

Press Release

Professional quality digitally printed photobooks in minutes

Mitsubishi Electric has launched a high-quality range of instant photo albums with attractive hardcovers, designed to be used in combination with the CP-W5000DW double-sided printer. What makes these photobooks so compelling is that consumers can design, print and create their own personalised books in a retail outlet or studio and take away a high quality product in just a few minutes.

Personalised digitally-printed photo albums have become extremely popular, with numerous online websites offering this service. Mitsubishi Electric's print technology delivers remarkable sharpness, contrast and colour to printed photographs. When printed double-sided onto photo-finish paper and bound using the new hard cover designs, the photobooks are indistinguishable from those produced by professional photographers.

The photobook can be designed and composed using Mitsubishi Kiosk software or PS Studio software. It is also possible to use other software, as long as the prints fit within the selected cover size. Windows drivers are available for the CP-W5000DW printer and for Mac users there is now an OS driver. No special staff training is required. Once the designed pages have been printed, retail or studio staff simply need to staple the pages together with a front and back flyleaf before adhering the hardcover.

The covers are available in 6 colours and 3 formats, 20 x 30cm and contemporary square formats in 15cm x 15cm and 20cm x 20cm. The introductory pack, free with the CP-W5000DW, contains 14 covers, 2 calendars, paper and ink sheets, so retailers, photographers and copy shops can get started immediately.

Paul Jones, regional sales manager from Mitsubishi Electric said, "Now every retailer, copy-shop and photography studio can start making instant albums and no longer needs to direct customers to the internet. The competitive pricing of the printer and introductory package enables businesses to make an excellent margin on sales of the new photobooks along with the rest of the Mitsubishi photo gift range"

Ends

UK/Ireland version



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About Mitsubishi Electric

Mitsubishi Electric is a global leader in the research, manufacturing and marketing of electrical and electronic equipment used in communications, consumer electronics, industrial technology, energy and transportation. Mitsubishi Electric's operations in the UK began more than 35 years ago and now operate primarily from its headquarters in Hertfordshire. Since then, the company has grown and expanded its network and service throughout Europe. Today, Mitsubishi Electric is helping its customers meet their challenges, through providing innovative technologies and high-quality products and solutions.