

DNP

Photo Imaging



DNP's DS40™ Printer Couples Performance and Reliability to Power PictureU's Growing Business

PictureU photographs over one million families each year!

ATLANTA, Georgia. Becoming a national leader in quality photography for experiential marketing and holiday concessions, Atlanta-based PictureU has grown its business and developed a strong reputation by coupling quality, reliability, and creativity. For over 15 years, the company has deployed the most cutting-edge imaging technology at thousands of events across North America. For their broad on-site printing services that range from brand promotion materials to Santa photos, PictureU utilizes DNP's DS40 dye-sublimation printers to quickly and effectively serve their customers.

As one of the largest Santa, Easter Bunny, and Halloween photo operators in the United States, PictureU photographs over one million families each year. For over six years, the company has relied on DNP's award-winning DS40 printers to deliver large quantities of prints at quick speeds. The DS40 is capable of printing a 4" x 6" print in less than nine seconds and a high-volume media roll allows for 400 prints before a replacement is necessary.

"At all of our Santa programs we give away a free 4"x 6" print to help sell our photo packages that include a variety of print sizes," commented Walt Geer, CEO of PictureU. "The interchangeable media roll allows us to also print 6"x 8" and 5"x 7" prints when necessary and print them quickly to keep the lines at our concessions moving."

According to Geer, the durable hardware of the DS40 plays a vital role in the success of their Santa photo operations. "We draw big crowds where lines can grow to over an hour long, so we needed our on-site printers to run at a consistently high level," explained Geer. "Our concessions are a high volume operation that can require continuous printing upwards of 12-hours a day for weeks and sometimes months on end. The DS40 more than meets that requirement as almost every one we have deployed has outlived its expected life with minimal downtime and strong operational effectiveness."

In addition to PictureU's extensive holiday photo concessions, the company offers experiential marketing services that use image-based technology to provide promotional materials for

brand activation and sponsorship events. PictureU works on several thousand events a year with well-known brands such as Geico and Comic-Con. Using tablet computers, the company overlays a brand graphic over a photo and prints them for consumers who can have something tangible to take home with them.

"The printed photo is an important aspect of our experiential marketing services and we depend on the DS40 at these events to produce high quality branded images at a fast rate," explained Geer.

"The team at DNP has been an absolute pleasure to work with," noted Geer. "They are big supporters of our business and you can see the reliability of their service translate to their products. I could not have imagined the success of our operations without the DNP team and its DS40 printer."



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