



DNP's DS-RX1HS™ Captures The Hole Story At Portland's Most Famous Doughnut Shop

"Our photo booths have added to the overall customer experience; the quality printing and branding leaves lasting memories."



Voodoo Doughnuts, a veritable institution for donut-lovers in the city of Portland, Oregon, was founded in 2008 by dynamic duo Richard "Tres" Shannon and Kenneth "Cat Daddy" Pogson as an independent voodoo magic-themed doughnut shop. Quirky doughnut creations, eclectic décor, and Instagram-worthy millennial pink boxes have propelled the store to donut-fame with appearances on Food Network, the Travel Channel, and many more.

To give each of its visitors a lasting memory of their visit, Voodoo Doughnuts tasked Jocelyn Dean, founder and CEO of The Photo Booth Chick, a local photo booth installation company, to create a custom photo booth for their store. With over 10 years' experience in the photo booth industry, Jocelyn was confident she could create a booth worthy of such a landmark location.

"Photo booths are my passion," she said. "I love the relationships I have with all the small business owners in town and feel great about keeping our independent culture alive, of which Voodoo Doughnuts is such an integral part."

When designing Voodoo Doughnut's custom photo booth solution, Jocelyn needed to find a printer that was fast, easy-to-use, durable and reliable at high-volume production. Having used DNP dye-sublimation printers for the past 10 years, she knew the DS-RX1HS was the right printer for the job.

The DS-RX1HS' rugged, durable design was a perfect fit for the permanent installation. At 12.6" wide by 13.8" deep by 11" tall and weighing less than 30 pounds, the printer fit neatly into her photo booth and its simple design meant any staff member at the store could easily operate it and quickly change the media as necessary, resulting in minimal downtime or staff distraction.

Speaking of the DS-RX1HS, Sarah Heise, Executive Wrangler at Voodoo Doughnuts said, "Our photo booths have added to the overall experience for our customers — even our employees love using them! We're open 24/7 and there's lots of fun to be had, so having a way to create quality printing and branding that leaves lasting memories is fantastic!"

Despite its compact size, the DS-RX1HS is quick — producing 4x6" prints in 12.4 seconds or up to 290 4x6" prints per hour. The printer can produce a variety of print sizes, including 2x6" (2-up) photo strips, 2x6" (4-up) photo strips, 4x6", 4x6" (2x), and 6x8" prints. Users also have the option of choosing between glossy and matte finishes. The DS-RX1HS also offers print capacities of 700 4x6" prints and 350 6x8" prints, and printer features both a high-speed mode (300x300dpi) and a high-resolution mode (300x600dpi).

The durability of the prints was a crucial selling point for Jocelyn and Voodoo Doughnuts. "Busy customers want their pictures printed quickly and they want to be able to immediately put the print into their purse, bag, wallet, or pocket straight away, without worrying about smudging or dust," said Heise. "The fact that prints from DNP's DS-RX1HS come out dry and can be handled without worrying about smudges, dust or damage is great!"

For Jocelyn, the prints are an important advertisement for and a testament to the quality of her business. "People love my photo booths because they're beautiful, fun to use, and function flawlessly," said Dean. "They also get a sentimental gift that outshines any other photo booth picture in terms of vibrancy and durability. These pictures last on fridges, mantle pieces, and bedroom walls for decades — and that's the best advertising I could ask for, I'm sure of it."

For additional information on DNP's professional photo printing solutions, please visit: dnpphoto.com/en-us/Products/Printers/DS-RX1HS

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