NORITSU NEWS

Product Spotlight

- Noritsu's QSS-35 Plus Series

- M300 Digital Dry Printer

- LPS-24 PRO Wins DIMA Award

LPS-24 PRO
The Pro Lab Workhorse

LPS-24PRO

Class of 2006 - Thomas Downey High School

Dear Noritsu News Reader,

Ask lab owners to name important characteristics of their photo processing equipment and two words will come up frequently: Quality and reliability. For photofinishers who work in the school and studio portrait markets, output quality and equipment reliability are particularly crucial. From large format printers such as the LPS-24 PRO, to digital minilabs like QSS-3202 Pro, labs across the country rely on Noritsu silver halide printer/processors to provide dependable service and beautiful, high-quality prints. In this issue we highlight a number of customers using Noritsu digital equipment to keep their customers happy and their businesses efficient and successful. Our thanks to Bryn-Alan Studios, Shoob Photography and PhotoTek for allowing us to share their stories.

We also want to express our appreciation to everyone who stopped by our booth during the PMA 2007 show in Las Vegas. We unveiled a new booth design and showcased a number of exciting new products, including the versatile M300 inkjet printer (highlighted on page 7) and the enhanced QSS-35 Plus Series of minilabs (full story on page 8). We value your support and will continue to strive to provide you with the best products and services in the industry.

Don't forget to visit noritsu.com for your free digital point-of-purchase materials. Simply log-in to the Customer Homepage and look under the "Downloads" menu to find customizable 4x6 order stuffers and 8x10 counter cards.

Warm Regards,
The Noritsu News Team
feedback@noritsu.com

What Would Jennifer Do? Retail Strategies from PMA '07

Gen X women, once known for their jaded worldviews and slacker boyfriends, are now the most sought-after demographic in digital imaging retail. These thirty-something professional women and mothers (nicknamed "Jennifer" by PMA, the Photo Marketing Association, a couple years back) are statistically the Americans most likely to turn their digital images into either a print or a high-margin specialty item. The trick for retailers, according to Kodak's Brad Kruchten, is to get them past "likely" to actually spending time at a kiosk or online ordering site.

The general theme at PMA 2007 was centered around giving consumers exciting ways to memorialize their lives beyond a 4x6. The statistic most frequently tossed around was the 115 billion [world-wide] images that are currently stored on computer hard drives with 315 million more

added to that total each day. The profit potential behind turning those images into prints and/or gifts is tremendous. Hundreds of PMA vendors were showing Jennifer-oriented products like Andy Warhol-sytle posters, collage prints and diaper bags bearing baby images with the hope of doing just that.

Retailers at PMA gathered in sessions to brainstorm about ways to make Gen X customers more comfortable. Beyond the "photo lounge" model, they talked about

even more experiential retail environments like a "photo spa" which will either lure women with specialty coffees and cool music as they create photo books or provide special services like delivering prints to the car so that mothers don't have to pull their kids out of car seats to pick up prints. Camera store owner Jessica Sarber of Sarber's Camera in Oakland, Ca., put it this way: "It's time to make a quantum shift in this industry in terms of how we do business."

AIE/6Sight Partnership

The Association of Imaging Executives (AIE), a PMA member association focusing on leadership issues, recently announced it is partnering with Future Image to host the 6Sight Future of Imaging executive conferences. AIE and Future Image have reached an

agreement in principle and are currently finalizing details of the working relationship, while plans for the next edition of 6Sight have already begun. The next conference will be held in Monterey, Calif., October 17- 18, 2007.

6Sight explores the opportunities and challenges the future of imaging has in store for customers, and the resulting challenges and opportunities for vendors and resellers throughout the imaging supply chain. The program features a unique mix of audio/visual presentations, new

technology demonstrations, interactive panel discussions and technology showcases. The audience is composed of senior executives from companies involved in the market for digital imaging products: vendors, retailers, and large users of imaging technology (business, government and education); as well as industry analysts, venture capitalists and media representatives. The two-day program of the 2007 edition examines future directions for devices used to capture, display, share, publish and manage digital still and video images, as well as user-generated visual content.

PMA Responds to Super Bowl Fuss

The industry spoke and PMA responded…very quickly. The loose ball that was PMA's 2008 Vegas dates falling on Super Bowl Sunday didn't rattle around very long as the organization recently told us they have changed the dates of the '08 show to run Thursday, January 31 – through Saturday February 2, 2008. PMA released the following statement in response to the rumblings we heard (and apparently they did too) over the Super Bowl conflict.

"The PMA 08 International Convention and Trade Show is set for Thursday, Jan. 31 through Saturday, Feb. 2, 2008, at the Las Vegas Convention Center, Las Vegas, Nev., USA. While we are fully committed to the city of Las Vegas and our early February dates, we have listened to the comments and concerns of our various constituencies regarding the overlap with Super Bowl XLII, held Feb. 3 in Phoenix. We've responded in a timely fashion," the statement explained.

"PMA will continue to offer the full complement of educational opportunities that are the hallmark of our convention, as well as allied meetings of PPFA, DIMA, PSPA, SPAA, PIEA and PSRO. Super Bowl week has traditionally been an exciting time for the city of Las Vegas – and its hotels – and we anticipate tying into a number of these events for our attendees and our exhibitors."

Should be a great week in Vegas.

Noritsu LPS-24 PRO:
The Pro Lab Workhorse

Quality, Flexibility Key for Busy Studio Locations

The Noritsu LPS-24 PRO wide-format silver halide printer outputs images from 5"x7" up to 24"x100" making it a great value for a variety of studios including, professional, portrait and other venues. Its dual magazine system increases productivity by allowing labs to print different sizes simultaneously without having to change magazines. Designed to keep up with the heavy production/high-quality demands of commercial and pro labs, the LPS-24 PRO recently won the Digital Imaging Marketing Association (DIMA) Digital Printer Shoot-Out Award in its category.

Bryn-Alan Studios, a school portrait studio and lab, depends on three Noritsu printers to keep its work flowing—the LPS-24 PRO, the QSS-3202 Pro and the QSS-34 Pro. States Kevin Steffey, Vice President of Operations, "We photograph everything from kindergarten to twelfth grade to proms and sports teams and other campus events—on location as well as in the studio. Historically," explains Steffey, "we printed everything from film on optical printers. Last year, we were producing about 40% of the high school senior images digitally. Now it's 100%, which is why we needed the additional Noritsu."

Bryn-Alan Studios has twenty-two locations and during its busy season they photograph close to 4,000 school portraits per week. One very busy lab prints the images from all those studios. It uses the LPS-24 PRO to print senior portrait packages and event photography images. Packages (printed in sheets) usually include a collection of 8"x10"s, 5"x7"s and wallet sized images. The lab also uses the machine for digital retouching and to

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Kevin Steffey, Vice President of Operations, Bryn-Alan Studios
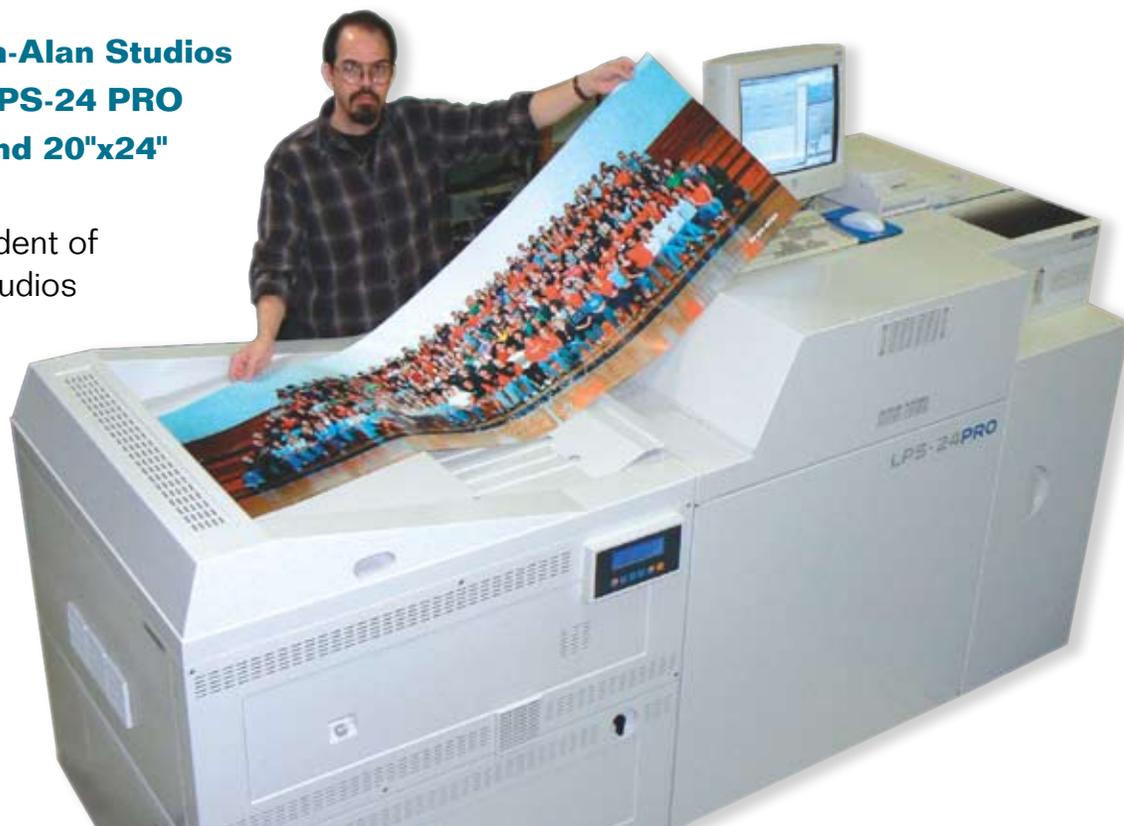
produce digitally enhanced products. But the main reason the studio/lab installed the Noritsu LPS-24 PRO was to print 16"x20" and 20"x24" large format images for the wall, which, in the past, it did not have a way to produce digitally.

"The quality of the

equipment—in particular, the color—is outstanding and

they have integrated well with our automated lab software

(Kodak)," notes Steffey, who also likes the fact that the

"QSS-3200 Helps With 100 Percent Switch to Digital"

California pro lab with 90-year history embraces digital advantage

Alex Shoob of Shoob Photography in Modesto, California, is part of a long line of photo lab owners. His grandfather opened the family's first photo lab way back in 1918; and they've been going strong ever since. According to Shoob, the lab, which is completely digital, photographs some 50,000 school children each year. "We haven't used film or made a conventional print in about four years," states Shoob.

Shoob installed the Noritsu QSS-3202 Pro about 18 months ago. Prior to that, the lab utilized the Sienna line, an earlier generation of digital equipment. "When we needed to expand further into digital we decided to go with Noritsu. "We're 100% digital now and we run all of our school photography and studio work (prints and packages) through the QSS-3202 Pro." The only item the lab doesn't print on the machine is prints larger than 11"x17", which it prints on an Epson 9800.

The Noritsu QSS 3200 series includes Digital Ice technology
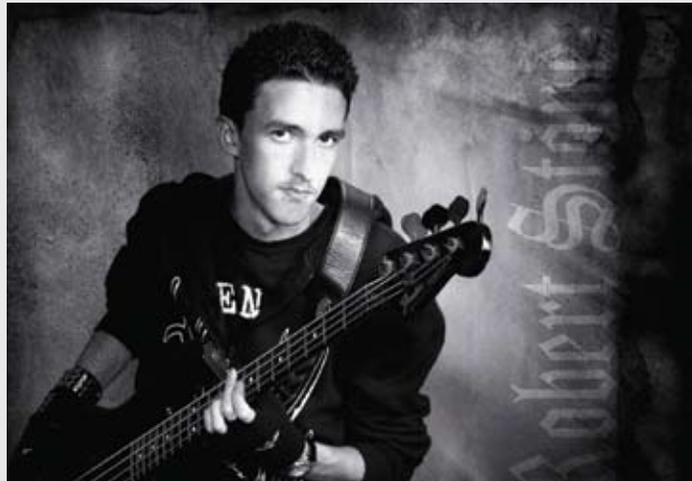
from Kodak, which corrects dust and scratches on the base layer of film and Noritsu Digital Masking Software, which corrects deeper base and emulsion side scratches. The QSS-3202 Pro prints images up to 12"x36" and can process up to 1,620 prints an hour. The unit is also equipped with optional network components that boost work flow and increase the number of digital services labs can provide, such as CD-R writing, image editing, and image storage.

Shoob likes the fact that the

QSS-3202 Pro both prints and cuts his images, which saves him time and money. In the past, the lab utilized package printers and film processors, etc. "In those days," notes Shoob, "I employed a full-time maintenance man that did nothing but make sure the equipment was working. It cost three thousand dollars a month to keep everything running. New Noritsu 34 Series machine, the lab no longer needs 'outside help.' "We've had maybe two service calls in 18 months. The machine works day after day, hour after hour; it
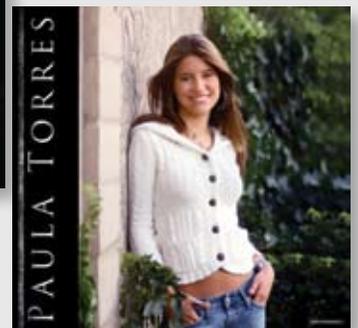
just cranks out the prints."

These days, Shoob's biggest challenge is finding more work to run through the machine. With the QSS-3202 Pro, Shoob gets 300 8x10's per hour. "I'm very pleased with the machine and Noritsu; they've built a very reliable product." As for the future, Shoob is considering purchasing the new Noritsu 3400, depending on how fast his business grows.

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>
> Kevin Steffey, Vice President of Operations, Bryn-Alan Studios

printers cut the packages/prints as they're coming out of the machine. "We looked at printers with a higher capacity," he admits, "but they don't cut the prints, too."

For Bryn-Alan Studios, it's all about getting as much work as possible through the printers each day. "We haven't had any issues and Noritsu's support is outstanding," concludes Steffey.

All-in-One Appeal

PhotoTek of Lake Charles, Lake Charles, Louisiana has two distinct types of customers—walk-in amateurs and professionals who resell their images to their customers. The full service professional lab purchased its LPS-24 PRO this past January. According to owner Lynn Broussard, he purchased the machine for two reasons. "The number one reason I purchased the LPS-24 PRO," says Broussard, "is because it's an all-in-one printer. It has the printer and paper processor attached to it, so it's a one-step way for us to print our enlargements." Prior to purchasing the unit, the store used a roll-to-roll machine that required staff to remove the paper and then put it in the processor. "This concept works better for us," notes Broussard, who feels the LPS-24 PRO is built a lot like Noritsu's minilabs. "I like that it's easy for my folks to use; it's a fairly simple start up process with a typical Noritsu balance process. Plus, production is simple, too."

"We've been a Noritsu customer now for about twenty-two years," he says. "We also use the Noritsu 3101, which is a little over three years old, and is working quite well. We're very pleased and very satisfied with it. It has given us good service. There isn't anything else we feel we really need right now. We're still using the 3101 and are looking forward to the LPS-24 PRO giving us the same good service in the near future," concludes Broussard. ∎

Class of 2006 - Thomas Downey High School
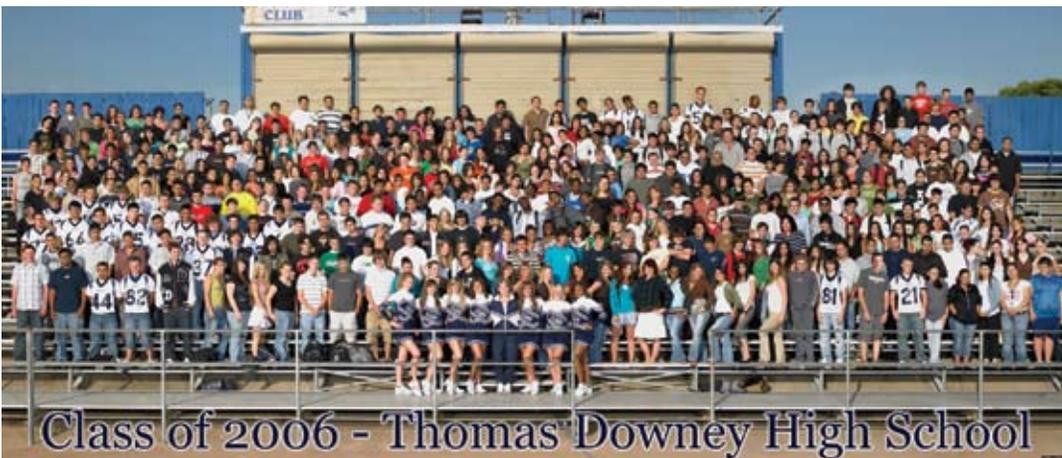
Noritsu's M300 Dry Printer
High Capacity/Low Maintenance

Noritsu's new M300 provides users with a revolutionary combination of features that make it exceptionally well-suited for retail and professional studio printing applications. On the outside, the M300 has an extremely small footprint of 3.5 square feet, complemented by a unique scalable, stacking design that allows additional M300 units to be added to the printing system without taking up additional space. On the inside, versatility is a key part of the M300 feature set, providing users the ability to handle multiple print sizes and the option of roll or manual sheet paper feed.

Despite its compact size (4.5 sq. feet), the M300 is a high capacity printer capable of producing as many as 325 prints an hour. Adding the aforementioned unique stacking configuration capability, two printers can be installed without taking up additional floor space, effectively doubling the output capability.

In addition to PJP with easy-to-use GIU, the unit's built-in EZ Controller software enables the user to easily manage incoming orders, make value-added print settings and correct images.

On the all-important output side of the equation, the unit's 7 colors of pigment ink (Yellow, Magenta, Cyan, Black, Red, Violet, Clear) produce superior color portrayal and natural gradations for stunning prints.

With the digital print market hitting the fast lane and diversifying beyond the 4x6, the M300's combination of compact size, capacity and versatile technology is sure to help create new opportunities for you and your customers.

M300 Highlights:

- ◼ 7 color pigment ink process
- ◼ Stackable design allows increased productivity with no additional floor space requirements
- ◼ Simple USB 2.0 connection
- ◼ Up to 265 prints per hour (4"x6")
- ◼ Variety of Print Sizes: 3.5"x5", 4"x6", 5"x7", 8"x10", 4"x8", 8"x12", 8"x10", 10"x12", 10"x36".

Wide Variety of Print Sizes: 3.5x5-inches up to 10x36-inches

Use Multiple Printers for Maximum Print Efficiency

Suitable for Low & High Volume Outlets

Noritsu's QSS-35 Plus Series

Compact, Versatile, Efficient

■ Enhanced Efficiency

As anyone operating a processing lab today can attest, minilab efficiency is a vital element in keeping your business running smoothly. Your customers' needs are more diverse than ever today and you need a minilab that effectively speaks to that diversity.

The QSS-35 PLUS series (QSS-3501i PLUS/3501 PLUS/3502 PLUS) makes advancements in efficiency and flexibility by allowing you to choose between two layout types. In addition to the convenient standard layout in which the controller is placed in the printer unit, you an also choose a separate layout in which the controller is placed away from the printer. The ability to position the controller and the printer in separate places also enables you to construct an efficient network.

The new QSS-35 PLUS Series builds upon the feature set of the QSS-35 Series with additional innovative capabilities. In addition to customizable layout options and a simple-to-use Operator Interface, additional new automated functions help maximize productivity and revenue.

■ Easy Installation

With floor space at a premium and retailers looking to maximize the space they have, the QSS-35 PLUS series offers Noritsu's renowned high quality print technology in an extremely compact footprint of just 10.7 sq. feet. This compact size is ideal for labs with limited space and for those that may want to use remaining space effectively by installing a second minilab.

The unit's flexible layout is evidenced by the fact the user can choose which side to operate the machine from, giving more freedom to use the system in a way that best suits a particular location's in-store layout. Further flexibility is seen in the ability to adjust the machine's height by raising the table up to 7.9 inches.

■ Image Correction Software

The QSS-35 PLUS series also includes Digital Ice technology that automatically discovers and corrects dust and scratches on the base layer of film. Also offered as an option is Digital Masking technology that automatically corrects dust and scratches on the emulsion layer to produce blemish-free prints.

QSS-3501i PLUS
Approximately
760 print/hr

QSS–35 PLUS Series Highlights:

- Produce up to 1,040 prints per hour (QSS-3502 Plus)
- Flexible layout options
- 10.7 sq. ft. footprint
- Automatic daily setup
- Double or triple magazine configurations available
- Order sorter uses LED indicator to identify interrupted orders
- Supports Fuji CP-49E chemistry
- AccuSmart image processing technology

QSS-3501 PLUS
Approximately 810 print/hr

[Compact footprint | High Quality Prints | Easy Operation]

QSS-3502 PLUS
Approximately 1,040 print/hr

A few well thought out photo tips can make a pro shooter out of anyone – pass the knowledge around and have your customers coming back for more all summer long.

PMA/TakeGreatPictures.com
TEAM ON PHOTO TIPS

As part of a joint promotion to celebrate the Spring and Summer picture-taking seasons, PMA and TakeGreatPictures.com have come up with a Top Ten Tips list titled " How To Take Great Spring/Outdoor Photos". Pass these little gems along to your customers as the temps and camera clicking frenzy begin to rise.

1. Shoot directly into the sun with the camera in manual mode to avoid severe underexposure and create angelic backlit images.

2. When photographing at night, an off camera flash will help illuminate subjects.

3. Look for heavy clouds to create a nice frame at the top of the image and cloud formations to lead the viewer's eye to the subject.

4. Shoot at sunrise to capture the most dynamic lighting.

5. Watch how the light is moving and wait for the ideal moment to shoot.

6. Take advantage of strong sunset light to help brighten subjects. Photograph the moon to add impact to the composition.

7. To shoot on a foggy day, photograph late in the day for moody effects.

8. To help shoot unique images of famous landmarks, check out the postcards at the local tourist shops and vow not to copy any of the compositions.

9. Experiment with the focus on your camera to explore exciting new perspectives.

10. To add impact to floral images, photograph after a nice spring rain. Remember to dress appropriately and bring an umbrella to protect your camera.

LPS-24 PRO a DIMA Winner

Adding to an impressive list of wins in PMA's annual DIMA Digital Printer Shootouts, the Noritsu LPS-24 PRO won the 2007 Award in the RA4 Digital Printer, 13 to 29-inch Wide category. The LPS-24 prints images up to 24x100-inches and has always offered a wide range of capability with larger format printing needs.

The LPS-24 PRO is a large format printer that features a silver halide printer and paper processor designed to print a variety of print sizes from 5 x 7-inches up to jumbo panorama size (24 x 36). With the addition of optional equipment, prints up to 100-inches in length are possible. The LPS-24 PRO is designed to meet the heavy-duty production and high-quality demands of portrait and commercial professional labs.

Dual magazine capability allows both a 12 and 24-inch magazine to be loaded at the same time, enabling prints of various sizes to be made without changing magazines. Processing capacity ranges from approximately 27 prints per hour for a 24 x 36-inch print to approximately 51 prints per hour for a 12 x 18-inch print.

Tradeshow Calendar
2007

Start	End	Show	Location
6/23	6/26	NACDS Marketplace	Boston, MA
7/22	7/28	IAI Show	San Diego, CA
9/30	10/3	eCRM	Pittsburgh, PA
10/18	10/20	Photo Plus Expo	New York, NY