



## DNP's DS40™ Brings High Volume Printing to SnapSeat Photo Booths Events



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SnapSeat Photo Booths grew from one man's lifelong love of photography. Jonathan Johnson, founder of SnapSeat Photo Booths, was always interested in photography and, over time, the idea of instant photos that guests could immediately bring home after an event. Based in Hartford, Connecticut, SnapSeat Photo Booths provides photo booth equipment and accessories to rent for corporate events, weddings and birthdays.

Since its launch in December 2013, SnapSeat Photo Booths has grown considerably and now claims an impressive portfolio of clients, including: Saks Fifth Avenue, Weight Watchers, Harvard University, and the Boston Red Sox. In need of a reliable photo printing solution for such large corporate events, SnapSeat Photo Booths chose DNP's DS40 dye-sublimation printer.

"We've used DNP printers since day one. Going back to when I was researching the printer market, the DS40 had everything that we wanted as far as speed, print quality and reliability," said Johnson. "It was a little bit more expensive than some other printers on the market, but for our long-term running cost and the quality of the equipment, it was definitely worth the investment."

DNP's award-winning DS40 dye-sublimation printer is a compact, inexpensive, and powerful production printer that uses a high-resolution dye-sublimation process to produce professional-grade photos with impressive full-color details. The DS40 can print full bleed 4x6", 6x8", and 5x7" high quality images, as well as a multitude of photo strip options from its special perforated media derivatives.

Not only is the DS40 versatile, but it is also fast – 4x6" prints are produced at print speeds of 8.9 seconds per print. At only 12.6-inches wide by 14-inches deep by 6.6-inches high the DS40 printer is designed to save space and can be stacked for high-output locations.

"People are always commenting how fast their pictures are printed," said Johnson. "We always want fast prints. Sometimes we do events that have thousands of people, so we put a couple of DS40's together to create a printing area that can cope with the high volume and minimize waiting times."

The DS40's simple transfer method and roll-fed design allow the printer to be run for extended periods of continuous use with minimal downtime. The roll design also allows the printer to hold large amounts of media for printing – the DS40 can print 400 4x6" prints before a media reload is necessary. In addition, the DS40 features easy access front-loading of media and is compatible with both Mac and Windows.

A key feature of DNP printers is users' ability to incorporate branded borders using third-party software. Commenting on the border feature, Johnson said, "It's one of the main selling points, especially for our corporate clients. They can have attendees leave with branded photos featuring a company's logo, contact information, hashtags, call to action or whatever they want!"

By utilizing a donor ribbon and lamination coating during the dye-sublimation printing process, the DS40 produces prints in a protective layer that provides resistance to common elements such as dust, water, fingerprints, and fading – guaranteeing photos printed by the DS40 will last for decades.

For additional information on DNP's professional photo printing solutions, please visit:  
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