

To keep pace with the rapid advancement of digital photography and the demand for higher performance digital photo printers, Mitsubishi introduced the CP9500DW, an innovative digital dye sublimation printer offering photographers unbeatable professional performance.

At last!

Professional Quality Gloss Printing in Colour and Black & White for only 41p+VAT for a 6" x 9"



Comes with **FREE**
Custom ICC Printer Profile
when you buy from
Marrutt Digital

- 1 Highest print resolution on the market: 692dpi*.** Twice the resolution of most other dye subs.
- 2 ICC custom profiled** for best possible colour and monochrome accuracy.
- 3 Largest capacity media rolls** (270 6"x9", 350 5"x7" or 600 4"x6") for lowest cost per copy.
- 4 Ultra fast print speed for on-demand printing** – digital camera to finished print in under a minute.

1 Waterproof, scratch resistant gloss prints

Most dye-sublimation printers operate at only 300dpi, giving you a rather 'soft' image. The Mitsubishi CP9500DW uses an **entirely new 692dpi* thermal print head**, giving you beautifully crisp and well-defined colours, with smoother tonal graduation for a truly professional wet-print appearance. A tough high-gloss emulsion coating finishes the print for a durable, waterproof scratch-resistant gloss print indistinguishable from a laboratory gloss print. **In Super Fine mode.*

2 FREE custom ICC printer profile

Each printer is provided with a professional custom ICC printer profile, which **guarantees amazing colour accuracy, allowing you to print directly from your digital camera.** The need for any adjustment in Adobe Photoshop should be minimal. Because of the colour tone accuracy achieved, with excellent blacks and neutral greys throughout the density range, you may also use this printer to create superb black & white gloss prints.

3 Largest bulk-roll media available

High-quality dye-sublimation prints have traditionally been expensive, as media is usually supplied in small packs. The Mitsubishi CP9500DW is unique in accepting the largest bulk-roll media on the market, resulting in a **cost per copy of 41p+VAT per 6"x9" or 12p+VAT per 4"x6" print.** And there is the convenience of needing to change rolls far less frequently.

4 Rapid first print processing and printing

Many dye-sublimation printers take a long time to process the first-off image, often taking several minutes to process each new image downloaded from your camera or computer. The Mitsubishi CP9500DW utilises extremely efficient data processing techniques to ensure **rapid first print processing and printing**, vitally important for event photography, while-u-wait prints and other high production applications, such as wedding albums, package prints etc. Speeds vary from one computer to another, but generally an image-to-print production time of under one minute for a 6"x9" is not unusual.

Proven reliability

The London Eye uses 16 Mitsubishi CP9500DW printers

The London Eye, one of London's most popular visitor attractions, which has several hundred thousand visitors a year, currently has 16 Mitsubishi CP9500DW printers in operation, printing souvenir 6"x9" colour photos. Mitsubishi dye sublimation printers have been installed at this site for more than two years now and have proved to be extremely reliable workhorses.



inside...

two photographers who are building profitable businesses using the Mitsubishi CP9500DW



Building successful businesses with the

USER PROFILE 1

Don Frost Event photography, weddings and portraiture

Sussex photographer, Don Frost, an electrical engineer by trade, is fast developing a successful photographic business, which will enable him to achieve his ambition of becoming a full-time professional.

As a hobby, he has specialised in macro photography shooting mainly flora and fauna. Two years ago he started selling his images, working part-time at weekends covering events, such as horse shows, dog club shows and football tournaments in his local area, plus weddings and family, children and pet portraits.

"The quality is outstanding for both colour and black & white."

"After covering a two-day weekend event, I was coming back to my studio and producing the print orders on my Epson 1290. It was taking around two days to do it. I needed to be able to produce high-quality prints up to 6"x9" on-site very quickly, cheaply and the quality had to be good. Early in 2004 at "Focus on Imaging" I looked at all the digital processing equipment on the market within my price range, including dye sub printers," said Don.



He eventually settled for the high-speed Mitsubishi CP9500DW digital colour dye sublimation thermal printer. "The quality of the prints is extremely impressive and the cost per copy is the

lowest of all the dye subs I looked at. With this machine, there is no messing about with inks and paper. The 3-colour ink sheet roll – cyan, magenta and yellow – and a clear covering film

come packed with every paper roll. The finished prints are completely colour-fast and waterproof.

"I only use the 6"x9" paper rolls, so that I don't have to keep changing to different widths. This means I can also print two 4"x6" prints up together and 5"x7" prints. I leave a white border around these. 6"x9" prints are borderless. I sell these three sizes in almost equal amounts. Larger prints, 8"x10" and 8"x12", I do on my Epson 1290 inkjet printer, which I have had converted to use with the Lyson Continuous Ink System, saving me a fortune in ink.

"With on-site printing, speed is of the essence and I produce a 6"x9", or two 4"x6" prints up together in 50 seconds, using the Fine setting. The quality is outstanding for both colour and black & white. Customers love them!

"This Mitsubishi machine is the perfect complement to my Epson 1290."

"I get 270 6"x9" prints per roll, currently costing me 41p each.

"In my studio, my setup comprises the Mitsubishi machine, Epson 1290 inkjet printer and my laptop. On-site, for event work, I also include an Epson C64 inkjet printer for producing very quick, low-resolution proofs for customers to be able to choose the images they want to buy.

"This Mitsubishi machine is the perfect complement to my Epson 1290. For instance, I produce my own wedding albums for customers. All the prints up to 6"x9" are printed using the Mitsubishi machine, and larger prints are done on the Epson," Don told us.



Don Frost with his studio setup.

dealing with customer orders and processing the prints.

More and more weddings are also coming his way, purely by personal recommendation.

He is currently using a Canon 10D digital camera with 70-200 f2.8 zoom lens for his event work, which gives him the speed to freeze the action even on dull days.

He also uses a Canon 28-135 f3.5-5.6 lens as an all-rounder for weddings and his studio work.



www.donfrost.com



If demand for larger sized prints increases, he plans to purchase a Mitsubishi CP3020DE printer to do 8"x10" and 8"x12" prints.

Don is getting a name for himself in the local events scene and expects to cover upwards of 50 events in 2005. At the bigger events, he will have a second photographer working alongside him, with two staff



Mitsubishi CP9500DW dye sub



USER PROFILE 2

Kevin Ellis Dance groups, social events and portraiture

Kevin Ellis, based at his home in Laughton, near Lewes, East Sussex, began his working life as a freelance in the art departments of independent TV commercial production companies. After ten years he went to the London College of Printing to study black & white photography. He then returned to the world of TV commercials, but as a stills photographer.

Kevin has been a professional photographer for the past ten years. Most of his early work involved still life and pack shots, but recently most of his work has been for Paperlink Ltd., which specialises in greetings cards.

Kevin told us: "I work to very specific briefs to produce the fine art images for each particular series of cards. Recently, for instance, I had to photograph flowers so they had a dreamy, ethereal look, not a true botanical representation.



"All my work is now done digitally, shooting with my Canon EOS-1Ds. I haven't used my darkroom for two years. As a sideline, I started photographing dance and ballet groups in my area. I take free dancing and other informal shots of the children, but it is the group shots where the children are looking straight into the camera which are the most popular. I have covered six or seven stage productions each year and generally shoot 1200 images per production. These are taken at the dress rehearsal and I produce contact sheets of the best pictures on my Epson 1290 and display them on boards at the venues for parents and children to buy. I sell on average 400-500 prints per production. The majority of the demand is for colour, but I also do black & white when asked.

"In the past I have sent the dance group images down the line to a Guernsey prolab and had to wait two days for the prints.

"Six months ago I bought a Mitsubishi CP9500DW printer and since then I have used it to print all my 6"x9" dance group and social

event images at home or on location.

"Before I bought the CP9500DW, I took some of my digital files to John Read at Marrutt, to have test prints run out using the Mitsubishi demo machine he has. I was very impressed with the quality and speed, and the fact that you get a waterproof print with no drying time needed. You can handle the prints immediately. Another thing that impresses me about the machine is that it produces excellent black & white prints, with a very good tonal range, as well as superb colour work. It is also very solidly built, which is so important when working on location.

"You get a waterproof print with no drying time needed. You can handle the prints immediately."

"I started dealing with John about a year ago, when I bought the Lyson Continuous Ink System for use with my two Epson 1290s – one for colour and one for black & white – which I use to produce larger portraits, final proofs of the images for my wife's greetings cards company and also fine art prints for sale. My website address is printed on the back of the greetings cards, so people can order enlarged prints direct from me.

"Since I have had the machine and understood its staggering potential, I have started to cover more functions and events locally and sell the prints on location. I also use it to produce final prints from my family portraiture work, all of which I do on location. I generally shoot an average of 120 images, posed and unposed, in a session.

"The ability to give a customer a professional print in under a minute is just fantastic."

"I was recently invited to a friend's company golf day to take pictures and sell prints at the evening dinner. Having the Mitsubishi machine on site, I can get the people to buy when they



Kevin Ellis with his CP9500DW

are relaxed and in a good mood. The sales take-up is so much higher this way. The ability to give a customer a professional print in under a minute is just fantastic. There's nothing like striking while the iron is hot!

"The work I do using the Mitsubishi machine is a sideline to my main photographic work, but I see it opening up many more doors for me for profitable business. It is a machine with a great profit potential, even though the 6"x9" prints cost 41p.

"Up until now I have only been producing 6"x9" prints with the Mitsubishi dye sub, but I am shortly going to start doing 6"x4" prints, but still using the 6" width paper.

"I print at 180dpi using the Super Fine setting on the CP9500DW for all the work I print at home and each print takes between 130-140 seconds, because the time factor is not so important. On location, when speed is important, I use the Fine setting and prints take just over 50 seconds. The print quality is still remarkably good at this setting and people really like the results.

"Demand for my services using the Mitsubishi machine is growing as more people see what can be done with it."

www.ellisimages.co.uk



