

DNP

Photo Imaging



San Francisco 49ers Photographer Strikes Commercial, Creative Gold With DNP's **DS40**[™]

"I want to 'WOW' my clients with the photos I print "

Professional photographer Terrell Lloyd has made a successful career of big plays on digital technology. Lloyd purchased his first digital camera for \$12,000 in 1997, an investment that landed him his first big break as a pro photographer with the San Francisco 49ers football team. Over the last 16 years Terrell has remained committed to bringing his customer's the best possible product. He continues to work as the official team photographer for one of the NFL's most storied franchises and has served as the athletic photographer for San Jose State University for the last eight years. He also works with several high-end event management companies as a corporate event photographer. To meet many of his clients' needs, Lloyd must deliver extensive onsite digital printing. Recently, through his search to find a more efficient printing solution, he turned to DNP's award-winning DS40 dye-sublimation printer.



As the head team photographer for the 49ers, Lloyd is in charge of all team, marketing, and ownership photos. He relies on the DS40 exclusively for the team events he works on. During home games, ownership takes sponsors and special guests on the field before kickoff, where Lloyd photographs their experience. He then prints photos for each individual with the DS40 and frames them before the end of the game as a special souvenir.

"My name and my reputation are at stake with each photo I print for my clients, so quality is the number-one thing I take into consideration when testing out a new product," commented Lloyd. "Printers play a pivotal role in my daily operations, and looking at the current DS40 printer I think it's the unrivaled quality that sets it apart from competitors. My clients notice the clarity and the quality of the prints, and it has helped grow my reputation even further."

Lloyd is also a gifted corporate event photographer, hired by high-end event management companies to photograph events and brand activation campaigns around the world. Most recently, Lloyd photographed a weeklong private corporate event in Venice, Italy, where he printed about 1,000 photos throughout the week.

"I deploy the DS40 at many of the corporate events I photograph. The printer's compact size makes it very easy to pack and ship anywhere I need it," explained Lloyd. "The quality and speed of this printer are phenomenal. I know that when I ship this printer to an event across the country or the world, the portability and durability of the hardware will prevent any issues down the road."

Although Lloyd is a big proponent of the 5" x 7" photo due to the extended viewing capacity, he can also print 4" x 6" and 6" x 8" prints when necessary. "I typically print 5" x 7" prints most of the time but this printer offers me the ability to change print sizes whenever I need to," said Lloyd. "I want to 'WOW' my clients with the photos I print and DNP's printers have proven to be versatile and reliable products capable of delivering that 'WOW' factor on a daily basis."

For more information DNP DS40, visit , please visit www.dnpphoto.com/event-photography/ds40/

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