

DNP

Photo Imaging



Two Dudes Choose DNP's DS40 to Create Beautiful Printed Photographs

The DS40 is much faster than most of the competing options

Capitalizing on the increasing popularity of photo booths for weddings and other special events, San Francisco-based Two Dudes and A Booth is harnessing the power of DNP's dye-sublimation photo printers to deliver quality photos affordably and quickly. In fact, the use of DNP's award-winning DS40™ is yet another example of how the duo – Mason Foster and Joey Nagoshiner – are achieving the goal that inspired the founding of their company in 2013: Eliminate the limitations of a traditional photo booth and offer higher quality photo favors more quickly and more affordably. "The decision to go with DNP was a simple one because the detail was infinitely better than what we were producing before," said Foster. "We are also printing more quickly and at a lower price per unit."



The 'Two Dudes' met while working at a small fashion studio in Los Angeles, where they were drawn together by their faith in photo booths to deliver a photo experience unlike any other. It was at that time that they decided to take an "open" approach, eliminating physical walls associated with traditional photo booths in order to have the ability to fit more than 20 people in front of the camera and switch out backgrounds based on customer preference.

While the open approach was an improvement over web cameras and bad lighting offered by most booths on the market, the final product fell short of the duo's expectations. "We were able to develop a method for beautiful high definition shots," Foster said. "As professional photographers, we knew how good the photos should have looked, so we knew that our printer wasn't communicating the true beauty of our work."

That was before they were introduced to DNP. To achieve the level of print quality they wanted, Foster and Nagoshiner turned to photo printing supply and solutions dealer Imaging Spectrum, Inc. "We were encouraged to demo various printers with an image from a cell phone," said Foster. "The print quality of the DNP DS40 was far beyond anything else we saw in the side-by-side comparison."

Two Dudes and a Booth operates with a flat-fee model in which they will print unlimited photos directly on site as soon as the photo has been taken.

Today, while Two Dudes and a Booth offers a mix that includes photo strips, it's promoting the 4x6 images more aggressively due to the high print quality.

In addition to the free downloads the company offers its customers, the DS40 makes it possible to hand out photos immediately after the shots are taken. "The DS40 is much faster than most of the competing options," Foster said. "Being able to hand out prints so quickly lets us engage with our customers on a more immediate level."

"We are constantly pushing the boundaries of the location photography industry and our primary objective is not just to have a great photo booth, but to create incredible photography experiences," said Foster. "We're always evaluating and testing new equipment, new technologies, and new environments. One thing that won't change as our business evolves is the presence of a DNP printer; it is the only printer we trust to deliver the highest quality prints reliably, affordably, and quickly."

For more information on DNP's professional dye-sublimation printing solutions for photo booth applications, please visit: www.dnpphoto.com/EventPhoto.aspx

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