

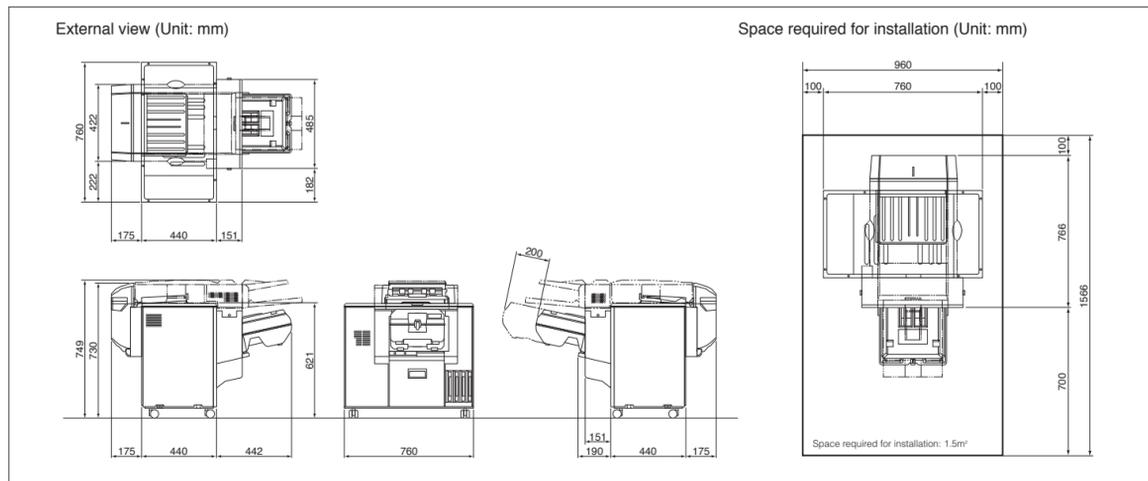
# D502

D502	
Printing system	Inkjet system
Print resolution	720 x 720 dpi
Paper width	100, 102, 152, 203, 210, 216, 254 mm
Paper advance length	When using sheet paper magazine: 148-368 mm When using print tray <sup>1)</sup> : 148-620 mm
Paper types	Single-sided sheet paper (Glossy) 102 x 152 mm, 203 x 264 mm, 210 x 307 mm Single-sided sheet paper (Semi-glossy) 203 x 264 mm, 210 x 307 mm Double-sided sheet paper (Thin, Semi-glossy) 152 x 162 mm, 203 x 213 mm, 254 x 213 mm, 210 x 307 mm, 216 x 289 mm Double-sided sheet paper (Thick, Semi-glossy) 102 x 162 mm, 102 x 213 mm, 210 x 307 mm, 216 mm x 289 mm Double-sided sheet paper (Thick, Folded, Semi-glossy) 254 x 188 mm Single-sided sheet paper (Photo book cover) 152 x 340 mm, 254 x 442 mm, 254 x 620 mm
Ink	4 colors of dye ink: Y (Yellow), M (Magenta), C (Cyan), BK (Black) Volume: 500ml per color
Dimensions	See "External view" below
Weight	Printer (without the Reverse Unit): 98.8 kg (217.4 lbs) Printer with the Reverse Unit: 115.9 kg (255 lbs) (excluding RIP-PC, options, paper and ink cartridges)
Power specifications	AC100-120V / 200-240V 1P2W (Not including RIP-PC)
Rated power capacity	800VA or less (Not including RIP-PC)

RIP-PC	
CPU	Celeron D 3.2 GHz
OS	Windows XP Professional SP1 / 2, English version
Memory	512 MB
Hard disk	40 GB
Media drives	CD-R drive
External interface	Ethernet (1000 base): 1 port USB 2.0: 3 ports PS/2: 1 port Video (VGA): 1 port Serial (COM): 1 port Parallel (EPP/ECP support): 1 port

Repeat print capacity (prints/hr)		
Print size (mm)	Capacity (Approx.)	
	Single-sided prints	Double-sided prints <sup>*1</sup>
102 x 152 (4" x 6")	450	180
102 x 203 (4" x 8")	370	150
152 x 152 (6" x 6")	410	160
203 x 203 (8" x 8")	290	110
203 x 254 (8" x 10")	240	
254 x 178 (10" x 7")	300	110
254 x 203 (10" x 8")	270	100
210 x 297 (A4 size)	210	70
216 x 279 (Letter size/8.5" x 11")	220	71

Calculated according to our criteria. The capacity you achieve may be different.  
\*1 Reverse Unit is required



**NORITSU KOKI CO., LTD.**

The specifications, information, and appearance of the machine herein are subject to change without notice.

**TUV** Our products have been manufactured under an ISO 9001-certified quality assurance system.

579-1 UMEHARA, WAKAYAMA-SHI, 640-8550, JAPAN  
PHONE:(81)73-454-0345 FACSIMILE:(81)73-454-0301  
http://www.noritsu.co.jp

**COUNTRY**  
Australia  
Brazil  
Canada  
The Czech Rep.  
China  
France  
Greece  
Germany  
Hong Kong  
India  
Italy  
Malaysia

**OFFICE**  
Noritsu Koki Australia Pty. Ltd.  
Noritsu Do Brasil Ltda.  
Noritsu Canada Ltd.  
Noritsu (CR) spol. s r. o.  
Noritsu (Shanghai) E. E. M. Co., Ltd.  
Noritsu France E. U. R. L.  
Noritsu Hellas Ltd.  
Noritsu (Deutschland) GmbH  
Noritsu (Far East) Ltd.  
Noritsu India Branch  
Noritsu Italia S. r. l.  
Noritsu Koki Malaysia Sdn. Bhd.

**PHONE NO.**  
(61) 2-9317-2141  
(55) 11-3779-0607  
(1) 905-567-8982  
(420) 241-040901  
(86) 21-59169898  
(33) 1-57-02-12-90  
(30) 210-6019506  
(49) 2154-9157-0  
(852) 2873-4788  
(91) 11-41427245  
(39) 0321-445211  
(601) 3-78762733

**COUNTRY**  
Mexico  
The Philippines  
Poland  
South Korea  
Russia  
Singapore  
Spain  
Taiwan  
U. A. E.  
U. K.  
U. S. A.

**OFFICE**  
Noritsu Mexico S.A. De C.V.  
Noritsu Philippines, Inc.  
Noritsu (Poland) Sp. z o.o.  
Noritsu Seoul Branch  
Noritsu (R) Ltd.  
Noritsu Singapore Pte. Ltd.  
Noritsu (Deutschland) GmbH  
Noritsu Taiwan Co., Ltd.  
Noritsu Near East Branch  
Noritsu (UK) Limited  
Noritsu America Corporation

**PHONE NO.**  
(52) 55-2626-6710  
(63) 2-812-8443  
(48) 22-863-2800  
(82) 2-569-2701  
(7) 495-933-6446  
(65) 6778-8333  
(34) 912-796-526  
(886) 2-2509-1908  
(971) 4-8837556  
(44) 1908-371100  
(1) 714-521-9040

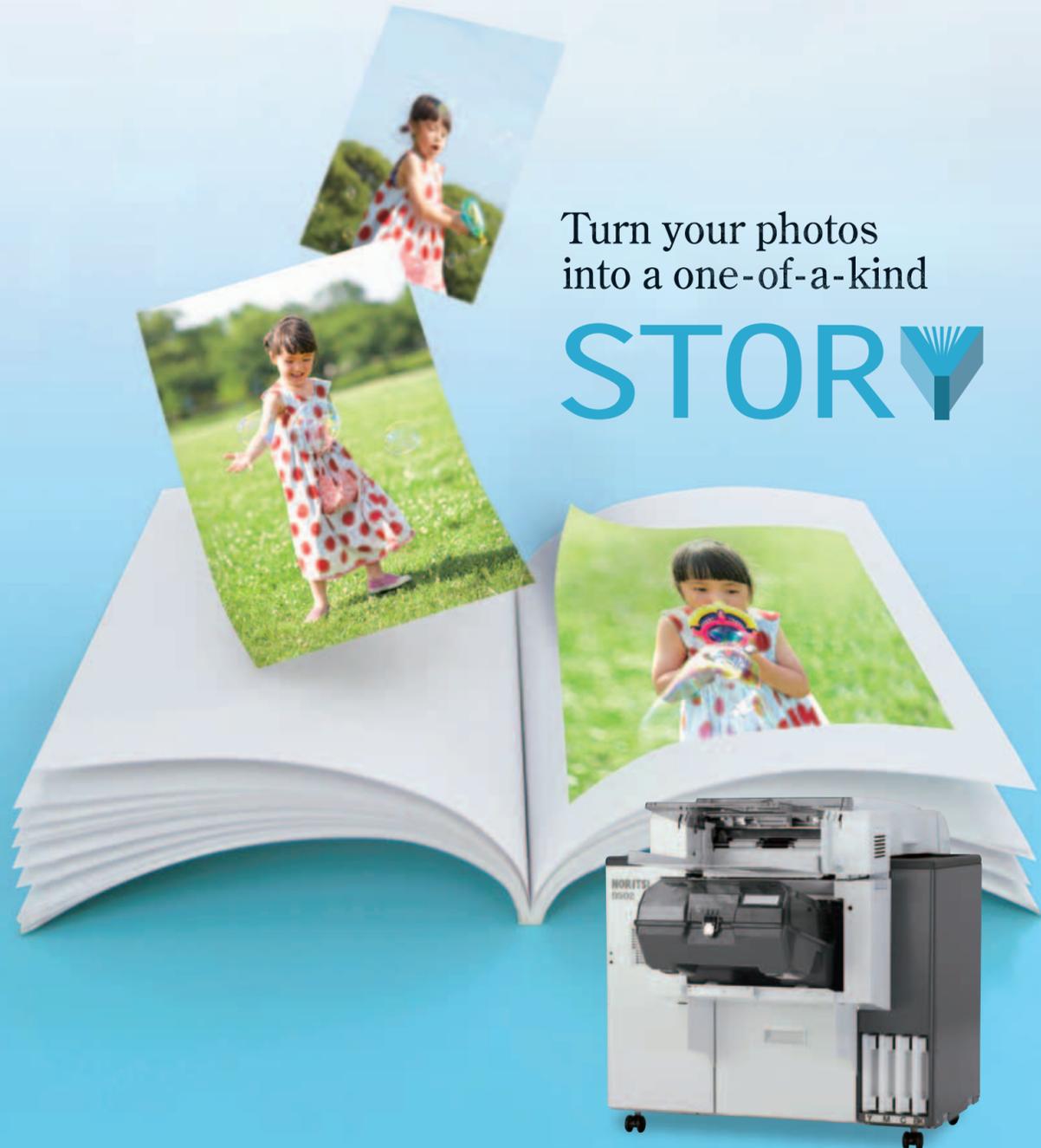
2009.06 TAC 01

NORITSU is a trademark of Noritsu Koki Co., Ltd.  
All other product and company names herein may be trademarks of their respective owners.

# NORITSU

A revolutionary duplex printer that adds a wealth of value to your business

# D502



Turn your photos into a one-of-a-kind

# STORY

# Turn your photos into a one-of-a-kind **STORY**

If you organise some of your favourite photos by printing them in a book, it will then become a unique story that can be treasured for a lifetime and given to friends as special gifts. The excitement your customers feel from the photo books made at your shop will translate into business growth.

## Photo books

An excellent solution for a wide variety of occasions.

### 01 Childhood memories

You can choose some of the best shots of your child each year and make them into a photo book. These are great to keep for yourself, and they also make a great gift for relatives.



### 02 Wedding presents

A great gift idea is to arrange various scenes from a couple's lives chronologically into a story, starting from the time they first met until the time they tie the knot.



### 03 Photographic works

If you have special photos that you are proud of, you can keep them organised by arranging them in photo books with different themes.



### 04 Family holidays

You can turn your vacation photos into a photo book so everyone can share the fun memories.



### 05 Photo diary

You can take pictures of your activities or hobbies you are involved in, add text, and make a photo diary.

Many other value-added print services that grab the attention of your customers

\*Optional components may be required to make some value-added photo products.

#### Photo calendars



#### Business cards



#### Colorful albums



#### Greeting cards



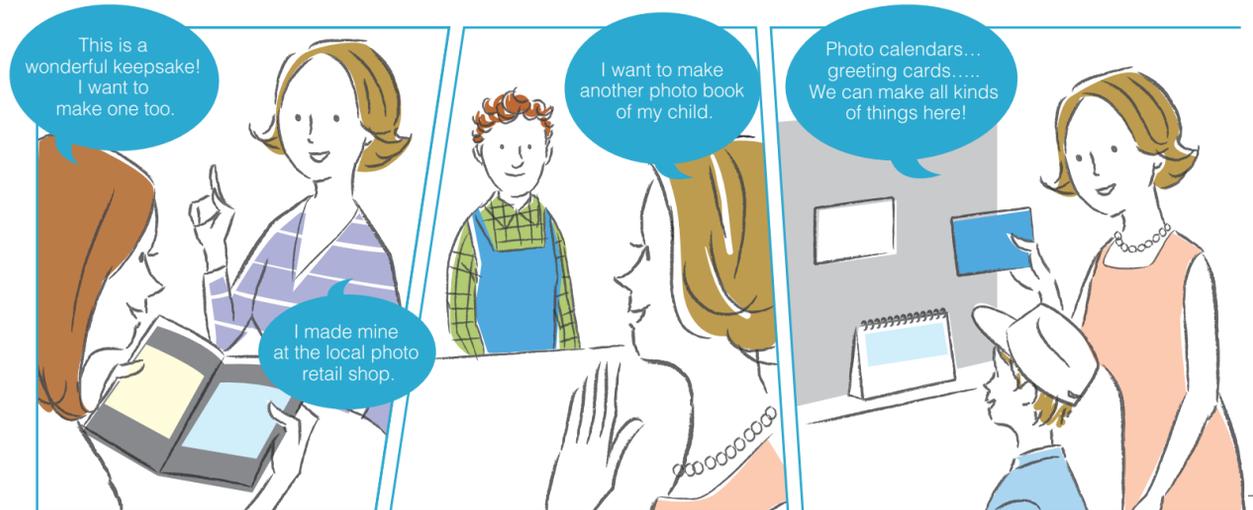
Attract new customers and tap into a lucrative revenue stream by starting a duplex print service

Encourage your customers to print by showing them the endless possibilities

# A new success STORY

D502 : New opportunities

In addition to all the cherished stories the D502 makes for your customers, it can also make an important story for your shop - a success story, that is. The following scenario is an example of what can happen when you install a D502 in your shop.



## STEP 01

Recommend photo books to your customers

Let them know you are offering a new service.



## STEP 02

This new service may spark a new demand

Introduce this service to customers who normally just make regular prints.

## STEP 03

Can provide high quality photo books with a faster turnaround time than online labs

You can deliver photo books in the same day they are ordered.



## STEP 04

People just love to show off their photo books, and this serves as word-of-mouth advertising which fuels new customer growth

One satisfied customer often starts a chain reaction that leads to tremendous customer growth.

## STEP 05

Once customers have made their first photo book, they almost always become repeat customers

Providing a good user experience the first time a customer orders a photo book will further enhance the probability of them coming back for more.

## STEP 06

Providing a wide variety of exciting print services serves as good PR for your shop

Your shop will be known as a place where customers can come in and get exciting value-added prints.

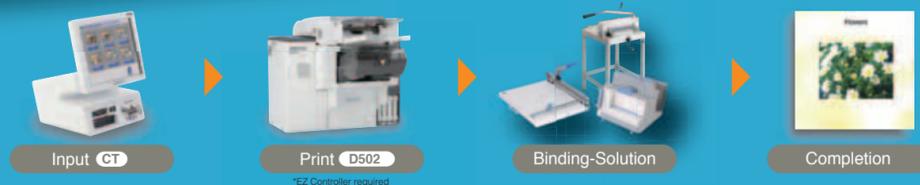


### D502 advantages

Sparks new demands.  
Attracts more customers.

## A complete system, from input to output.

With Noritsu, you get much more than just a duplex printer. We provide a complete system that includes all the components required for smooth and efficient production of photo books.



## New business opportunities

### Printing at retail has the following benefits

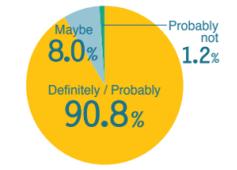
- New customers come to your store to make photo books
- More repeat customers
- Customers that normally just make prints will add photo books to their orders
- Quick turnaround time and complete control over the quality

## Getting your customers to make their first book is the key

In fact, market research data shows that a whopping 90% of photo book buyers in both the United States and Western Europe indicated they would likely purchase photo books again.

### Photo book buyer survey

Would you purchase photo books again?



InfoTrends 2008 Photo Merchandise Study

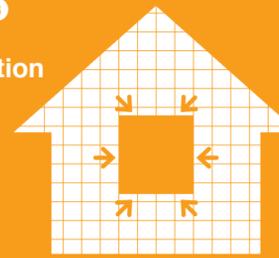
**Advantage 1**  
Automatic duplex printing

The D502 enables you to provide exciting new services that are only possible with duplex printers.

Vivid color portrayal with the D502's state-of-the-art inkjet system.

**Advantage 2**  
High quality

**Advantage 3**  
Easy installation

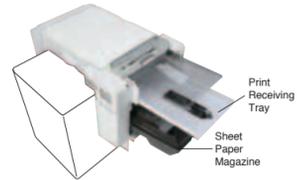


This system provides a flexible layout and reduces your workload. It fits nicely in any kind of shop.

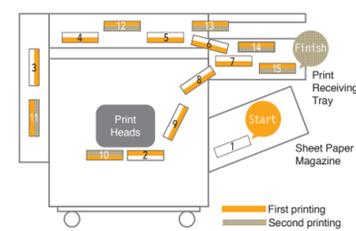
**The Reverse Unit enables automatic duplex printing.**

After the D502 prints on one side of the paper, the Reverse Unit turns the paper over and brings it back around to be printed on the reverse side of the paper. This revolutionary technology makes duplex printing possible.

● Reverse Unit



● Automatic duplex printing system illustration



● Double-sided value-added photo size variation

Photo Books (Soft cover type)		
6" x 6"	8" x 8"	A4 (Landscape)
152x152 mm	203x203 mm	210x297 mm
S: 410 / D: 160	S: 290 / D: 110	S: 210 / D: 70

\*The D502 does not support soft cover portrait A4 photo books or soft cover portrait letter size photo books because covers for these sizes cannot be printed on the D502.

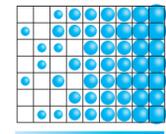
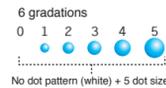
\*Repeat print capacity (prints/hr)  
S: Single-sided prints / D: Double-sided prints

Photo Calendars		Greeting Cards			
4" x 6"	4" x 8"	A4	Letter size (Landscape)	4" x 8"	10" x 7" (Portrait/Landscape)
102x152 mm	102x203 mm	210x297 mm	216x279 mm	102x203 mm	254x178 mm
S: 450 / D: 180	S: 370 / D: 150	S: 210 / D: 70	S: 220 / D: 71	S: 370 / D: 150	S: 300 / D: 110

※ Calculated according to our criteria. The actual capacity you achieve may be different.

**Beautiful sharp prints with the 6-gradation-per-dot ink system.**

The D502 uses a newly developed dye ink system that accurately portrays fine details due to its excellent gradation range of 6 gradations per dot. The high quality ink, combined with the excellent absorbing ability of the paper, enables the D502 to produce high quality prints that do not take a back seat to silver halide photos.



Fine gradations resulting in photos with smooth color tones.

High quality prints with excellent portrayal of vivid colors and smooth gradation.

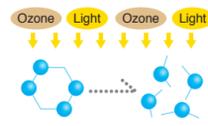
**Dye ink is absorbed by the paper.**

The paper absorbs the dye ink, which makes it possible to utilize the luster of the paper to produce vivid prints with an excellent glossy look and smooth tones.

**High grade ink that produces long lasting colors.**

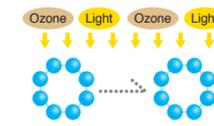
Prints made with conventional dye ink tend to fade quickly. However, the new ink used in the D502 has an improved molecular structure so it is able to withstand light and ozone. This is why D502 prints boast excellent lightfastness and long lasting colors.

● Molecular structure of conventional dye ink



Parts of the molecular structure are weak. Results in deterioration and fading.

● Molecular structure of D502 ink



The dye ink used in the D502 has been improved to withstand deterioration, making it ideal for fade-resistant prints.

**Flexible layout**

Only 0.34 square meters. Can be placed against a wall in three directions.

When developing this automatic duplex printer, we gave it a completely new design to save even more floor space. Not only does it require less space for installation, it can also be installed against a wall in 3 directions, making for a compact system that can easily be installed by anyone, including retailers with limited space.

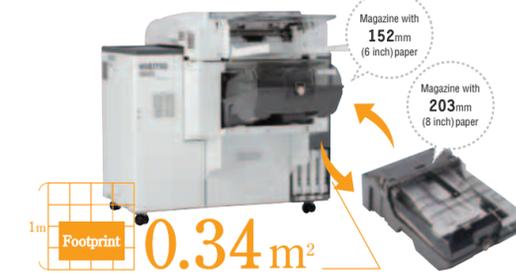
**For easy installation**

**Reduced workload**

**For easy installation**

Sheet paper magazine system for easy paper replacement.

To take full advantage of the D502's ability to make a wide variety of value-added prints from different types of paper, a sheet paper magazine system is used for smooth paper changes. All you have to do is set different paper sizes and types in different magazines and then attach the magazine with the appropriate paper when needed.



You can set the most frequently ordered paper sizes/types in different sheet paper magazines and swap the magazines when needed.

**Runs on a household power supply! Can be installed just about anywhere.**

This printer runs on a normal household power supply, which means it can be easily installed anywhere, including nontraditional photo retail environments.

**A dry printer that does not use photofinishing chemicals. It is friendly to the environment, and ink replacement is a breeze.**

There are no photofinishing chemicals involved with dry systems, which means you do not have to worry about maintaining specified temperatures, handling and disposing solution, or other related troublesome tasks. The only real maintenance that is required for this environment-friendly printer is ink cartridge replacement, which is very easy for anyone to do.



**Borderless prints. No need to cut the edges off.**

The D502 cuts the rear edge before the print is output, resulting in a pleasing print without borders on any of the sides.



**Examples of possible D502 system configurations**

**For those who are starting a new business**

**Operation without a RIP-PC**

You can install RIP software in the EZ Controller PC and run the D502 without a dedicated RIP-PC, for an easy way to start providing photo books and other value-added photo services.



\*RIP: Raster Image Processor

**For those who want to add the D502 to their existing system**

**Multiple printer configuration**

If you already have a system in place and you want to add duplex printing capabilities, the D502 is just right for you. It can be integrated seamlessly, and the print orders can be distributed to the different printers in the network for enhanced printing efficiency.

