

# DNP

Photo Imaging



## Innovative FOTO Upgrades Thousands of Photo Booths Worldwide with DNP's Award-Winning **DS40™** Dye-Sublimation Printers

**DS40 printers provide photo booth pictures to millions of users each year.**

Innovative FOTO is the largest full service designer, manufacturer, operator and distributor of photo booths in the United States. Devoted to providing their clients with leading-edge technology, Innovative FOTO is always exploring new ways to improve its offerings.

With approximately 3,000 photo booths operating in malls, cinemas, and tourist destinations across the country, the company sought a change from its current printing solution to a more durable and cost-efficient alternative. Innovative FOTO recently turned to DNP, the world's leading innovator of dye-sublimation photo printing products, for a reliable solution. The company plans to integrate DNP's award-winning DS40 printer in its photo booth applications around the world, with hopes to have nearly 100 percent adoption by the end of 2014.



Innovative FOTO is a turnkey provider that manages the setup and maintenance of each photo booth, while the venue receives a portion of the monthly revenue generated. It was important for Innovative FOTO to find a solution that was easy to install with the existing booths. The company plans to integrate two DS40 printers in every photo booth to eliminate waste through an auto-switching process where the additional printer is activated if the first one runs out of film.

"The inkjet printers we previously deployed had short life spans and we needed to find a more durable printer that was capable of printing the high volumes of photos we needed on a daily basis," explained Dale Valvo, President and CEO of Innovative FOTO. "The DS40 offered us a more dependable option with a print engine that is good for well over 200,000 full bleed prints."

With a simple change in the booth's hard drive, the DS40 is capable of producing several different print sizes, including 2" x 6" strips, 6" x 8" postcards and more. "We are now able to produce three 2" x 8"

prints instead of the standard two, which allowed us to move our price point and generate additional revenue for our clients," commented Valvo. "The special perforated paper and the dye-sub finishing process adds value to our product because the prints last an extended period of time and customers have the ability to 'tear and share' the three 2" x 8" photos."

The company currently employs over 450 service technicians across all 50 states, which install, service, and maintain all the printers and software within the applications. "The technicians are now working with a standardized product throughout all our kiosks in both foreign and domestic markets. However, the robust design of the new printers offer minimal downtime and less issues for our technicians to service," noted Valvo. "I believe the dye-sublimation technology and durable hardware offered by the DS40 makes it the most versatile and reliable printing solution available."

For more information, please visit [www.dnpphoto.com/event-photography/ds40/](http://www.dnpphoto.com/event-photography/ds40/)

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