

SONY®

Digital Photo Printer **UP-DR150/3**



Print by Sony

digital photo printer



Sony sets a new standard in digital photofinishing - boost your business with the high-speed Sony UP-DR150/3

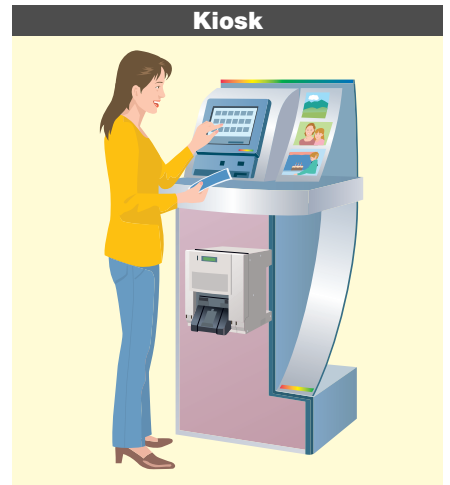
Sony is proud to introduce its new, state-of-the-art Digital Photo Printer, the UP-DR150. With a powerful combination of outstanding speed and superb quality, the UP-DR150 has advanced to a new level of digital photofinishing.

The UP-DR150 achieves the high speed of approximately 7 seconds for a 10 x 15 cm (4 x 6 inch) print. What's more, the throughput is also enhanced: it produces 440 10 x 15 cm (4 x 6 inch) prints per hour effectively*.

Although it is generally difficult to satisfy both speed and quality, Sony's UP-DR150 has succeeded in attaining exceptional speed without degrading its unparalleled print quality. Incorporating Sony Dye sublimation technology and high-quality "Print by Sony" media, the UP-DR150 delivers unmatched image quality that your customers have come to expect from Sony.

With the high performance of both speed and quality, the UP-DR150 will greatly contribute to your business and customer satisfaction, making it the unrivaled choice for digital photo-printing services.

*The result may vary upon printing conditions.



FEATURES

New & Improved

High-speed printing

The improved printing engine enables the UP-DR150 to operate at high speeds, regardless of print size. For example, printing a 10 x 15 cm (4 x 6 inch) image takes approximately 7 seconds. A 13 x 18 cm (5 x 7 inch) image can be printed in approximately 13 seconds, and a 15 x 20 cm (6 x 8 inch) image in approximately 15 seconds. In addition, the throughput is also improved. The UP-DR150 produces 440 10 x 15 cm (4 x 6 inch) prints per hour.

Superb print quality

Incorporating Sony dye sublimation technology, the UP-DR150 produces photo-quality prints. Crisp and vibrant prints can be created with natural, continuous tones. In addition, it offers three types of surface finish - glossy, texture, and matte, and it prints onto four different sizes of paper: 9 x 13 cm (3.5 x 5 inch), 10 x 15 cm (4 x 6 inch), 13 x 18 cm (5 x 7 inch), and 15 x 20 cm (6 x 8 inch). Paper for postcard use is also available.

High-volume printing

Offering large paper capacities and roll printing technology, the UP-DR150 is a workhorse. For example, the printer can hold a roll of paper for 550 10 x 15 cm (4 x 6 inch) prints or 335 13 x 18 cm (5 x 7 inch) prints.

USB interface

The UP-DR150 is equipped with a Hi-Speed USB (USB 2.0) interface which allows for fast image data transfer.



Rear Panel

Front operation and auto-loading mechanism

The front-loading operation and auto-loading mechanism enables easy replacement of paper and ribbon. Front loading allows the UP-DR150 to be installed in even the tightest spaces. In addition, the printer's side panel offers space-saving recessed interface connections that allow for easy setup and access.



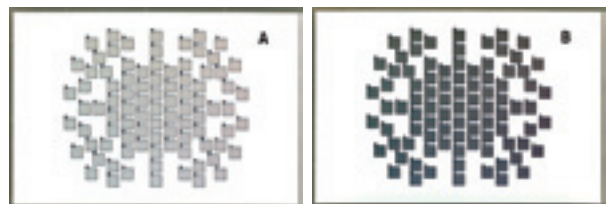
Paper Replacement

PC compatibility

To enhance its flexibility, the printer is supplied with PC driver software - compatible with Microsoft® Windows® 2000 and XP Professional. A Macintosh® driver is also available to download on the website.

Gray balance adjustment capability

Using the printed gray balance chart, the neutral gray color can be specified easily. The UP-DR150 distinguishes between delicate gray colors and reproduces the required color.



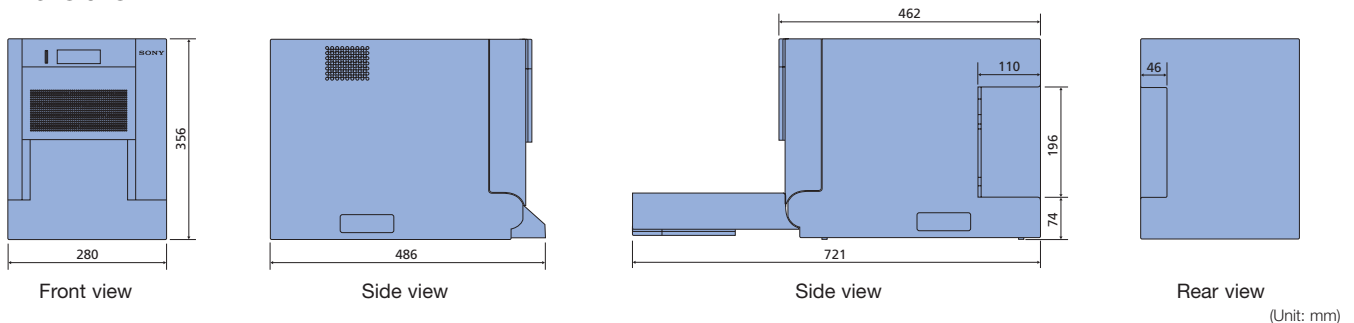
Real-time monitoring

The UP-DR150 also offers real-time monitoring of the remaining number of prints, the total number of prints, the printer status, and any error status.

SPECIFICATIONS

UP-DR150/3	
Printing method	Dye sublimation thermal transfer
Resolution	334 dpi
Gradation	256 level (8 bits) each for Yellow, Cyan, Magenta
Image pixels transferred	2UPC-R153H: 1210 x 1728 dots 2UPC-R154H/PC: 1382 x 2048 dots 2UPC-R155H: 1728 x 2380 dots 2UPC-R156H: 2048 x 2724 dots
Paper size	2UPC-R153H: 89 x 127 mm (3.5 x 5 inches) 2UPC-R154H/PC: 102 x 152 mm (4 x 6 inches) 2UPC-R155H: 127 x 178 mm (5 x 7 inches) 2UPC-R156H: 152 x 204 mm (6 x 8 inches)
Printing time	2UPC-R153H: approx. 7 seconds 2UPC-R154H/PC: approx. 7 seconds 2UPC-R155H: approx. 13 seconds 2UPC-R156H: approx. 15 seconds
Spool memory	For additional one picture
Interface	Hi-Speed USB (USB2.0)
Power requirements	AC 100 to 240 V, 50/60 Hz
Power consumption	5 to 2.5 A max.
Operating temperature	5 °C to 35 °C (41 °F to 95 °F)
Operating humidity	20% to 80%
Dimensions	280 (W) x 356 (H) x 462 (D) mm (11 1/8 x 14 1/8 x 18 1/4 inches) (including the maximum projecting parts)
Mass	20 kg (44 lb 2 oz)
Safety standards	UL60950-1, CSA C22.2 No. 60950-1 (cUL) (UC), EN60950-1 (CE)
Supplied accessories	Paper Tray (1), Paper Holders (2), Power Cord (1), Ferrite Core (1), CD-ROM (including driver software, on-line manual) (1), Operation Manual (1), Software License Agreement (1), Warranty Card (1), Service and Customer Support Info (2)

Dimensions



Distributed by

OPTIONAL ACCESSORIES

Self-Laminating Color Printing Pack

2UPC-R153H
9 x 13 cm (3.5 x 5 inch)
Contents: Paper roll for 610 prints x 2
Ink ribbon x 2

2UPC-R154H
10 x 15 cm (4 x 6 inch)
Contents: Paper roll for 550 prints x 2
Ink ribbon x 2

2UPC-R155H
13 x 18 cm (5 x 7 inch)
Contents: Paper roll for 335 prints x 2
Ink ribbon x 2

2UPC-R156H
15 x 20 cm (6 x 8 inch)
Contents: Paper roll for 295 prints x 2
Ink ribbon x 2

2UPC-R154PC
10 x 15 cm (4 x 6 inch) for postcard use
Contents: Paper roll for 550 prints x 2
Ink ribbon x 2

(Backside design)

Print stacker

UPA-DR150PS
Stack all sizes of prints up to approximately 200 sheets
Dimensions: 180 (W) x 383 (H) x 226 (D) mm
(7 1/8 x 15 1/8 x 9 inch)

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