

DNP

Photo Imaging



Fashion Meets Reliability: Capture POD Integrates DNP's DS40™ Printer with Signature Fashion-inspired Photo Booth Models

High-end Fashion Photography is being Re-imagined!

MIAMI, Florida. Inspired by the fashion photography industry, Miami-based Capture POD has re-imagined the classic photo booth into miniature photography studios to bring the world of high-end fashion photography to the masses. Founded in August of 2010, special events photography company, Capture POD, provides rental services for special events in Miami and Los Angeles as well as sales of their booths throughout the United States and internationally. A critical element to all of Capture POD's booths is the integration of DNP's DS40™ dye-sublimation printer to comprehensively address the print-on-demand needs of their clientele.

The company's first booth was a portable photography studio for the special events market and Capture POD has since developed several innovative alternatives to traditional photo booths, such as their open style photo station, the Capture RAZZI, for events ranging from weddings and mitzvahs to product launches and conventions. "Our rental business comprises about 60-percent private events, such as weddings or birthdays, and 40-percent corporate events, such as marketing and brand-activation campaigns," commented Carlos Pacheco, Owner and CEO of Capture POD.

Once a manager for a professional photography studio and rental house, Pacheco understands the commercial photography industry and has ensured each Capture POD model is built with professional-grade equipment from the lighting and camera to the printer. Between the company's two locations in Miami and Los Angeles, Capture POD serves an average of eight events per week, printing about 200 photos per event, or over 1,500 photos a week.

"The quality of DNP printers reflects our shared commitment to consistently providing the best possible photos for our clients," explained Pacheco. "Every photo we print at an event is like our own business card as it projects our commitment to quality and service. The DS40 has proven to be an instrumental tool in establishing new opportunities for our business."

The DS40 is DNP's high-resolution dye-sublimation printer that produces beautiful full bleed 4"x 6", 6"x 8", and 5"x 7" images in a protective layering resistant to common elements such as dust, water, fingerprints, and fading. DNP also offers a

special perforated media for the DS40 to create 4" x 4" square prints with two additional 2"x 2" photos that can be easily snapped off.

"We worked with several brands before finding DNP, and the DS40 is by far the fastest and most reliable," stated Pacheco. "With more than 12 DS40's, each with more than 10,000 prints and often used continuously for upwards of 10 hours, we have yet to encounter a single issue. DNP has truly developed the most reliable printing option available."

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



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