



MasterMIND Productions Takes over North Carolina Photography Scene with DNP's DS Series Photo Printers

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Videographer turned photographer Kenneth Branson has served the greater-Durham, North Carolina area with high quality video and photo content for almost a decade. Branson's company, MasterMIND Productions, offers both video and photography services for a wide range of special events from sports to wedding receptions to birthday parties. As an integral component of his event photography service, the company offers instant on-site photo prints provided by DNP's DS40™ and DS80™ dye-sublimation professional photo printers.

MasterMIND's first foray into on-site printing started with its Sports Action Photography service in 2010 when Branson continually tested his photography skills by printing actions shots on demand. The company eventually expanded on-site printing across all its services with a variety of different inkjet photo printers.

However, in 2015 when the MasterMIND team experienced severe ink shortages at an event, an attendee, fellow photographer and DNP user with onsite printing experience introduced Branson to dye-sublimation printing—a more reliable high volume printing method. The exchange led Branson to the purchase of his first DNP photo printer, the DS40.

“I did not want to sacrifice quality and reliability for speed but when I tested the DS40 I was blown away by the quality of the prints at the speeds it was producing them,” said Branson, Managing Director of MasterMIND Productions. “I was accustomed to having clients come back after five to seven minutes to pick up prints, but with the DS40, I can have their prints ready in 30 seconds or less. I’ve cranked out over 600 prints in a three-hour period without a single issue and every client absolutely loved the quality!”

Branson now regularly uses DNP’s DS40 and DS80 to provide instant prints at every event he shoots. The DS40 can print full bleed 4”x6”, 6”x8”, and 5”x7” high quality images from a one-size media roll in glossy or matte finishes. A roll-fed printer design also allows the printer to hold large amounts of media for printing with up to 400 4”x6” prints before a reload is necessary. The DS80 produces larger format 8”x10” and 8”x12” photos in a protective lamination layer that is resistant to fingerprints, dust, water, and fading. The DS80 is also built to the same dimensions as the DS40 printer for easy stacking to save space and provide additional print size options at high volume printing locations.

“After considerable success with the DS40, I purchased the DS80 to make 8”x10” print packages on demand a lot easier and faster,” said Branson. “We shoot a handful of child development centers in the area and they love the idea of getting studio quality images right there on the spot.” For Branson, the DS Series printers have proved to be worthy investments that have not only paid for themselves but also brought in new business to MasterMIND. After servicing a local university event and receiving heaps of praise about the speed and quality of the images, Branson was awarded new contracts with several different departments at the university.

“The DS Series printers stay in what I like to call “BEAST” mode,” said Branson. “They are reliable, efficient, and, most importantly, profitable for MasterMIND. They definitely enhance the services we offer to my clients and help me stand out from my local competitors.”

For additional information on DNP’s professional photo printing solutions. *Please visit: <http://dnpphoto.com/Event-Photo>*



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