



## J. Price Photography Offers Instant On-site Prints With DNP's DS40™

### From camera to print—flawlessly!

As a professional freelance photographer, Johnson T. Price knows the quality of the photographs he produces is a direct reflection of his business—J. Price Photography. That is why he turned to DNP's flagship DS40 printer for all his on-site printing jobs. With its clear prints and bright, rich colors, the DS40 is the perfect fit for the multitude of services J. Price Photography offers, from photo booths to standard on-site shoot and print.



J. Price Photography is a freelance photography business based in Cedar Hill, Texas. Founder and owner Johnson Price has been in the photography business for more than 10 years. The majority of his business comes from other photographers who don't have the experience or the equipment to print on-site profitably. So they turn to Price whom, over the years, has fine-tuned a unique workflow and infrastructure that he calls the Mobile Photo Booth. Price also complements his on-site prints with instant digital images via email and text.

"J. Price Photography is essentially a mobile studio," Price explained. "We use professional photographic lights, high end cameras and offer high quality printed photographs directly on-site. Most standard photo booths do not use professional-grade equipment and the resulting image quality isn't great. By pairing the DS40 with my pro gear, I know the image quality is going to translate from camera to print flawlessly."

In addition to the ability to produce high quality photographs, Price wanted a printer that could be easily transported and didn't take up a lot of space. Other factors in choosing the perfect printer included size, shape, and ease of replacing the media. Easy



access to changing the media is important for on-site printing. "The DS40 is a compact size that fits well on my Mobile Photo Booth setup," explained Price.

The versatility of the DS40 has also been a perk for Price. "I like the DS40's ability to cut images," said Price. "I can make a 3.5"x5" and it automatically cuts it down. The photo booth strip feature is also great to print on-site at events." Price also offers 5"x7" prints with frames as souvenirs. Price currently has one DS40 and is looking to invest in another in the near future."

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