



a Dai Nippon Printing
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B&H Event Space Hosts Online Seminars with DNP Photo's Brand Ambassadors to Provide Guidance for Photographers During Pandemic and Beyond

Concord, NC – July 27, 2020 – DNP Imagingcomm America Corporation (DNP IAM) today announced its Brand Ambassadors participation in the leading-edge online learning series, B&H Event Space. B&H Photo Video Pro Audio has invited industry professionals Rex Huang, Bert McLendon and Mason Foster to participate in a series of free seminars and inspirational lectures to help studio, event, and photo booth photographers learn how to print wirelessly from an iPad or iPhone, how prints could increase the bottom-line of your business, and how to adjust to the COVID-19 pandemic.

The B&H Event Space is designed to educate, inspire, and cultivate a community of like-minded individuals who are passionate about photography, video, and pro audio. The organization offers free workshops and lectures to help its community to become even better at what they do and achieve their goals.

“DNP is thrilled to see three of our Brand Ambassadors involved in such a great initiative,” says Shinichi Yamashita, President of DNP Imagingcomm America Corporation. “It’s been a hard few months for many of our customers, and it is wonderful to see our community come together to share what they’re passionate about and to help each other grow and improve.”

Photography professionals and DNP Brand Ambassadors Rex Huang, Bert McLendon and Mason Foster will discuss various industry topics throughout the series.

Rex Huang is an independent photo booth operator, designer, and consultant based out of Los Angeles. In the series, he will demonstrate and discuss how to print wirelessly to a dye-sublimation photo printer from an iPad or iPhone.

Bert McLendon is the owner of McLendon Photography, a corporate event photography and photo op studio based out of Austin, TX. In the series, his seminar will examine the event photography and guest entertainment ecosystem and how on-site prints can increase the bottom-line of your business. This discussion will include insights on building relationships, different media sizes and types, and how McLendon first started in the industry.

Mason Foster is a commercial photographer, specializing in portraiture, and co-founder of Two Dudes Photo – a full-service photography and video production company. In the series, his seminar will discuss how the industry can get back up and running during the reopening after



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COVID-19, including how-to setup a contactless photo booth to maintain social distancing requirements.

Rex Huang will be the first DNP brand ambassador and industry professional to be featured on B&H Event Space on Monday, July 27th at 5:30 EST. Bert McLendon and Mason Foster will host seminars in August and September.

For more information on B&H Event Space, please visit <https://www.bhphotovideo.com/find/EventSpace.jsp>

For more information on DNP IAM, please visit <http://dnpphoto.com/en-us/>.

About Imagingcomm America Corporation (DNP IAM)

DNP IAM is a 100 percent U.S. subsidiary of Dai Nippon Printing Co., Ltd. (DNP) – the world’s largest manufacturer of dye-sublimation media for photo printers and thermal transfer ribbons and barcode printers. DNP Imagingcomm America Corporation has the broadest selection of solutions for the photo retail market and products designed to address retailer’s specific business goals and objectives—backed by the quality and reliability today’s customers expect.

About DNP

DNP, founded in 1876, is the world's largest diversified printing/coating technologies company. At its 76 production plants, both in Japan and overseas, DNP's operations include commercial printing, packaging, decorative materials, electronics, business forms, and imaging products. Over 25 years ago, DNP was one of the earliest organizations to pioneer dye-sublimation media—and the first company to start business development in thermal transfer ribbons. DNP has since grown to be the world's largest manufacturer of dye-sublimation media and thermal transfer ribbons. For more information, please visit www.dnp.co.jp/eng.