

# SONY®

They want great prints – fast.  
Make them your customers.



**SnapLab**

Digital Photofinishing Solution



[www.sonybiz.net/digitalphotography](http://www.sonybiz.net/digitalphotography)



# SnapLab

## Print anywhere, anytime for anyone

**New from Sony; the state-of-the-art SnapLab Digital Photo Printer, the world's smallest and lightest standalone professional photofinishing solution.**

Sleekly-designed and compact, the SnapLab is packed with features that are simple to use, easy to understand and that your customers will love. Thanks to Sony printing technology, the SnapLab produces photolab-quality prints in just a few seconds. The touch-screen colour LCD and user-friendly interface mean greater ease-of-use and more customer interaction. The result? More memorable and creative photos for your customers and more opportunities and business for you.

The digital revolution is here ...

and it's here for good.



It's a fact – film sales continue to decline while the market for digital cameras, camera phones and digital photofinishing services is going through the roof.

Tens of millions of potential customers who have digital photos stored in one form or another regularly decide how and where they can print their photos as quickly, easily and cheaply as possible. Even people without a digital camera receive photos via email, the Internet or on their mobile phone and sometimes want professional quality prints, without always knowing where or how to get them.

### Make it easy for your customers

Let's face it. Not all digital photos will be printed. Some are forgotten, some are forgettable and some are just bad! One of the key advantages of digital over film is the possibility to pre-select the photos we want to delete, keep or print. But your digital customers have a simple choice to make:

- Not to print their photos
- Print their photos themselves
- Have their photos printed on a professional system

Print by Sony

With **SnapLab** you can offer a **fast, affordable and professional** digital photofinishing service to your customers **anywhere at any time!**

## SnapLab ■ Making it easier & more affordable than ever before to provide digital photo services



### THE EASIEST AND MOST AFFORDABLE WAY INTO THE LUCRATIVE DIGITAL MARKET.

The Sony SnapLab is a terrific way to offer photofinishing services at a competitive but profitable rate that will help you win new and repeat business. Its affordable price tag means that there is no longer a prohibitively high investment required to enter the market. You can be up and running for a fraction of the price of a digital mini lab, and in a fraction of the time, so you can get a return on your investment in months or even weeks.

Leaving aside the financial aspect, the SnapLab is practically "Plug and Pay"! You don't need training to operate it, nor do you need to be a computer whiz or IT expert. User-friendly touch-screen interfaces guide both you and your customers through all operations. Changing paper rolls and ribbons is simple too: release handle, replace cartridge and close.

### ■ Perfect for ...

- Party & Event Organisers
- School, Colleges & Universities
- Hotels
- Corporate
- Hospitals
- Craft Shops
- Government / Law Enforcement agencies
- Libraries
- Indoor Amusement & Recreation Facilities
- Photo Shops
- Convenience Stores
- Tobacconists
- Newsagents
- Consumer Electronics Shops
- Tourism
- Cruise Liners / Ferries

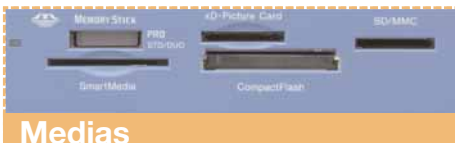


# Easy to use and effortless to maintain



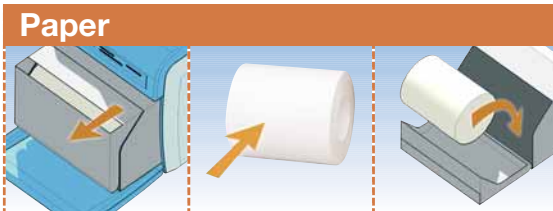
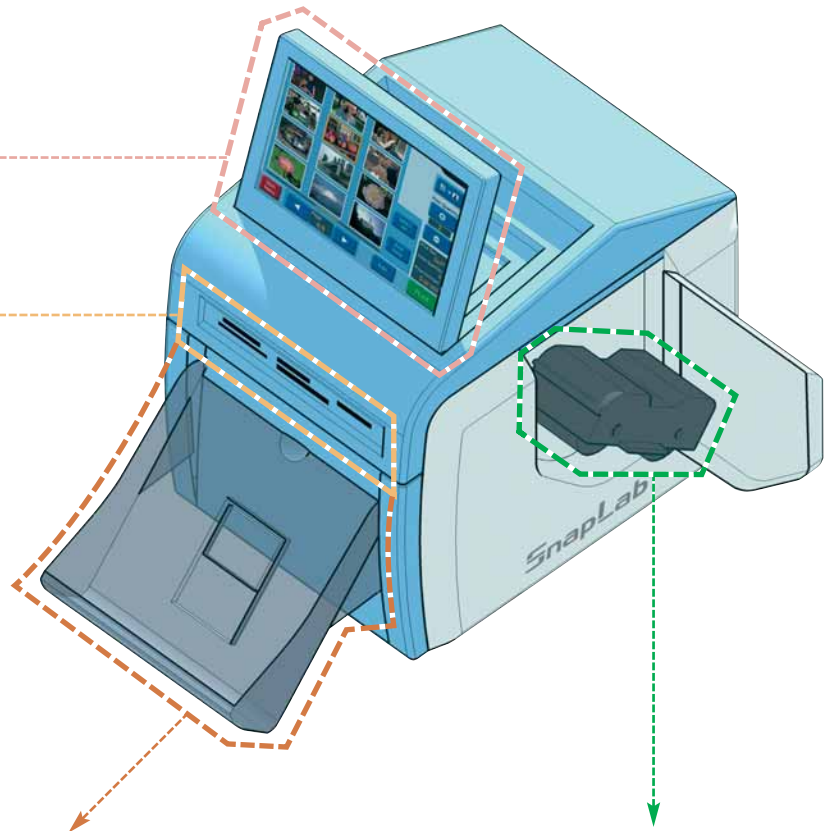
## Intuitive Touch Screen User Interface

Easy to use and operate, this guides both you and your customers through all operations.



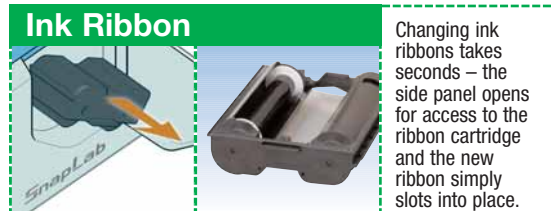
## Medias

The SnapLab accepts today's most popular and widely-used media devices: MemoryStick (STD, DUO & PRO), CompactFlash, xD-Picture Card, SD/MMC and SmartMedia



## Paper

One roll of paper is sufficient for up to 300 photos (9 x 13 cm prints). When it's time to change rolls, simply drop a new roll into the pull-out tray. The printing side is on the inside of the roll, so there's no need to worry about touching printing surfaces.

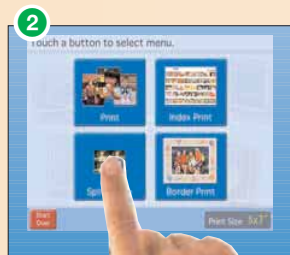


## Ink Ribbon

Changing ink ribbons takes seconds – the side panel opens for access to the ribbon cartridge and the new ribbon simply slots into place.



**PHOTOS**  
on customers' media



**Start-up Menu to select print style**



**Shot selection**

## 4 Customer can choose creative options as desired



## Main Features

The SnapLab has been designed to be quickly operational and as simple to maintain as possible, without making compromises on printing quality.

### Quick start-up

The SnapLab can be used without a PC. Once switched on, the SnapLab is operational within 15 seconds and is ready to print your photos.

### Various media inputs

The SnapLab accepts today's most popular digital media.

### Easy to use

The operation of the SnapLab is very simple. No PC is required. With a large 8-inch touch-sensitive colour LCD and a user-friendly GUI (Graphical User Interface), it is easy and comfortable to operate.

### High speed and high quality

A newly-developed thermal print mechanism enables the SnapLab to operate at high speeds, regardless of print size. Printing a 9 x 13 cm (3.5 x 5 inches) photo takes approximately 13 seconds\*, while a 10 x 15 cm (4 x 6 inches) photo can be printed in approximately 17 seconds\*, and a 13 x 18 cm (5 x 7 inches) photo in approximately 18 seconds\*. In addition to this high speed, the SnapLab provides photolab-quality prints, utilising Sony dye sublimation technology. It outputs crisp, vibrant colours with natural, continuous tones on UV-protected archival-quality paper.

\*Excluding image-processing time.

### Compact

The compact body of the SnapLab enables it to fit almost anywhere and its LCD panel can be angled to accommodate a variety of viewing positions.

## Creative and editing Features

The SnapLab has a robust set of editing features built into the printer, which are operated via its LCD panel, without a PC.

### Zoom, Crop & Rotate

Focuses on the subject, eliminates unwanted background and rotates picture.

### Colour Adjustment

Adjusts vibrancy.

### Red-Eye Reduction

Reduces unwanted red-eye easily.

### Sepia / Monochrome

Transforms colour pictures into black and white or sepia-toned images.

### Text input\*

Messages and captions can be placed on images and on borders without using a PC. After they have been input, these will appear on all prints except index and split image printing. This is a useful feature for identifying the name of an event or the date of the photo.

\*English only.

### Multiple layouts

The SnapLab offers 30 built-in templates that enable users to create anything from ID cards to novelty products and add value to each print.

### Border composition\*

The SnapLab provides value-added prints by using borders to overlay preloaded logos, event names, or a custom-designed frame to your photo. The additional border designs can be created using a Microsoft® Windows®-based version of Adobe® Photoshop®.

\* Need to preload data onto a MicroDrive® or CompactFlash® card and insert it into the expansion slot.

## Other Features

Several other features provide additional flexibility and greater satisfaction for user and owner alike.

### Screen saver customisation\*

Screen saver images can be customised by preloading data. Owners can display various images such as a company logo or a special promotion when the printer is not in operation.

\* Need to preload data onto a MicroDrive or a CompactFlash card and insert it into the expansion slot.

### Image data spooling\*

The SnapLab spools image data to be printed after sending the order. This allows users to remove memory cards and shoot more photos while the job is printing.

\*Need to insert a MicroDrive or CompactFlash card and insert it into the expansion slot.

### Order management

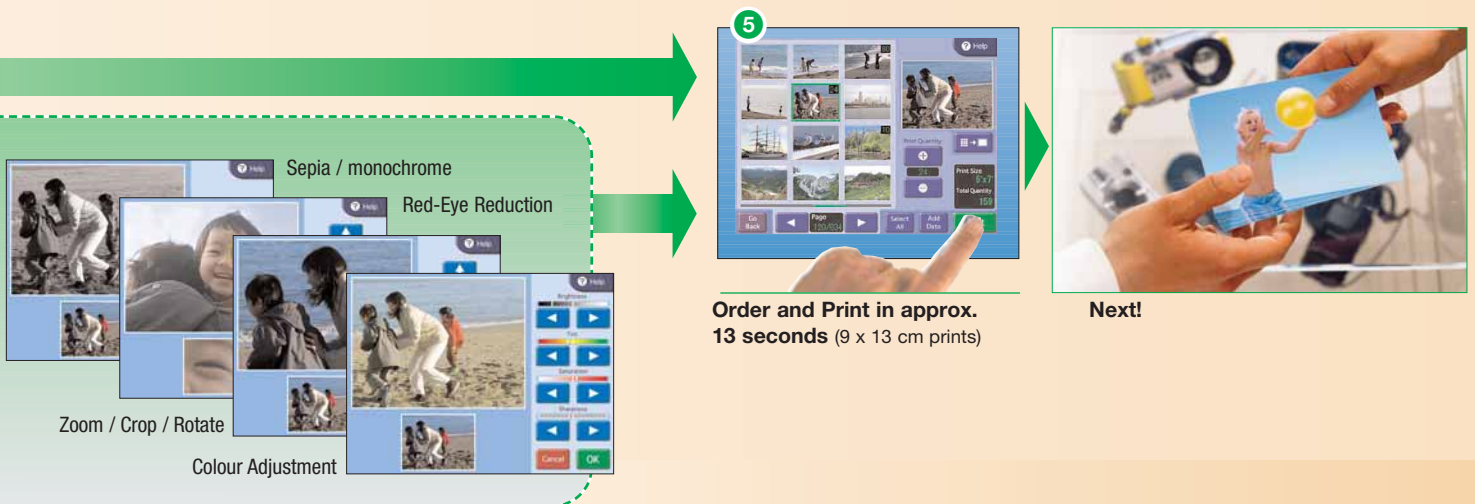
A print log can be viewed on the LCD and exported to a MicroDrive or CompactFlash card in "CSV" format. This exported data can be used as a Microsoft Excel file on a PC. In addition, the order number can be printed, using Sony original pattern lamination technology. The numbers are barely seen from the front, but they become visible when you tilt the print. With this order number, owners can sort prints for smooth distribution.

### PC connectivity

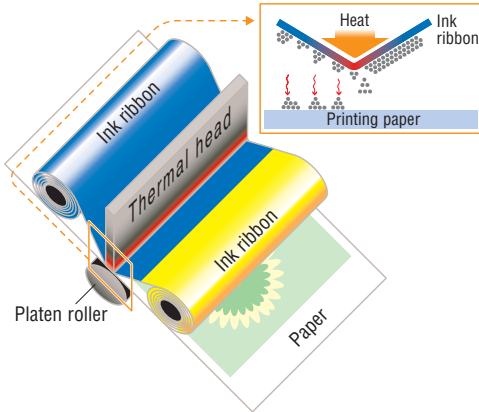
The SnapLab is supplied with Windows® and Macintosh® printer drivers to enhance its flexibility. This allows the user to use powerful editing functions on a PC that are not available on the printer.

### Security cable compatibility

The SnapLab is equipped with a security slot for protection against theft.



## Sony Dye Sublimation Printing Technology



One of the key benefits of dye sublimation printing is the wide range of colour reproduction that the technology makes possible. The SnapLab uses this printing method to maximum effect, producing brilliant, crisp and clear colour prints.

Dye sublimation printing produces truly photographic-quality prints thanks to a unique process: ink is converted into a gas by each heat element on the thermal head which can apply 256 different densities. This produces incredibly rich colours with a tonal range of up to 256 gradations. These gradations are used to reproduce the tonal changes and neutral colours that are vital for creating photo-quality prints.

Each of the dye colours – cyan, magenta and yellow – has a tone range of up to 256 gradations, and Sony dye sublimation printing blends each and every one of them to make true full-colour prints.

Other printing methods, such as inkjet, cannot gradate each dot or blend the colour dots – that's why they simply can't achieve the same results.

Sony dye sublimation printing technology is also environmentally-friendly. Liquid chemicals are not used, so there's no chemical waste to be disposed of, and no drainage needs too be considered when installing the printer.

## Superior Colour Reproduction

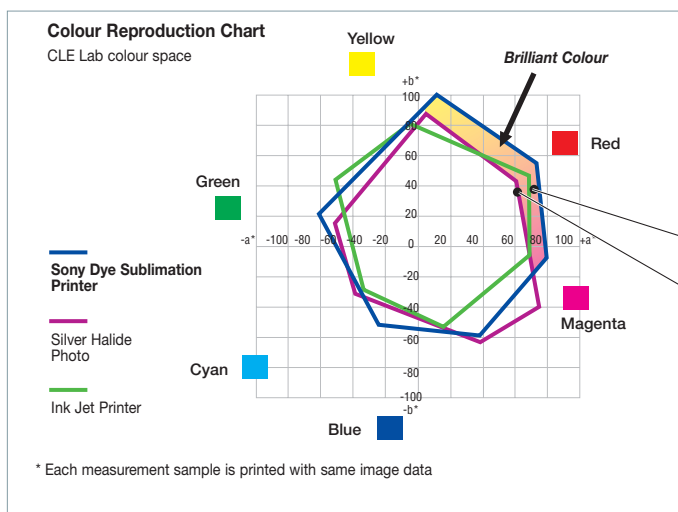
Dye sublimation provides rich colour reproduction with 403 dpi resolution and 16.77 million colour processing for each dot. Compare this to the 7-colour inkjet method which requires a resolution as high as 4550 dpi (403x11.3) to reproduce prints of similar quality.



Sony Digital Photo Printer  
403 dpi x 403 dpi



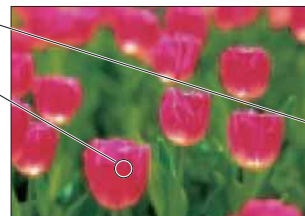
Ink Jet Printer  
4800 dpi x 1200 dpi, 6 colour Ink



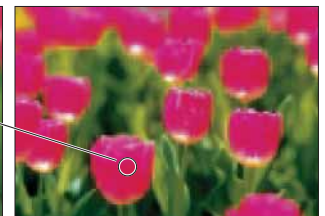
Full-colour prints



Only 6 colours



Sony Dye Sublimation Printing  
(with lamination)



Silver Halide Photo

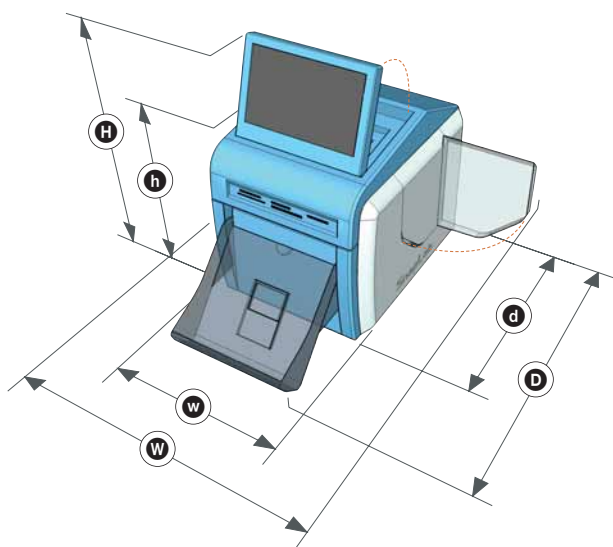
# Specifications

## SNAPLAB

Printing Method	Dye sublimation Printing Y/M/C/O)
Resolution	300 dpi
Print Size	5 x 7" (13 x 18cm) 4 x 6" (10 x 15cm) 3.5 x 5" (9 x 13cm)
Print Speed (excluding image processing)	5 x 7" (13 x 18cm): 18 seconds 4 x 6" (10 x 15cm): 17 seconds 3.5 x 5" (9 x 13cm): 13 seconds
Media Capacity per print cartridge/roll	5x7" (13x18cm): 172 4x6" (10x15cm): 200 3.5x5" (9x13cm): 300
Paper Feed Method	Roll paper, Automatic loading
Interface	Memory Card Direct Slots: MS (Duo, Pro, PRO Duo) SD MMC CF MD xD SM  USB Host: USB (A) x 1 for USB Mass Storage Class Device  PC Connection: USB (B) x1 for PC  Expansion Terminal: RS-232C (D-sub 9pin) x 1 for future peripheral support
Expansion Slot	Compact Flash type x1
Compatible Image File Format	JPEG: JFIF, Exif 2.2 Compatible, DCF 1.0 Compatible  BMP: 24bit Windows format  TIFF: Exif 2.2 Compatible
LCD Display	8-inch touch sensitive colour LCD
Print Order when print from memory cards	Selected image, All image, Index, Border Composition*, Split Image
Image Adjustment	Crop, Colour adjust, Monochrome/Sepia, Red eye Reduction
Printer Driver Support OS	Win: 2000/XP Professional/XP Home Edition Mac: OS X v10.1-10.4
Export module to create border data	Windows Adobe Photoshop 5.0 or higher, Photoshop Elements
Power Supply	Input 100-240 V AC, 50/60 Hz
Supplied Accessories	Paper holder x1 Operating instructions x1 CD-ROM (incl. Printer driver software) x1 AC power cord x1

\* Need MicroDrive or CompactFlash on the market. Image or format data needs to be saved when using these functions

## DIMENSIONS



- h 300 mm (11.9")
- H (when LCD is up): 447 mm (17.6")
- w 275 mm (10.8")
- W (when ribbon access door is open): 435 mm (17.1")
- d 380 mm (15.0")
- D (incl. paper tray): 552 mm (21.7")

## COLOUR PRINTING PACKS

### 2UPC-C15

#### Self-Laminating Colour Printing Pack

Paper size (after print):  
127 x 178 mm (5 x 7 inches)

Contents:  
A roll of print paper for 172 prints x 2 rolls  
2 rolls of ink ribbon



### 2UPC-C14

#### Self-Laminating Colour Printing Pack

Paper size (after print):  
102 x 152 mm (4 x 6 inches)

Contents:  
A roll of print paper for 200 prints x 2 rolls  
2 rolls of ink ribbon



### 2UPC-C13

#### Self-Laminating Colour Printing Pack

Paper size (after print):  
89 x 127 mm (3.5 x 5 inches)

Contents:  
A roll of print paper for 300 prints x 2 rolls  
2 rolls of ink ribbon



# SONY®



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