



Photo Family Fun

Digital Photo Printing: A Way To Save And Share Memories

(NAPSA)—Uncertainty no longer need be an enemy of anyone who takes a photograph. There could be an easy answer to such questions as: Are you using the right film? Is the light right? Did you take a picture that is perfect for framing?

Recent technological advances have simplified the development process and have put more control into the photo-taker's hands. Today, developing lab-quality photographs is more convenient, simple and affordable, and can be set up in the comfort of your own living room, office or even on the go.

With the introduction of high-resolution digital photo printers, the pictures you take can be developed in just minutes without having to connect to a PC to view or print. Digital photo printers bring digital photos to life with high-quality digital prints that are suitable for archiving. These printers provide high-speed, affordable alternatives to professional photo processing services.

Three new digital printers can help you to create an unlimited amount of lab-quality, borderless photo prints in minutes. Both the Sony DPP-SV77 and DPP-SV88 digital photo printers can be easily set up in the home or office. The



New digital photo printers provide e-photographers with the ability to view, edit and save favorite photos with greater ease and flexibility than ever before.

DPP-MP1—the world's smallest battery-operated portable printer, can be taken anywhere for photo printing right on the spot. All these Sony digital photo printers use dye sublimation technology with up to 16.7 million colors to create vibrant images in about 90 seconds. Unlike ink jet printing technology, which is commonly found in color printers, dye sublimation is good for creating lasting photos because of its ability to resist fading, humidity and water damage that would otherwise ruin color prints.

These user-friendly digital photo printers even have a "Creative" mode that lets you make specialty prints using built-in templates for

greeting cards, calendars and stamps. "Edit" mode provides the ability to resize, crop and change color, brightness, contrast and sharpness. For easy editing the DPP-SV77 includes a color LCD monitor that is touch-sensitive for free hand drawing with different line weights and colors.

Creative, fun and exciting ways to use your digital photo printer include:

- Create enhanced greetings for family and friends, including holiday, wedding or birthday cards
- Personalize photos and family portraits for framing or scrapbooking
- Catalogue household or business possessions for insurance or estate purposes with photo archives of all your valuables
- Enhance business presentations or school assignments with crisp, brilliant images
- Make security identification tags and passport photos for employees
- Design personalized calendars with favorite photos of friends and family

To learn more about Sony digital photo printers, visit www.sony.com/di, or call (888) 315-SONY.