

DNP

Photo Imaging



PWP Studio Travels Around the World with DNP's DS40™

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From North America to Europe to Africa, Atlanta-based PWP Studio takes the portable DNP DS40 photo printer on a wild ride. To meet and surpass consumer demand for instant gratification from all forms of photography, PWP Studio's Director of Direction, Patrick Williams, chose the DS40 because of its ability to print high quality images quickly.

Starting as an event photographer to pay for college, Williams' photography career was put on hold for about four years after college, and then reignited when digital capture and editing started to gain ground in the pro-photography market. Since 2010, PWP Studio has focused exclusively on corporate events. "I am a business owner, and corporate makes sense to me as a business owner," explained Williams.



In 2013, Williams had his first experience with the DS40. "We originally bought our DS40's when our client said they wanted to take high rollers on an extended travel trip," Williams stated. "We wanted to be able to print 4x6's on the boat that was departing from Portugal and going down the coast. We went out and shot for the day then came back and printed to our DS40. One night, we gave the passengers a photo album as a gift."

One advantage of the DNP DS40 is its weight of only 30 pounds, and with a travel case, it weighs less than 60 pounds which meets the international standard for travel requirement. After having custom cases made for the printers, they were easily shipped to Portugal.

"We printed 2,500 prints in six days and brought two DS40's for the trip," said Williams. "We used both printers the entire time and had no issues. Those things rocked and rolled. Our guests were amazed and our clients were happy." The year after the trip in Portugal, the same client hired PWP Studio for an event in Africa.

PWP Studio finds the DS40 as valuable in the office as on the high seas. "We have used those DS40's for everything from green screens to celebrity portraits," Williams explained. "Toyota came to town last year and needed 5"x7" portraits for the photo station for the evening. The DS40's demonstrated speed and clarity— just what we needed."

Regardless of the setting, Williams believes that being able to hand out photos immediately after the shots are taken is a huge benefit to any professional photography company. "The quality and speed of this printer is fantastic," stated Williams. "Any time we need a quick turnaround, having the DS40 in our back pocket is great. From the studio side, the cost per print doesn't get any better. Taking pictures and having that instant gratification is how we make money."

For more information, please visit
<http://dnpphoto.com/EventPhoto/DS40.aspx>

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