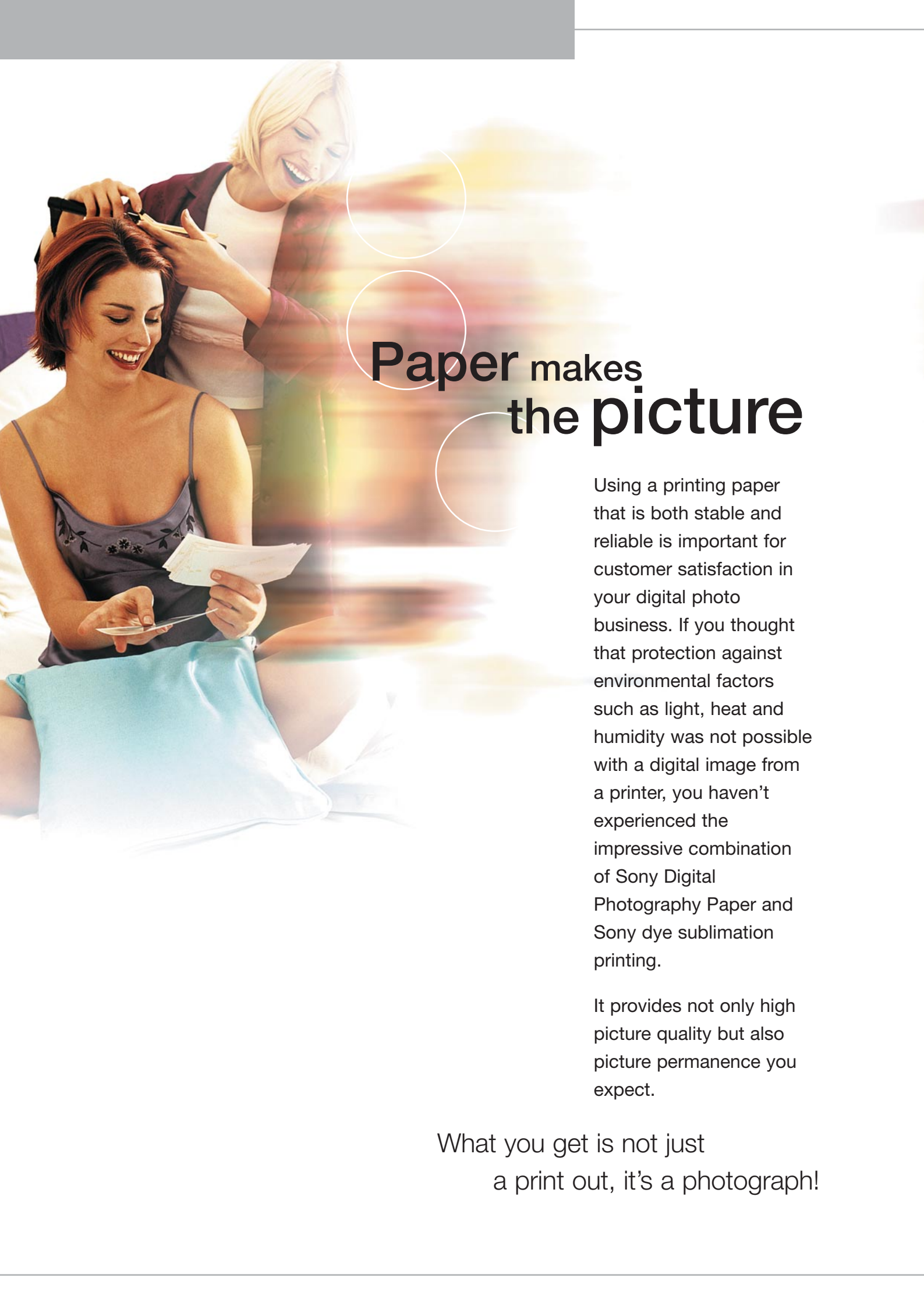




Print by Sony

Paper makes the Picture.

go create



Paper makes the picture

Using a printing paper that is both stable and reliable is important for customer satisfaction in your digital photo business. If you thought that protection against environmental factors such as light, heat and humidity was not possible with a digital image from a printer, you haven't experienced the impressive combination of Sony Digital Photography Paper and Sony dye sublimation printing.

It provides not only high picture quality but also picture permanence you expect.

What you get is not just
a print out, it's a photograph!

The Advantages of Sony Dye Sublimation Printing Technology and Sony Digital Photography Paper

Brilliant Colour Reproduction

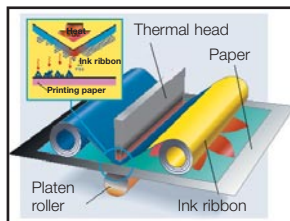
Dye sublimation printing technology features a wide range of colour reproduction, thus Sony dye sublimation printers produce a brilliant and clear colour printout.

About Dye Sublimation Printing Technology

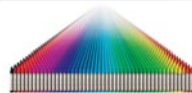
Dye sublimation printing is an ideal method that produces a photo-quality printout. In dye sublimation printing technology, the ink is converted into a gas by each heat element on the thermal head which can apply 256 different densities, to produce rich colour with a tonal range of up to 256 gradations. These gradations are used for reproducing tonal change and neutral colour, which are vital for creating a photo-quality print.

Having a tone range of up to 256 gradations for each of the dye colours, cyan, magenta and yellow, Sony dye sublimation printing blends them to offer full-colour prints.

This is different than other printing methods such as an inkjet, which cannot realize gradations in each dot, or blend the colour dots.



As you can see in the examples right, the dye sublimation printing method clearly reproduces images of photographic quality when compared to those produced using other printing methods, such as an inkjet method.



Full-colour prints



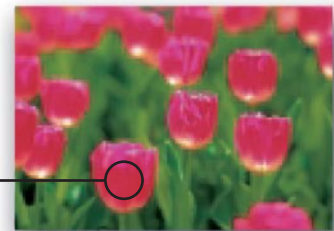
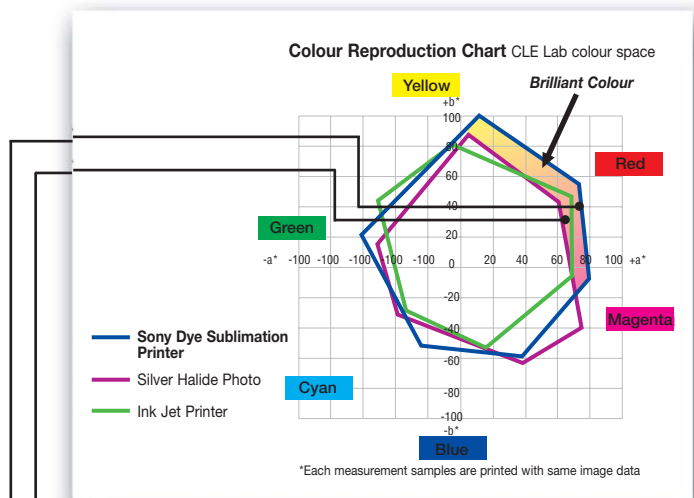
Sony Digital Photo Printer
300 dpi x 300 dpi



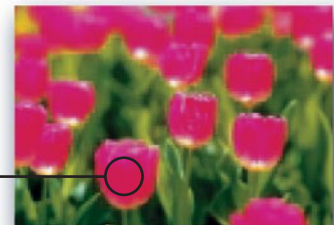
Ink Jet Printer
1200 dpi x 1200 dpi, 6 colour Ink



Only 6 colours



Silver Halide Photo



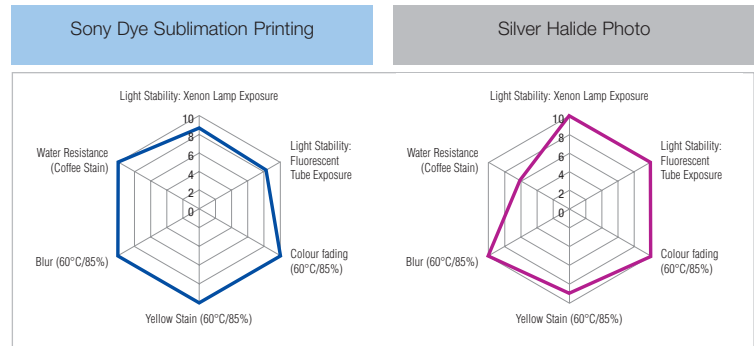
Sony Dye Sublimation Printing
(with lamination)

Environmentally friendly

Sony dye sublimation printing technology is also environmental friendly. It does not use liquid chemicals, so there are no problems with chemical waste. This feature makes installation of the printer very flexible. With no drainage required, it can be placed in any convenient location.

Image Durability

Sony Dye Sublimation Printing technology is well balanced in all aspects.



Xenon Lamp Exposure Test

Tested by using accelerated testing equipment with a xenon lamp that has a similar spectrum profile to sunlight through windows. This testing condition approx. equals 3 to 4 months' exposure to sunlight through a window facing south.

Test condition

- Equipment: Fade mater Atlas Ci 35
- Black Panel Temperature: 50°C
- Energy: 90,000 J/m²

Sony Dye Sublimation Printing

▼ Exposed



▲ Unexposed

Silver Halide Photo

▼ Exposed



▲ Unexposed

Fluorescent Tube Exposure Test

Tested by using accelerated testing equipment with fluorescent tubes that are widely used for interior lighting. This testing condition approx. equals 10 years' exposure to interior lighting, when assuming the average illuminance in the room is 500 Lux, 10 hours per day.

Test condition

- Equipment: Indoor actinic exposure system Atlas HPUV-R
- Illuminance: 70,000 Lux
- Operation Time: 360 hours

Sony Dye Sublimation Printing

▼ Exposed



▲ Unexposed

Silver Halide Photo

▼ Exposed



▲ Unexposed

Dark Stability Test

Tested in a high temperature and high humidity environment.

Test condition

- Environment: 60°C 85%RH, dark place
- Time: for 14 days

Sony Dye Sublimation Printing

▼ Exposed



▲ Unexposed

Silver Halide Photo

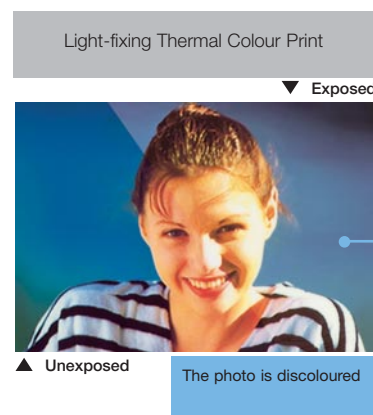
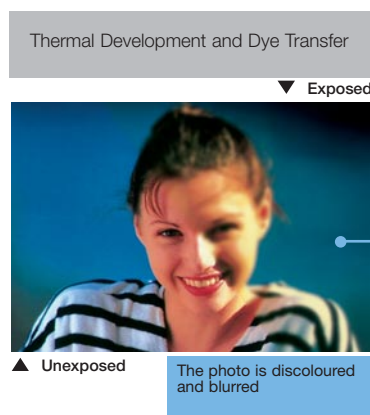
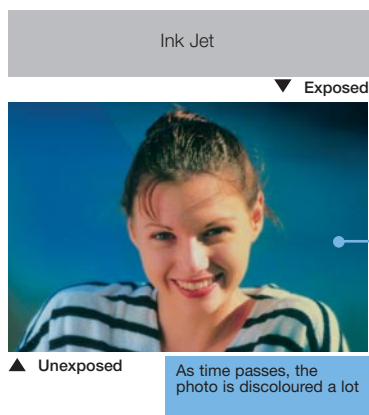
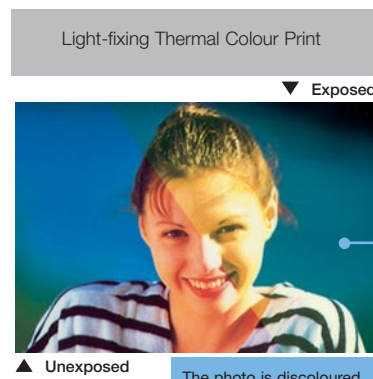
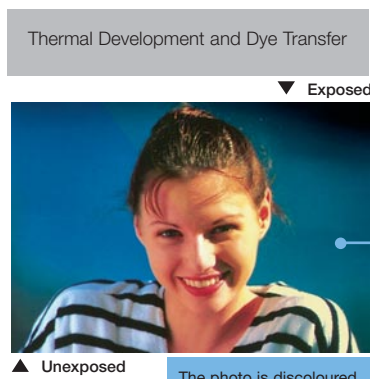
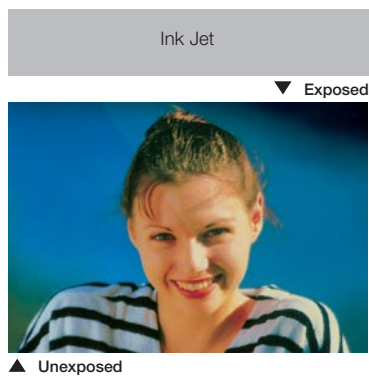
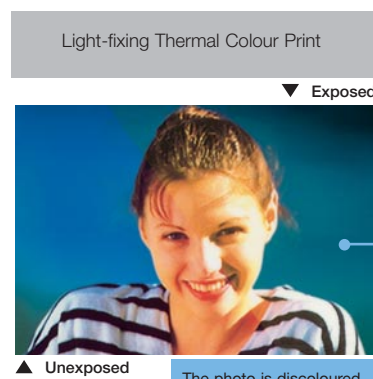
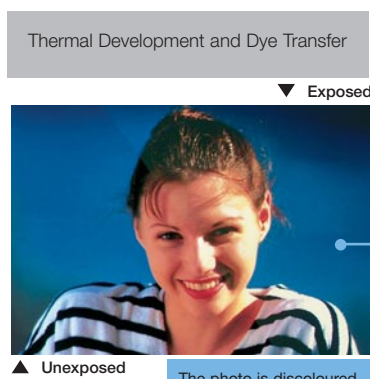
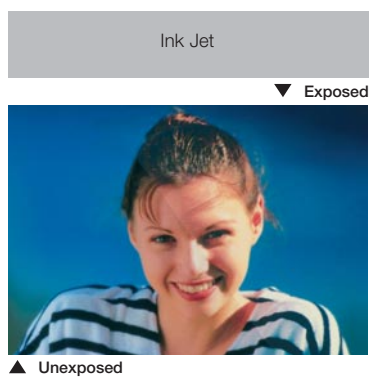
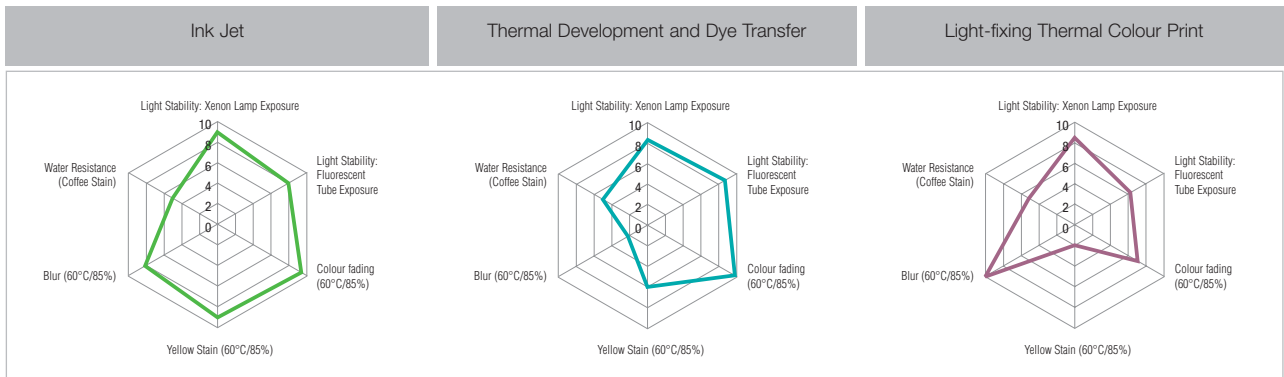
▼ Exposed



▲ Unexposed

*1/2 of the images were covered up during light, heat and humidity testing.

*All of the above are simulated pictures based on the actual data.



Durability of Sony Printing Papers

Sony Digital Photography Paper has been developed to preserve the superb picture quality of dye sublimation printing. It uses a totally new type of multi-component laminated coating that is applied to the surface of the paper during the actual printing process. This coating provides highly effective protection to your prints, guarding against the effects of light, heat and humidity.

Long-lasting Picture Quality

When stored in a photo album for approx. 100 years, the print's colours will fade less than 30 %.

As shown in the example on the right, Sony Digital Photography Paper preserves its picture quality for nearly 100 years.

- Tested in a high temperature and high humidity environment by using accelerated testing equipment



Original



Sony Dye Sublimation Printing approximately 100 years later

When hung on a wall for 10 years, the picture quality will be about the same as that of silver halide photo.

- Tested by using accelerated testing equipment with fluorescent tubes.



Original

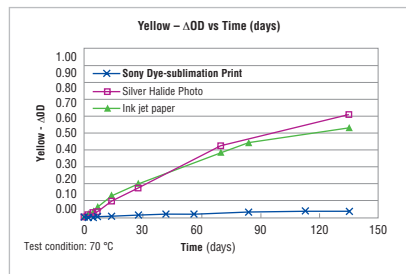


Sony Dye Sublimation Printing approximately 10 years later

Non Yellowing

Sony Digital Printing Paper keeps the original colour balance compared to other printing methods.

- Tested in a high temperature and high humidity environment by using accelerated testing equipment.



Sony Dye Sublimation Printing



Silver Halide Photo



Ink Jet

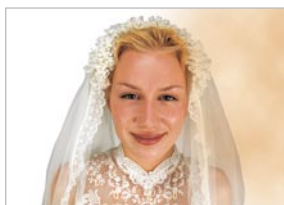
Water Resistance

Sony Digital Printing Paper uses a totally new type of multi-component laminated coating that offers high stability against water.

- Tested with black coffee. Immerses the print in black coffee for approximately 3 seconds and then removes surface black coffee with a cloth.



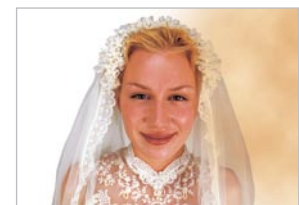
Sony Dye Sublimation Printing



Silver Halide Photo



Ink Jet



Thermal Development and Dye transfer

SONY



www.sonybiz.net

SONY BUSINESS EUROPE

© 2003 Sony Corporation. All rights reserved.
Reproduction in whole or in part without written permission is prohibited.
Features and specifications are subject to change without notice.
All non-metric weights and measures are approximate.
Sony is a registered trademark of Sony Corporation Japan.
All other trademarks are the property of their respective owners.
CA DigitalPhotoPaper/GB-30/04/2003