

DNP

Photo Imaging



DNP's **RX1**[™] Photo Printer Powers the Next Generation of Photo-tainment—the Super Booth

Transforming the traditional photo booth experience!

Super Booths Inc., has developed the “Super Booth” – an interactive multimedia experience that places the user into a personalized photo shoot complete with a virtual photographer. Since its establishment in 2008, Super Booths Inc. has deployed over 200 coin-operated booths in entertainment venues across the United States and has also become internationally known for its branded booths at events and marketing campaigns. In need of a reliable photo printing solution, a key element of the innovative booths, the company teamed with DNP to outfit every Super Booth with DNP's RX1 dye-sublimation printer.



Super Booths Inc. offers a unique and personal multimedia experience that is widely used at corporate and promotional events to drive consumer interaction. The Super Booth experience leads the user through a nine-picture photo shoot while offering tips on how to “strike a pose.” Each booth also features a heart-thumping sound track, flashing lights, and a powerful fan, to give users a chance to experience a real professional photo shoot.

“Super Booths offers a unique way for brands to interact with their customers as well as give away customized printed photos as promotional material,” commented Augie Teodoro, Vice President of Super Booths Inc. “With the DNP RX1 we can print photos with a perforated edge. This means we can offer clients the ability to attach a voucher or coupon that their customers can tear-off and redeem. The perforated edge has been a tremendous selling point for us and it wouldn’t be possible without the RX1.”

Designed to save on energy costs and provide an eco-friendly footprint, RX1 consumes 25 percent less power and saves on energy costs even when operating for extended periods of time. The printer features a large media capacity and can print 700 4”x 6” images in a single load. Additionally, the RX1 can deliver 2-photo strips from a 2”x 6” cut mode.

“It is not surprising the RX1 has become an industry standard for photo booth applications,” stated Teodoro. “The high quality of the prints paired with the durability and versatility of the RX1 made it a natural fit for our Super Booths.”

Super Booths Inc., offers several Super Booths, all of which can be specially themed to any event or location and offers customizable printed photographs – the SB-E: a mobile event Kiosk and the company’s flagship Super Booth; the London Photo Booth: the first ever bird’s eye view (or above-head-camera) experience; the SB-C: a coin-operated Super Booth; Pictabotz: an interactive experience specifically for children; and the Selfie Mirror: the world’s first image capture mirror for self-portraits.

Commenting on Super Booths Inc.’s use of DNP over other options, Teodoro said, “It was definitely a milestone in the company’s history when we began our relationship with DNP. We often work with clients that need thousands of prints in a single night and we know that DNP’s commitment to quality will allow us to meet that requirement.”

For more information on Super Booths Inc., please visit: www.superboothsinc.com

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