to see many of our customers and other companies within the industry do quite the opposite,” says Shinichi Yamashita, President of DNP IAM. “We saw unlikely partnerships forged; communities come together to share, grow and learn; and are seeing signs of the industry expressing optimism and excitement for the future. As 2021 continues, and it becomes safe for people to gather together again, we expect to see a surge of events as people re-connect with friends and family finally holding postponed wedding ceremonies, birthday parties and other celebrations.”

Return of Events – In 2021, DNP IAM expects to see the return of in-person events once again. Photobooth operators and event photographers will see an increase in gatherings, parties, weddings and other celebrations that people will want to document now more than ever before. People have spent the last year separated from many loved ones. Once people can safely gather again, those precious moments deserve to be captured on camera and printed out so that those memories can be held on to.

Community Strength – In 2020, the photo community came together to educate and support one another like never before. DNP Brand Ambassadors hosted a series of free seminars and inspirational lectures, in collaboration with B&H Event Space, to help studio, event, and photo booth photographers learn how to print wirelessly from an iPad or iPhone, how prints could increase the bottom-line of your business, and how to adjust to the COVID-19 pandemic.

DNP IAM expects the photo community to continue to grow and collaborate throughout 2021 as well. New collaborations will continue to bring the industry closer together and represent the strength within the photo community.

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About Imagingcomm America Corporation (DNP IAM)

DNP IAM is a 100 percent U.S. subsidiary of Dai Nippon Printing Co., Ltd. (DNP) – the world’s largest manufacturer of dye-sublimation media for photo printers and thermal transfer ribbons and barcode printers. DNP Imagingcomm America Corporation has the broadest selection of solutions for the photo retail market and products designed to address retailer’s specific business goals and objectives—backed by the quality and reliability today’s customers expect.

About DNP

DNP, founded in 1876, is the world's largest diversified printing/coating technologies company. At its 76 production plants, both in Japan and overseas, DNP's operations include commercial printing, packaging, decorative materials, electronics, business forms, and imaging products. Over 25 years ago, DNP was one of the earliest organizations to pioneer dye-sublimation media—and the first company to start business development in thermal transfer ribbons. DNP has since grown to be the world's largest manufacturer of dye-sublimation media and thermal transfer ribbons. For more information, please visit www.dnp.co.jp/eng.