

25/9/15

## **Visitors can create their own photo souvenir at EAS 2015**

### **Come to the Mitsubishi Electric on stand G711**

Mitsubishi Electric is showing its full range of digital event printers, photo gift products and event software at EAS 2015 in Gothenburg on 6-8 October. Visitors to the stand will be able to test a variety of printers, including the W5000DW and the brand new CP-90, by creating photo gifts and souvenir products using personal photographs downloaded from their own devices.

Mitsubishi digital print solutions have been designed specifically for use at events, leisure parks, tourist venues and attractions to help increase profits by offering customers a more diverse range of photo gift products. The range of high-speed, technically advanced dye-sublimation printers produce high-definition prints in seconds. With the capacity to print double-sided and in multiple sizes, venues and photographers can create instant branded photo souvenirs and gifts such as postcards, flipbooks, greeting cards, framed photos, calendars, photo albums and prints.

The easy-to-use **PS Event** and **PS Studio** software allows the photographer to select from multiple templates and edit the image, apply filters, add text, frames and logos. By setting up an event hashtag the software will automatically recognise, download and print visitor selfies posted on Instagram and Twitter that feature the hashtag.

Visitors are welcome to arrive at stand number G711 at any time to create an event photo souvenir, however to avoid delays it's advisable to book a specific time with Paul Jones, Regional Manager for UK & Ireland.

End.