

HD prints™

for extraordinary moments

- Powerful consumer brand
- Give retailers proprietary rights
- Differentiation from other labs
- Promote silver halide advantages



Leaders in high speed digital solutions.



Creating Prestige
Driving Quality
Stimulating Demand



What can HD Prints™ do for your lab?

The high-definition HD Print™ seal was created for central labs to reinvigorate consumer desire to print their digital images on genuine silver halide paper. Inspired by the “Intel Inside” marketing campaign and the run-away popularity of HDTVs, the HD Print™ seal is available exclusively to Europa digital printer owners who are motivated to increase print volumes and market share in the regions served.

What makes an HD Print™ a “high definition” print? HD Prints™ are printed using the roll-to-roll high speed Europa digital printer with its award winning 450 ppi light engine. With LCD source resolution 8x that of HDTVs, HD Prints™ have visible quality differences in:

- Color saturation
- Shadow detail
- Highlights
- Crisp definition of details
- Text resolution for greeting cards, etc.

The HD Print™ brand is designed to create prestige and added value to 4x6 and 5x7 printing service offerings. By promoting this exclusive brand, central labs will win market share from competing home-based ink jet printing which represented 55% of retail/online photo print revenues (\$1,987B USD, PMA 02/2006).

Who is the target audience for HD Prints™? The brand has been created for a large consumer segment of the picture taking population: the quality conscious consumer. This consumer desires the highest quality print over other considerations when buying prints. This segment of the picture taking population demands quality and will value the prestige offered by HD Prints™.

Retailers can choose to print the HD Prints™ seal on the corner of every print, or use the Europa’s thermal backprinter to print the HD Prints™ on the back of every print.



HD Prints™ are available as : 3.5x5, 4x6, 5x7 (inches)

For more information visit online www.express-imaging.com

Bryan Heathman, Express Imaging Systems, bheathman@express-imaging.com, or call 206-720-1798 ext 101
European Inquires: Derek Fieldhouse, The PhotoIntel Group, sales@photointelgroup.com, or call 44 116 2325169