

# SONY®

## Digital Photo Printer UP-DP10

Personal Photo Lab from Sony



# PHOTOGRAPHY IS CHANGING

and Sony Digital Photography is leading the way. Sony's UP-DP10 Digital Photo Printer will let you turn your memories into pictures conveniently, at home. You'll get the picture quality and size once available only at professional photo labs. Utilizing Sony's dye sublimation technology and Sony Digital Photography Paper, the UP-DP10 will turn your home into your own personal photo lab.



## PHOTOGRAPHY QUALITY .....

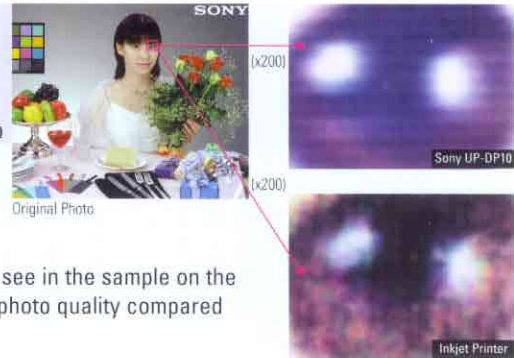
Photography Quality is assured in the Sony UP-DP10 through Sony's dye sublimation printing technology. This dye sublimation process is your first choice in photo quality reproduction and offers outstanding image quality. To help ensure consistent color and the best possible printer performance the system is equipped with a Digital Camera Correction Function that automatically adjusts color and contrast to maximize the overall picture.

### DYE SUBLIMATION PRINTING



Dye sublimation printing is one of the only methods that can produce photo-quality digital pictures without costly processing equipment. In the dye sublimation process, color ink is heated into a gas and transferred to high quality picture paper. By adding several colors of ink to the paper a continuous-tone picture is

made. Sony's dye sublimation process can produce more than 16 million colors and 256 gradations for each pixel in the image. This is different than other printing methods such as ink jet, which cannot produce gradations for each pixel. As you can see in the sample on the right, Sony's dye sublimation printing can reproduce smoother gradations and higher photo quality compared to other printing methods such as ink jet.



### AUTO CORRECTION

With the supplied printer driver, your digital files can be adjusted for color and contrast automatically with the Digital Camera Correction Function. This ensures the highest quality pictures time and time again.

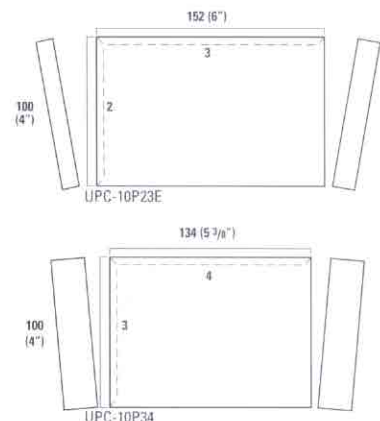


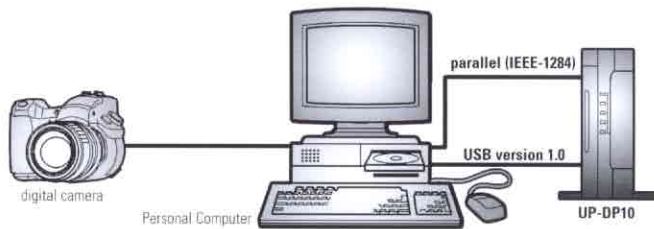
### BORDERLESS PICTURES

The Sony UPC-10P23E Digital Photography Paper looks and feels like the pictures you've been buying at your local photo lab for years.

There are two new types of print media designed for use with the UP-DP10 Digital Photo Printer, the UPC-10P23E and the UPC-10P34. The UPC-10P23E produces a laminated 4 x 6 inches (100 x 152 mm / 1162 x 1765 dots) borderless picture that resembles the prints that you get from a one-hour photo lab. This can also be used as a postcard. UPC-10P34 produces a laminated 4 x 5 3/8 inches (100 x 134 mm / 1162 x 1563 dots) borderless picture.

The UPC-10P23E was created to print photographs taken with a digital camera with a CCD aspect ratio of 2:3, while the UPC-10P34 was made to print pictures from a digital camera with a CCD aspect ratio of 3:4. Both media will be sold in 25 sheet packages.





## USB AND PARALLEL CONNECTIONS

Equipped with both a USB (ver. 1.0) and Parallel (IEEE-1284, Compatible, Nibble, ECP) interface, the UP-DP10 easily connects to your computer. Supplied printer driver software includes Windows® 95 / 98, Mac OS® or later.

## SPEED AND QUALITY

The Sony UP-DP10 does not keep you waiting for high quality pictures. At approximately 85 seconds per print, you can make an entire photo album in no time.

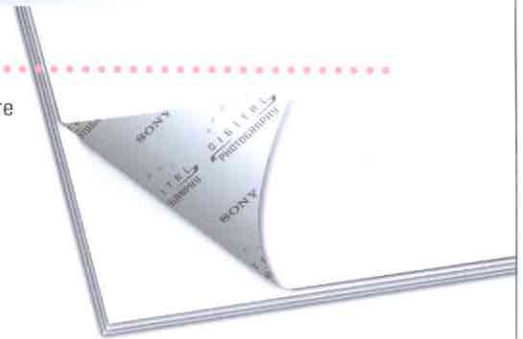
## UNIQUE DESKTOP DESIGN

The unique and versatile design of the UP-DP10 makes the most of your desk space. The printer can be set either vertical or horizontal and fits into the most limited of space.



## SONY DIGITAL PHOTOGRAPHY PAPER

Over the years, Sony has combined state of the art printing technology with the best possible picture paper and has become the leader in dye sublimation printing. Sony's Digital Photography Paper produces the picture quality you demand and picture permanence you expect. It stands up to light, heat and humidity so you don't have to worry about fading or color changes over time. Sony Digital Photography Paper can be handled and shared just like pictures printed with traditional photo equipment. Take a look at how well Sony Digital Photography Paper holds up to light, heat and humidity. You can see that Sony's result is very close to silver halide photos.

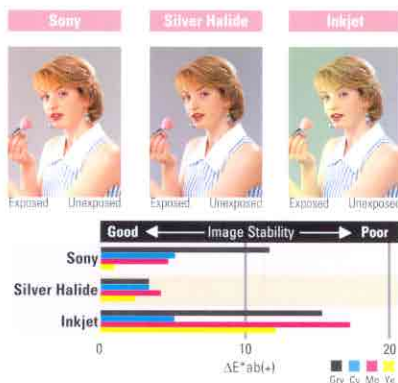


### WHEN EXPOSED TO SUNLIGHT

This is a test result of 3 to 4 months' exposure to sunlight through southerly-facing window.

#### Test conditions

Equipment:	Atlas CI 35 Fade-o-meter
Light source:	Xenon lamp
Filters:	(Inner) IR absorbing glass (Outer) Soda lime glass
Black panel temperature:	45 °C (113°F)
Chamber temperature and humidity:	25 °C (77°F), 50 % R.H.
Illuminance and operation time:	approx. 1.1 x 10 <sup>5</sup> Lux, for 95 hours

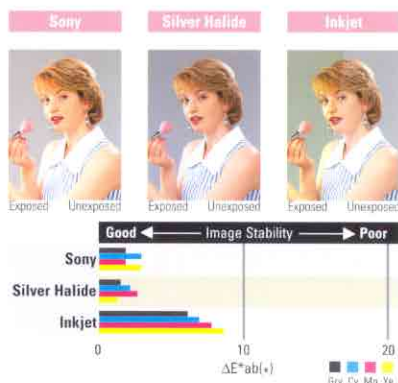


### WHEN EXPOSED TO HEAT

This is a test result of print durability in a high temperature environment.

#### Test conditions

Environment:	60 °C (140°F), 30 % R.H., dark place
Time:	for 14 days

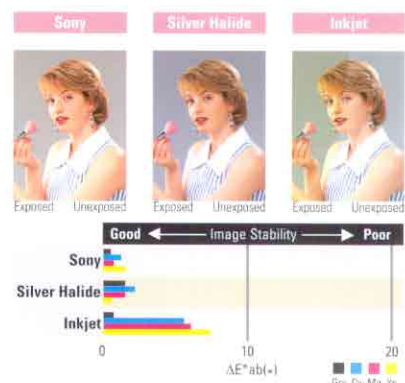


### WHEN EXPOSED TO HUMIDITY

This is a test result of print durability in a high humidity environment.

#### Test conditions

Environment:	40 °C (104°F), 90 % R.H., dark place
Time:	for 30 days



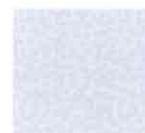
(-) ΔE\*ab is used as the criterion for evaluation in each condition. ΔE\*ab is the color difference in L\*a\*b\* color space of each picture before and after testing. ΔE\*ab color differences can be considered to have a high correlation with color differences perceived by human eye.

## CHOOSE YOUR FINISH

With the UP-DP10 and the Sony Digital Photography Paper, you can easily select the finish you like best: glossy, matte or texture.



Glossy

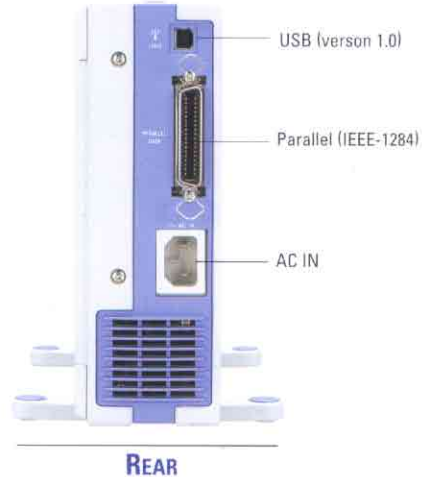
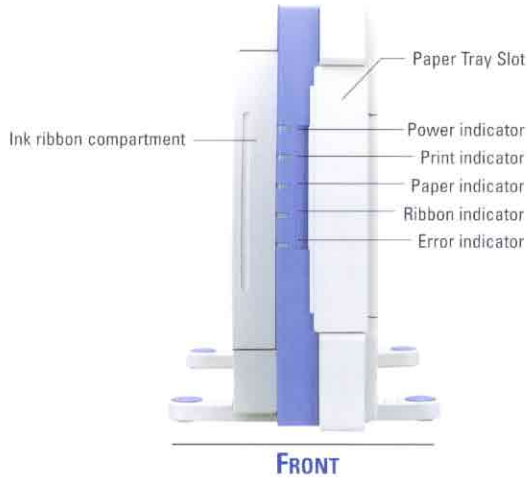


Matte



Texture

# DIGITAL PHOTO PRINTER (UP-DP10) SPECIFICATIONS



Printing method:	Dye Sublimation Printing	Paper capacity:	25 sheets
Resolution:	Approx. 300 dpi	Supplied printer driver software:	Windows 95/98, Mac OS 8.6 or later
Gradations:	256 gradations for yellow, magenta, cyan Over 16.7 million colors per dot	Power requirements:	Approx. 1.0 A / 100 to 120 V Approx. 0.5 A / 220 to 240 V
Picture elements:	1,162 x 1,765 dots (UPC-10P23E) 1,162 x 1,563 dots (UPC-10P34) 1,162 x 1,800 dots (UPC-10S01)	Dimensions:	208 (W) x 71 (H) x 303 (D) mm (8 1/8 x 2 7/8 x 12 inches) without paper tray
Paper size:	180 x 100 mm (UPC-10P23E, UPC-10P34, UPC-10S01) (7 7/8 x 4 inches)	Mass:	Approx. 2.7 kg (20 lb 15 oz)
Print area:	max. 155 x 100 mm (UPC-10P23E, UPC-10S01) (max. 6 x 4 inches) max. 138 x 100 mm (UPC-10P34) (max. 5 1/2 x 4 inches)	Supplied accessories:	CD-ROM (incl. Driver Software, Photoshop 5.0 L.E. and Operation Manual) (1) Power Code (1) Paper Tray (1) Operation Manual (1), Color Print Pack for 10 prints
Printing time:	Approx. 85 s / sheet	Optional accessories:	Self-laminating Color Print Pack UPC-10P23E (for 25 prints) Self-laminating Color Print Pack UPC-10P34 (for 25 prints) Self-laminating Sticker Print Pack UPC-10S01 (for 25 prints)
Interface:	USB (ver 1.0) IEEE-1284 (Compatible, Nibble, ECP)		

## OPTIONAL SONY DIGITAL PHOTOGRAPHY PAPER

<p><b>UPC-10P23E</b> <b>Self-laminating Color Printing Pack</b> For image file with aspect ratio of 2:3</p> <p>Contents: 25 sheets of photo paper (postcard) 1 roll of ink ribbon</p> <p>Paper size: 180 x 100 mm (7 7/8 x 4 inches) Print size*: 152 x 100 mm (6 x 4 inches) * after tearing off boarder tabs</p>	<p><b>UPC-10P34</b> <b>Self-laminating Color Printing Pack</b> For image file with aspect ratio of 3:4</p> <p>Contents: 25 sheets of photo paper 1 roll of ink ribbon</p> <p>Paper size: 180 x 100 mm (7 7/8 x 4 inches) Print size*: 134 x 100 mm (5 1/4 x 4 inches) * after tearing off boarder tabs</p>	<p><b>UPC-10S01</b> <b>Self-laminating Sticker Printing Pack</b></p> <p>Contents: 25 sheets of photo sticker 1 roll of ink ribbon</p> <p>Paper size: 180 x 100 mm (7 1/8 x 4 inches)</p>
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Professional Marketing Services, Inc.  
4802 East Ray Road, Suite 2328  
Phoenix, Arizona 85044-6417  
P: 480-940-5400 F: 480-940-5488  
E-mail: [pmsi@promarketinc.com](mailto:pmsi@promarketinc.com)  
Web Site: [www.promarketinc.com](http://www.promarketinc.com)

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Some pictures have simulated images.