

Press Release

Mitsubishi Electric introduces the new ergonomically designed Compact Kiosk to its range of in-store self-service photo kiosks

Mitsubishi Electric's range of photo gift kiosks are affordable multi-touchscreen digital photo gift solutions, designed for retail stores, copy-shops, pharmacies and forecourt shops. In-store customers can easily upload photographs from their mobile devices to instantly create full-colour prints and beautiful personalised photo gifts such as calendars, greeting cards and collage style albums. The new ergonomically designed Compact kiosk incorporates the gift product display shelving of the Plus, whilst requiring the minimal floor space of the Flex, making it ideal for smaller areas.

Each one of the eye-catching kiosks is integrated with Mitsubishi Electric's dye sublimation printer which produces high quality durable prints in a choice of size and finish. Images can be imported using the kiosk's Android and iPhone cable connections, Bluetooth, a memory card or from a customer's Facebook, Instagram, Picasa, Flickr and Dropbox accounts. Customers who download the Kiosk Prints app, available from Apple and Google Play, can upload their photos directly from a phone or tablet. The touchscreen editing suite enables customers to re-size, crop or adjust the colour before creating their prints or personalised photo gifts.

The kiosk system provides excellent return on investment. The initial outlay is set at an affordable price and in most instances the machine has paid for itself in the first year. The self-service kiosks are designed as stand-alone stations incorporating a 23" multi-touch screen interface for customers to use independently, so suitable for retail outlets that don't have trained photographic staff on hand. However, the network manager software enables store managers to keep abreast of sales by centrally tracking the usage statistics of kiosks located across a number of sites simultaneously, with full reporting capability.

Paul Jones, Regional Manager for UK & Ireland said "The kiosks are the ideal choice for any store wishing to extend its offering into photo prints and gifts; the kiosks are easy to set up, require minimal staffing and are extremely cost effective. Mitsubishi has been supplying photographic equipment to retailers for many years and as a result they understand retailer and customer need for robust, simple to use innovative solutions".

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For media enquiries please contact Louise Walker at Tiga Marketing on 01474 815714 or louise@tigauk.com.

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.