

Express Imaging's Europa printer hits the market

The power of HD Prints

Express Imaging Systems of Seattle, Washington, USA, has launched the HD Prints branding campaign that will help photofinishers to underline the image quality of the company's Europa printer, which is becoming more and more popular in central labs as a reliable, high-speed, high-quality printing solution. In addition to the printer, Express Imaging Systems offers a full line of products and software for a highly automated industrial photo-finishing workflow.

Offering a resolution of 450 ppi for prints of any length on 3.5", 4" and 5" wide color negative paper, the Europa digital high-speed printer is available in capacities of up to 15,000 prints per hour (excluding paper changes). The unit features an exposure engine with an LED array light source that backlights a high quality LCD. With up to 50,000 hours of lamp-house life and a significant reduction in the number of moving parts compared with other printers, the unit is one of the most reliable high-volume printers in the world. In conjunction with Express Imaging Systems' eGate Image Data Server, the system combines image enhancement technology with an ICC profiling system resulting in world-class quality images.

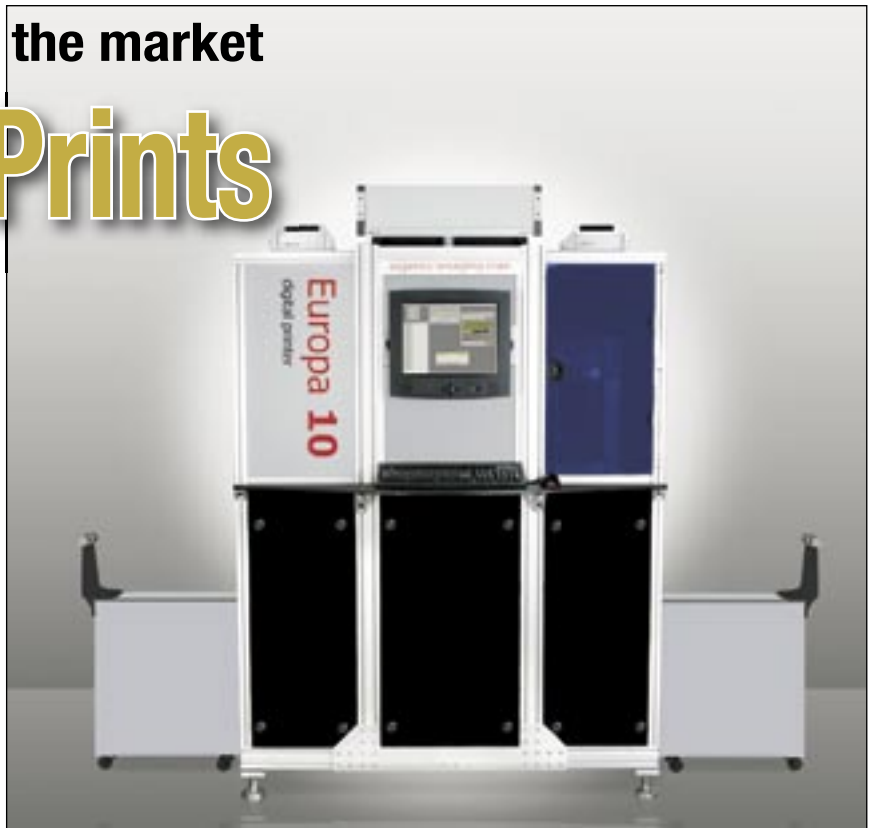
The HD Prints branding campaign

With Express Imaging Systems' HD Prints branding campaign, which was first launched at PMA 2007 in Las Vegas, the outstanding printing quality of the Europa printer can be used as an efficient marketing



The HD Prints seal can be printed on the corner of every print or on the back of the pictures.

The Europa digital high-speed printer is available in capacities of up to 15,000 prints per hour.



tool for central labs and their retailing customers. Exemplifying accurate color and exceptional shadow depth, detail, color saturation, flesh tones and tonality, "HD Prints" branded pictures stand for the best printed digital images available: "HD Prints are exclusively created on Europa printers using an LCD exposure technology with 8x higher resolution than HDTV," said Keith Miller, President and CEO of Express Imaging Systems. "Our new brand is designed to create prestige and added value to the 4" x 6" and 5" x 7" printing service business. By promoting HD Prints, central labs will be able to win market share from competing home-based inkjet printing and will also offer their retailing customers a great opportunity to differentiate themselves from other sources." "The HD Prints brand has been created for a large consumer segment of the picture-taking population: the quality-conscious consumer," Miller continued. "These consumers desire the highest quality print over other considerations when asking for photofinishing services." Retailers can choose to have the HD Prints seal printed on the corner of every print or on the back of the pictures by means of the Europa printers thermal backprinting capability.

Increasing business in Europe

After successful installations of the Europa printer throughout the U.S. and Europe, including placements in the UK, France, Germany and Spain, Express Imaging Systems has announced a multi-year strategic agreement with Ros Fotocolor of Madrid, Spain. Serving over 2,500 outlets in Spain, Ros Fotocolor is a wholesale photofinisher with complete national coverage. Under the terms of the agreement, the two companies will collaborate to convert Ros to a digital central lab workflow including the

installation of several Europa printers and associated workflow software. Installation and service will be handled by Express Imaging Systems' European distributor, the UK-based PhotoIntel Group, and Imaging Tech Iberia, S.L., the company's exclusive dealer in Spain.

Separately, Express Imaging Systems and the PhotoIntel Group Europe have jointly announced the addition of Giovanni Morini and Astech SNC, Italy, to their rapidly growing group of international partners and distributors representing the company's product line in Italy. According to a press release, Morini, who will work together with Astech's Managing

HD prints™

The HD Prints branding campaign underlines the image quality of the Europa printer.

Director Marco Beretta, has more than 25 years of experience in digital technology and the photo and imaging industry. Earlier in his career, he founded Cyber Elettronica SAS and was head of Product Research and Development for Luminus Systems, Italy.

In other news related to the rapid growth of its digital photofinishing business, Express Imaging Systems has announced the appointment of Christoph Blass as Business Development Manager. Blass, who holds a degree in electronic engineering, brings more than 25 years of experience in digital imaging and 15 years of experience in photofinishing to the company. He started his career at Canon Switzerland and later was co-founder of Labocontrol AG and Colour-Science AG, both well-known companies in film scanning and image science.