



a Dai Nippon Printing  
company

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**Simple Booth App Provides Support for Instant Printing with DNP's WPS-1 Wireless Print Server**

**CONCORD, North Carolina** — Underscoring its commitment to providing the most comprehensive wireless printing solutions for the professional photography market, DNP Imagingcomm America Corporation's Photo Imaging Division today announced its WPS-1 Wireless Print Server is now supported by Simple Booth photo booth apps. The compatibility provides Simple Booth users with the ability to wirelessly print photos taken via Simple Booth's iPad workflow to most DNP dye-sublimation printers.

"We recognize photographers are increasingly relying on mobile devices for their on-site workflows," said Katsuyuki Oshima, president of DNP Imagingcomm America Corporation. "Simple Booth has an innovative solution and a strong user base that we are looking forward to working with."

Devoted to developing user-friendly photo booth solutions for professional and semi-professional photographers, Simple Booth provides mobile apps that transform Apple tablets into professional-grade photo booths. The software uses an iPad to replace DSLRs, touch screens, and computers for a more streamlined and efficient on-site photo booth workflow.

Simple Booth offers a Pro Edition 2 app that is a professional photo booth solution with customizable options. A new update to the Pro Edition 2 will provide compatibility with DNP's WPS-1 and offer instant printing through the Simple Booth workflow.

"Integrating with the DNP WPS-1 was not only easy to do but also extremely important for our users who can now print photos directly from the Simple Booth apps," said Mark Hennings, owner and founder of Simple Booth. "While we've offered printing since our inception, we've never been able to print wirelessly to a professional printer. Now with the combination of the Simple Booth app and DNP's wireless solutions, users can print professional-grade 4"x6" photos in less than 30 seconds completely cable-free."

The DNP WPS-1 eliminates the requirement for a PC and network router by creating its own File Transfer Protocol (FTP) network. Printing with the Simple Booth app is as simple as connecting an iPad to the WPS-1 network, opening the app (which will auto-detect and connect to the network), and printing photos from within the app.

With a suggested list price of \$179.95, the DNP WPS-1 is designed exclusively for use with DNP's DS620A™, DS40™, DS80™, and RX1™ dye-sublimation printers.

For additional information on Simple Booth, please visit: [www.simplebooth.com](http://www.simplebooth.com)

For additional information on DNP's professional photo printing solutions, please visit:  
[www.dnpphoto.com](http://www.dnpphoto.com)

### **About Imagingcomm America Corporation (IAM)**

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. Manufacturing, sales and development offices of dye-sublimation media for photo printers is located in Concord, N.C., and more information is available at [www.dnpimagingcomm.com](http://www.dnpimagingcomm.com).

### **About DNP**

Imaging Communications Operations is one of many of DNP's operations. Over 25 years ago, DNP was one of the first organizations to pioneer dye-sublimation media -- and the oldest 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.

DNP group is also the world's largest diversified printing/coating technologies company. At its 71 production plants, both in Japan and overseas, DNP's operations include commercial printing, packaging, decorative materials, electronics, business forms and information media supplies. DNP is a global corporation with \$15.4 billion\* in annual revenue. For more information, please visit [www.dnp.co.jp/eng](http://www.dnp.co.jp/eng)

\* At the rate of ¥94 = U.S. \$1

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