

Turn your photos  
into a one-of-a-kind

# STORY



Attract new customers and tap into a lucrative  
revenue stream by starting a **duplex print service**

Countless pictures are taken with digital cameras, but a large portion of these remain in hard drives and media cards, without ever being printed. This is a concerning trend, but on the other hand it is also a huge potential demand just waiting to be fulfilled. You can encourage your customers to bring in their images and get them printed by providing the right kind of services and creating the right kind of atmosphere in the shop. This can be done by enlightening your customers about the benefits of photo books. The shots consumers take should not be limited to just viewing them as individual photographs. Rather, they should also be enjoyed as a story of related scenes and events. Providing a fun service in which your customers can turn their images into a unique photo book will spark consumer interest and provide strong motivation for more customers to come to your store.

A revolutionary duplex printer that adds  
a wealth of value to your business

## 502

