

PRESS RELEASE

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Premiere

Mitsubishi Electric announces new compact photo system printer for Photokina

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At Photokina 2010, Mitsubishi Electric will be presenting its new compact instant printer for professional photo systems. With its minimal dimensions, the printer is claimed to occupy only about 40% of the volume of space taken up by a comparable previous model. It was especially developed for retail outlets which have been putting off the acquisition of a photo system up to now due to lack of space.

“Of course, we are proud to be able to present such an exceptional product like this new compact photo printer for POS at this major industry event. At the same time, however, we should not forget the countless improvements which regularly flow into our quality products and are typical for the feeling for perfection at Mitsubishi Electric. In this too we are well-placed”, explained Lars Dörholt, Deputy Division Manager VIS of Mitsubishi Electric Europe Germany.

Mitsubishi Electric is presenting the latest generation of its photo systems for POS photo production according to the motto “Creating Photo Business”. In

particular, specialist dealers and shop owners are being addressed under this main theme. On the Photokina stand with more than 250 sq.m. in Hall 06.1, Stand A021 B020, visitors can get a representative overview of what is technically “state-of-the-art” and in which direction future solution strategies for ‘photos in an instant’ are going.

The fact that the system principle plays a decisive role at Mitsubishi Electric, is reflected in the stand architecture at Photokina. The five main themes are grouped around the inner rotunda, which is reserved for specialist trade partners and resellers.

In the theme area “Professional”, high-performance solutions, among others, with acceptance terminal (in the front-office), central unit (in the back-office), MPU and various photo printers will be presented. With them, print volumes can be achieved which correspond with those of a minilab, but thanks to the thermal sublimation process used by Mitsubishi Electric, operates completely without chemistry.

In the “Retailer” stand zone the focus is on “Shop integration”: on show will be uncomplicated solutions for self-service by the customer, with which the actual core business in the shop can be profitably extended to include photo services. This includes the Easyphoto system, but also the innovative Kiosk gifts. An additional increase in turnover can be achieved through the sale of added value products like calendars. Mitsubishi Electric has now made the accessory assortment even more attractive through the inclusion of photo albums in a new look and through photo boxes.

In the area entitled “ID Photostudio” the focus is entirely on the professional production of biometric passport photos. For this highly profitable special theme, Mitsubishi Electric is presenting no less than three solutions with the Click 5000, the Click Lite and Easyphoto.

One of the highlights in the “System Integrator” area is the eye-catching ~sedna touch ®. On the large glass plate, high-resolution images can be shifted, scaled and arranged in a flash at the touch of a fingertip. The model, which be used for presentations or layout production can be experienced in combination with powerful photo printers from Mitsubishi Electric.

Visitors can then enjoy a moment of relaxation on an original Harley-Davidson against the “Event” backdrop of the legendary Road 66, in a photo shooting with model. The photos are transferred by WLAN to the photo system and visitors can take them with them directly as a souvenir.

Further information:

Mitsubishi Electric Europe B.V.
Visual Information Systems
Gothaer Straße 8
40880 Ratingen
Germany
Tel.: +49 (0) 2102 4 86 92 50
E-Mail: kontakt.vis@meg.mee.com
<http://www.mitsubishi-vis.de>

About Mitsubishi Electric

With over 85 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company recorded consolidated group sales of 3,353.2 billion yen (US\$ 36.1 billion*) in the fiscal year ended March 31, 2010.

*At an exchange rate of 93 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2010

For more information visit <http://global.mitsubishielectric.com>

Press contact:

Dr. Horst Lederer
Marketing – PR – Text
Höhenweg 14
50169 Kerpen
Germany
Tel.: +49 - (0)2273 / 5 94 78 70
Fax: +49 - (0)2273 / 5 94 78 30
info@marketing-pr-text.de

Mitsubishi Electric Europe B.V.
Visual Information Systems
Gothaer Straße 8, 40880 Ratingen, Germany
Tel.: +49 (0) 2102 4 86 92 50, Fax: +49 (0) 2102 4 86 73 20, E-Mail: kontakt.vis@meg.mee.com

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