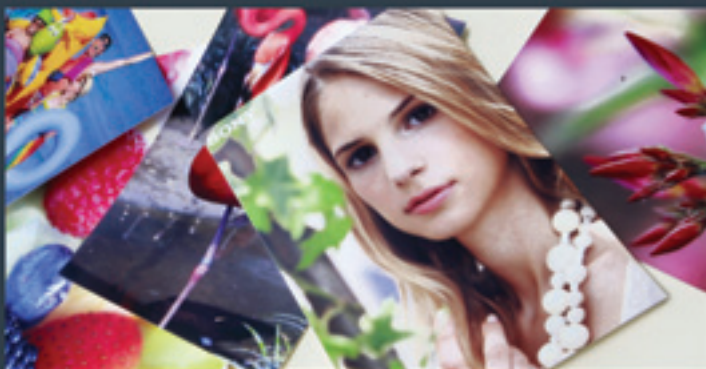


**SONY**

Space-saving, revenue-generating  
retail photofinishing.



The UP-CR20L SnapLab digital photo system.

compact size

simple operation

high-quality prints

the ideal opportunity to generate extra income

Welcome to the UP-CR20L SnapLab digital photo system.

**Designed to deliver for you and your customers.**

Created to fit in retail environments or for use on the move at exhibitions and at family events, the UP-CR20L SnapLab all-in-one system produces laboratory quality digital photo prints in seconds.

Customers will be attracted to its simple-to-use interface and great-looking prints, whilst you can profit from another source of income without compromising on space.



**SnapLab**



- Set-up options to match your priorities.
- Simple, intuitive operation.
- Easy installation and maintenance.
- Range of print formats for added choice.
- Revenue-generating finishing options.
- High speed and high quality.
- Multi-input compatibility for customer convenience.
- Various payment solutions.
- Print direct from cameras.

# Small footprint, big benefits.

## Set-up options to match your priorities.

You can configure the UP-CR20L SnapLab to match your priorities and your customers' preferences. As well as selecting the languages you wish to display and the pricing you wish to set for your prints, you can choose between two set-ups for the UP-CR20L SnapLab: a basic express photo printing service or a more customised service with a range of finishing options.



## Easy installation and maintenance.

Compact and robust, the UP-CR20L SnapLab fits neatly within any retail environment. The all-in-one design makes installation simple. With no cabling or complicated integration, you can be up and running straightaway. Paper and ribbon are simple to replace too, with no messy chemicals to handle, ensuring that maintenance is quick and easy.

## Range of print formats for added choice.

You can choose between three convenient print sizes: 10 x 15cm, 13 x 18cm and 15 x 20cm. What is more, if you install more than one system, not only can each printer have a different print size, but there is also a half-cut option so that the set-up can deliver all three print sizes.

## Revenue-generating finishing options.

Providing extra income for you and customisable finishes for your customers, the UP-CR20L SnapLab can be set up to provide a choice of borders and sepia effects. Your customers can also choose the Sony ProMatte finish to add an extra special, fingerprint-resistant quality to their prints.

**ProMatte**

## High speed and high quality.

The UP-CR20L SnapLab can operate at high speeds, no matter what the print size. It takes only 8 seconds<sup>1</sup> to print a 10 x 15cm photo. Added to which, industry-leading Sony dye-sublimation technology ensures every print delivers photo-lab quality.

### Multi-input compatibility for customer convenience.

All current media cards and input devices<sup>2</sup> can be used.

### Various payment solutions.

With the UP-CR20L SnapLab, you have various payment solutions available to let you manage how your customers pay for their prints<sup>3</sup>.

### Print direct from cameras.<sup>4</sup>

Making it ideal for events, parties and on-the-move situations, UP-CR20L SnapLab can print photos direct from supported cameras equipped with a FTP file transfer capability. Two methods of direct printing are available: 'Shoot 'n' Print' automatically prints every photo captured, while 'Shoot 'n' Save' lets you select which photos to print from the screen of the UP-CR20L.

The images can be transferred via a wireless or wired connection, and they can be saved into an expansion CompactFlash card for reprinting later. The transferred images can also be printed with a border – such as a logo, event name or a custom-designed frame. All of which allows photographers to concentrate on taking photos (rather than printing) and improves one-man workflow at an event.

<sup>1</sup> Excludes image processing time.

<sup>2</sup> For Bluetooth™ devices, the USB Bluetooth™ Adaptor DPPA-BTI and CompactFlash or MicroDrive are required. Both must be purchased separately. Availability of DPPA-BTI varies depending on each sales area. Please contact your nearest Sony office or authorised dealer for details.

<sup>3</sup> Payment solutions include Thermal printer and Snapay, which are optional products. Please contact your nearest Sony authorised dealer for details.

<sup>4</sup> Requires a wireless adaptor Silex SX-WSG1 and a CompactFlash card. Both must be purchased separately. Availability of the SX-WSG1 varies according to region. Please contact your nearest Sony dealer for more details.



# The advantages of partnering with Sony.

## Adding brand value.

Known, trusted and admired throughout the world, Sony is synonymous with quality. Adding Sony to your offering can attract more customers and increase customer spend, while enhancing perceptions of and loyalty to your own brand.

## Superior technology.

The Sony photo kiosk range is supported by more than 25 years of printing innovation and expertise. Notable milestones in the delivery of breakthrough print technology include the introduction of dye sublimation video printers into the broadcast industry in 1980, the world's first fully digital ID photo system in 1998 and the world's first self-contained digital desktop photo kiosk in 2006.



Dye sublimation in particular continues to elevate Sony digital print systems above the alternatives. Put simply, Sony dye sublimation technology produces photo-realistic, continuous-tone images that look like they must have come from a professional photo lab, but are actually printed in seconds by on-site Sony instant digital photo print kiosks.



### Retail understanding.

Sony also has extensive experience of working with retailers to deliver sector-specific, fully integrated business solutions. With these solutions ranging from Digital Print and Digital Signage to Video Surveillance and Public Displays, Sony has an unrivalled breadth and depth of retail understanding.

Choosing to partner with Sony means choosing the reassurance of having specialist support every step of the way. Retailers can rely on Sony to:

- understand your particular requirements and objectives
- design your solution to meet all your criteria
- project manage implementation, testing and roll-out
- deliver ongoing service support with our tailored PrimeSupport® package
- ensure you can take advantage of all software, functionality and design upgrades
- provide high-impact marketing support

### Solutions designed around you.

From small, independent retailers to pan-European retail chains, Sony creates solutions that deliver against a wide range of site-specific challenges, sector-specific business objectives and brand-specific priorities.

Sony can equip you with the scalable, modular and flexible solution that is specifically designed to work within whatever parameters you set, including such variables as:

- store types
- store layouts
- store sizes
- product line priorities
- optimum customer journeys

Your SnapLabs can operate as stand-alone business units or as added-value elements of an existing photographic service offering. However you want your instant digital print service to integrate with your business, we will work with you to realise all your opportunities.

## Specifications

<b>OS</b>	<ul style="list-style-type: none"> <li>Windows XP Home Edition/XP Professional, Windows Vista Home Basic/Home Premium/Business/Enterprise/Ultimate</li> </ul>
<b>Display</b>	<ul style="list-style-type: none"> <li>264mm (10.4 inch) touch sensitive TFT color display 640 x 480 pixels, RGB</li> </ul>
<b>Acceptable digital media</b>	<ul style="list-style-type: none"> <li>MemoryStick</li> <li>MemoryStick Pro</li> <li>MemoryStick Duo</li> <li>MemoryStick ProDuo</li> <li>CompactFlash</li> <li>xD-Picture</li> <li>mini-SD</li> <li>USB Memory Devices</li> <li>CD-R, CD-RW</li> <li>DVD-R, DVD-RW</li> </ul>
<b>Interface</b>	<ul style="list-style-type: none"> <li>CompactFlash</li> <li>USB(B) for PC or SX-WSG1</li> <li>USB (A) for expansion</li> <li>RS-232C for external connection</li> <li>Bluetooth™</li> </ul>
<b>Power consumption</b>	<ul style="list-style-type: none"> <li>100-240V 50/60 Hz</li> <li>6.3-3.0A max. (while printing)</li> </ul>
<b>Mass</b>	<ul style="list-style-type: none"> <li>Approx. 23kg (50.71lb)</li> </ul>
<b>Dimensions (W x H x D)</b>	<ul style="list-style-type: none"> <li>Approx. 338 x 442 x 454mm (13 3/8 x 17 1/2 x 17 7/8 inches) (excl. the maximum projecting parts)</li> </ul>

### Supplied accessories

Output tray, Output tray adapter, Output cover, Scrap receptacle, Cleaning ribbon, Ribbon tray, Paper core, Paper adapter (blue), Paper adapter (pink), CD-ROM, Software License Agreement, Before Using This Printer, Warranty Card, Service and Customer Support Info.

## Optional accessories



### 2UPC-R204

10 x 15cm (4 x 6 inch)

**Contents:**  
Paper roll for 700 prints x 2  
Ink ribbon x 2



### 2UPC-R205

13 x 18cm (5 x 7 inch)

**Contents:**  
Paper roll for 400 prints x 2  
Ink ribbon x 2



### 2UPC-R206

15 x 20cm (6 x 8 inch)

**Contents:**  
Paper roll for 350 prints x 2  
Ink ribbon x 2



For space-saving, revenue-generating retail photofinishing, talk to your Sony Accredited Dealer about the UP-CR20L SnapLab.