

# DNP

Photo Imaging



## DNP's DS40™ Captures the Adrenaline at the Vegas Off-Road Experience

### Capturing adrenaline-packed adventures!

When the Vegas Off-Road Experience (VORE) wanted to offer souvenirs of adrenaline-infused adventures, it chose DNP's DS40 high-speed, high quality photo printer. Whether it's racing trucks, jumping out of an airplane or blowing up cars, the DS40 provides VORE with a quick, easy and affordable way to offer clients 5"x7" prints that keep memories alive long after the heart rate returns to normal.



Mike Self, Chief Marketing Officer and co-owner of VORE, founded the company in 2008 in Las Vegas, Nevada. VORE offers a wide range of activities including a professional racetrack as well as access to hundreds of acres of desert for off-roading and camping. VORE has grown significantly since it began with a major portion of their business derived from corporate events and the company plans to undergo a 30 million dollar expansion in 2015. The upgrade will include the implementation of an indoor skydiving facility, helicopter tours, shooting range, and several other adrenaline-packed adventures.

VORE also recently began offering photo packages to help capture their unique experience. Each adventure group has the option of bringing a professional photographer along when they go on the adventure. They can also opt to have the adventure guide take a few pictures along the way. As the photography packages began to become a key revenue component to their operations, the company needed a printer that could produce high-quality images quickly and cost-effectively.

"Since we implemented the DNP printer about nine months ago we've had a 10 percent increase in revenue," explained Self. "The printer was a small investment and it has paid for itself twenty times over. We want more printers, ideally one for each of our adventures." Self is hoping to invest in several more DS40s in the near future, as well as a few of DNP's DS80 printers for larger size print options.

When looking for the right printer, Self wanted something professional and fast. "Several people recommended the DNP DS40," said Self. "The regular ink jet printers that you can buy at the store don't even come close to what the DS40 can do."

At the end of the day's activities, the thrill-seekers are brought to a 48" TV where the best photographs are displayed. "The adventurers are directed to the TV with their photographs displayed and 99% of the time when they see their picture on the big screen they want to buy it," Self explained. "So we just hit 'print' and with the DS40 it is right there ready to go in seconds."

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



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Memories deserve prints.

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