

SONY®

Digital Photo Printer **UP-DR150**



Print by Sony

digital photo printer



Speed and quality - the ideal choice for digital photo print services

Sony is proud to introduce the UP-DR150 Digital Photo Printer —the fastest printer in its class. The UP-DR150 produces high-quality 10 x 15 cm (4 x 6 inches) prints in approximately 8 seconds.

The high-speed, high-volume, high capacity UP-DR150 roll printer will meet the needs of the most demanding customers. Utilizing Sony dye sublimation technology, it produces the highest quality borderless photo-quality prints available.

The UP-DR150 uses only high-quality “Print by Sony” media. Look for the “Print by Sony” logo which is watermarked on all print media, signaling a hallmark of quality and consistency. The combination of our UP-DR150 high-speed printer and Print by Sony media assures superb print quality and stability, and makes the UP-DR150 the unrivaled choice for digital photo printing.



FEATURES



High-Speed Printing

A newly developed adaptive thermal print head enables the UP-DR150 to operate at high speeds when producing any print size. For example, a 10 x 15 cm (4 x 6 inches) image can be printed in approximately 8 seconds. When using 13 x 18 cm (5 x 7 inches) paper, a print can be made in approximately 15 seconds. A 15 x 20 cm (6 x 8 inches) image can be printed in approximately 18 seconds.

Superb Print Quality

The UP-DR150 creates crisp and vibrant prints with natural, continuous tones. It offers three types of print finishes: Glossy, Texture, and Matte and prints onto 4 different print packs: 9 x 13 cm (3 1/2 x 5 inches), 10 x 15 cm (4 x 6 inches), 13 x 18 cm (5 x 7 inches), and 15 x 20 cm (6 x 8 inches).

High-volume printing

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

USB Interface

The UP-DR150 is equipped with a Hi-Speed USB (USB 2.0) interface as standard. This allows fast transfer of image data.



Rear Panel

Front Operation and Auto-Loading Mechanism

The front-loading operation and auto-loading mechanism enable 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 which allow for easy set up and access.

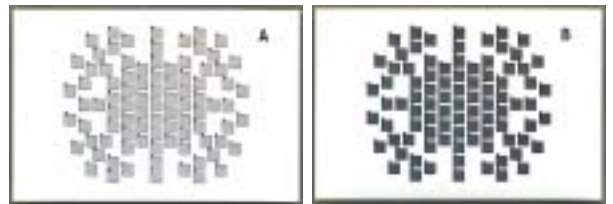


Paper Replacement

PC Compatibility

The printer is supplied with PC driver software – compatible with Microsoft® Windows® 2000, XP Professional – to enhance its flexibility.

Gray Balance Adjustment Capability



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

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

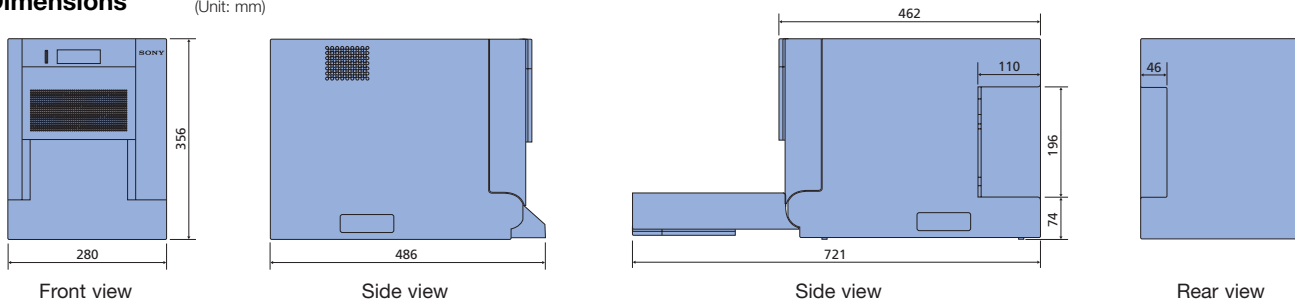
| UP-DR150 | |
|--------------------------|---|
| Printing Method | Dye sublimation thermal transfer |
| Resolution | 334 dpi |
| Gradation | 256 level (8 bits) each for Yellow, Cyan, Magenta |
| Image Pixels Transferred | 2UPC-R153: 1210 x 1728 dots |
| | 2UPC-R154: 1382 x 2048 dots |
| | 2UPC-R155: 1728 x 2380 dots |
| | 2UPC-R156: 2048 x 2724 dots |
| Paper Size | 2UPC-R153: 89 x 127 mm (3.5 x 5 inches) |
| | 2UPC-R154: 102 x 152 mm (4 x 6 inches) |
| | 2UPC-R155: 127 x 178 mm (5 x 7 inches) |
| | 2UPC-R156: 152 x 204 mm (6 x 8 inches) |
| Printing Time | 2UPC-R153: approx. 8 seconds |
| | 2UPC-R154: approx. 8 seconds |
| | 2UPC-R155: approx. 15 seconds |
| | 2UPC-R156: approx. 18 seconds |
| Spool Memory | For additional one picture |
| Interface | Hi-Speed USB (USB 2.0) |
| 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

(Unit: mm)



Distributed by

OPTIONAL ACCESSORIES

Self-laminating Color Printing Pack



2UPC-R153:

9 x 13 cm (3.5 x 5 inches)
Contents: A roll of print paper for 610 prints x 2 rolls, 2 rolls of ink ribbon



2UPC-R154:

10 x 15 cm (4 x 6 inches)
Contents: A roll of print paper for 550 prints x 2 rolls, 2 rolls of ink ribbon



2UPC-R155:

13 x 18 cm (5 x 7 inches)
Contents: A roll of print paper for 335 prints x 2 rolls, 2 rolls of ink ribbon



2UPC-R156:

15 x 20 cm (6 x 8 inches)
Contents: A roll of print paper for 295 prints x 2 rolls, 2 rolls of ink ribbon

Print Stacker

UPA-DR150PS

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