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Quality HD prints from Express Imaging Systems
Ralf Jurrien : March 9th 2007 - 01:19 CET

Quality HD prints from Express Imaging Systems : Express Imaging Systems, announced a marketing campaign for central photo labs and photo retailers based on the award-winning, 450-ppi photo output available from its Europa series high-speed digital printers. The HD Prints branding campaign, creates an association between high-definition TV and high-definition photographic prints produced by the Europa digital silver halide printer - a winner of the DIMA Shoot-Out image-quality award for the last three years. Bryan Heathman, EIS Vice President of Sales & Marketing, said that the HD Prints brand creates a tangible reference point for quality that labs and retailers can use to promote their silver halide photo printing services.



Quality HD prints

HD Prints is suggestive of the high quality afforded by HDTV, and perceptively links the Europa's silver halide photographic prints to a benchmark of excellence easily understood by the consumer, he said. "EIS's HD Prints brand creates prestige for photographic prints and boosts their prominence throughout the photofinishing chain - the lab, the retailer and, of course, the photographer," Heathman said. "HD Prints provide the best printed digital images available - exemplifying accurate color and exceptional shadow depth, detail, color saturation, flesh tones and tonality. HD Prints are exclusively created on Europa printers using an LCD-exposure technology with 8X higher resolution than HDTV. The HD Prints campaign will drive home the quality and prestige messages to every photographer, from the casual snapshotter to the most discerning professional."



Express imaging systems - HD prints

In addition to developing the concept and positioning, EIS is supporting its HD Prints campaign with a variety of powerful sales and marketing materials, Heathman said. "That support begins with the campaign launch at PMA and will continue by equipping Europa owners with direct mail, radio spots, print advertising, online advertising and training initiatives."

Europa 10 Digital Printers

Europa 10 Digital Printers combine reliability, high speed and low cost of ownership, according to EIS. With a throughput of 10,000 prints per hour (upgradeable to 15,000 prints per hour), wholesale photo labs can have productivity and quality without an outsized capital investment. HD Prints are available in 3.5x5, 4x6 and 5x7-inch print sizes, as well as an optional 4x8-inch size for panoramics and greeting cards. A thermal transfer backprinter is also included for clean operation. In designing its printer, first introduced in 2004, EIS said it reduced the number of moving parts by 66 percent (compared to a traditional laser printer) - making the Europa printer among the most reliable high-volume printers in the world. The use of long-life LEDs vs. traditional lamp assemblies decreases operating costs. In addition, the Europa combines image-enhancement technology - called eGate - with an ICC profiling system to deliver world-class quality images. Due to its open architecture interface, the Europa easily integrates with any digital workflow, including Agfa dWS, the company said.

Quality HD prints from Express Imaging Systems

Developed by industry veterans with backgrounds from Gretag, Fuji, Kodak and Microsoft representing more than 125 years of photo industry experience, the HD Prints platform creates superb digital prints that satisfy the most demanding photographer, both professional and amateur. HD Prints take full advantage of the 450-ppi Europa series print engine, designed to optimize image exposure, image quality and workflow management.

About Express Imaging Systems

Express Imaging Systems, LLC, is a leader in high-speed digital imaging fulfillment solutions. The company enjoys a reputation as a manufacturer of innovative high-speed digital printers, digital film scanners and software for photofinishing operations. Originally Creative Products Unlimited, the company was reborn as EIS and has become a major supplier of packaging, notching and film scanning products for the wholesale lab.

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