SONY

UP-CR20L
Digital Photo Printer

Print by Sony ProMatte

Snap Lab™ digital photo printer is now Equipped with New Features to Increase Your Revenue Stream

Sony is proud to introduce the leading-edge UP-CR20L Snap Lab - the stylish and standalone digital photo printer for professional photo-finishing applications.

The UP-CR20L is an all-in-one, turnkey printer that incorporates a 10.4-inch (Viewable area measured diagonally) color LCD and user-friendly graphical user interface (GUI) to help customers print memorable and creative photos with ease. Many excellent features are available to boost your instant digital photo-printing business, such as value-added print options, outstanding high-volume printing, and easy operation. With its exceptional features, the UP-CR20L is the unrivaled choice for instant digital photo-printing services, and will enhance both customer satisfaction and your revenue stream.

Features and Benefits at a Glance

- *Turnkey solution: Get your business up and running quickly!*
- *Intuitive GUI: Easy operation for everyone!*
- *Border composition and Sony's ProMatte™ surface finish:*
  For value-added, professional-looking prints!
- *High-speed printing: Customers spend less time waiting!*
- *High-volume printing: You spend less time replacing paper!*
- *Easy maintenance: No special knowledge required!*
- *Various payment solutions: Manage your photo business your way!*

Applications

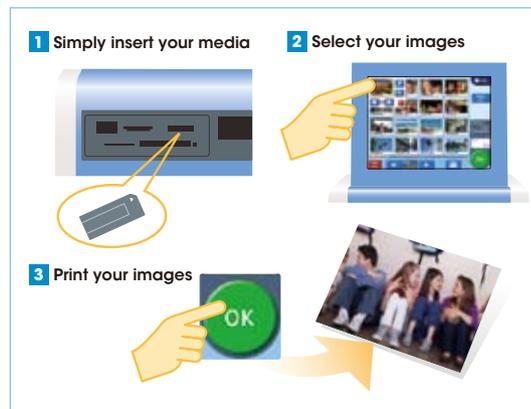### For Retail Photo Printing Service

For Event Photo

Features

Turnkey Solution: Easy to Install

The all-in-one design of the UP-CR20L allows you to get your photofinishing business up and running quickly, without complicated assembly or system integration. All you have to do is unpack the UP-CR20L, insert a print media and a ribbon, and then turn on the power.

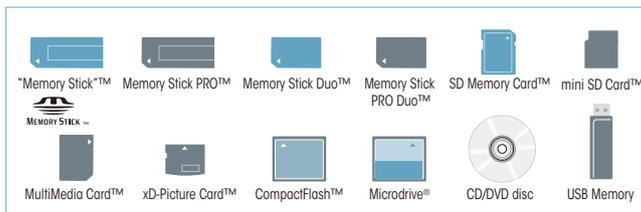## Intuitive GUI: Easy Operation for Everyone

Using the UP-CR20L is very simple. No PC is required. The graphical user interface on the large embedded 10.4-inch (Viewable area measured diagonally) LCD offers customers a highly intuitive operation. Customers can get their photos quickly and simply by inserting their digital media, selecting their pictures, and waiting for them to print.

1 Simply insert your media **2** Select your images

3 Print your images

Various Media Inputs

The UP-CR20L accepts today's most popular digital media cards, as well as USB flash memory, CD-R/RW and DVD-R/RW*.

* CD/DVD drive is read only.

"Memory Stick"™   Memory Stick PRO™   Memory Stick Duo™   Memory Stick PRO Duo™   SD Memory Card™   mini SD Card™

MEMORY STICK ™

MultiMedia Card™   xD-Picture Card™   CompactFlash™   Microdrive®   CD/DVD disc   USB Memory

Sony Unique Technology ProMatte Surface Finish: for High-quality, Value-added Printing

Incorporating Sony's dye sublimation technology, the UP-CR20L produces superb photo-quality prints. Crisp and vibrant prints can be created with natural, continuous tones on print media that is very similar in texture to traditional photography paper. Moreover, through Sony's unique laminating process, the UP-CR20L offers two types of surface finish: Glossy and ProMatte. Sony's unique ProMatte technology is especially suited to fine quality portrait prints, thanks to its fingerprint and smudge resistance. Users can switch between Glossy and ProMatte while using the same media pack, eliminating the need to change paper or ribbon to achieve the required finish.

Border Composition* and Multiple Layouts: for Greater Customer Choice

The UP-CR20L provides easy-to-use, value-added print options with a choice of high-quality borders. Customers can overlay preloaded logos, event names, or custom-designed frames on their digital photos, without the need of a PC. Transparent border is also available. These additional border designs can be created using a Microsoft® Windows® or Apple Macintosh® version of Adobe Photoshop® software. Moreover, 36 built-in split templates enable users to create anything from ID cards to novelty products and add value to each print. The additional layouts* are also available to download.

* Data has to be preloaded onto a CompactFlash or Microdrive card (purchased separately), which should be inserted it into the UP-CR20L's expansion slot.
Please visit to www.sony.net/snaplab for more details.

Various Print Sizes and Variations

The UP-CR20L offers four different print sizes to meet customers' various demands: 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). By using the UP-CR20L's "Half CUT" feature, the 13 x 18 cm (5 x 7 inch) and 15 x 20 cm (6 x 8 inch) paper can produce two prints of 9 x 13 cm (3.5 x 5 inch) and 10 x 15 cm (4 x 6 inch) respectively. Moreover, a 13 x 18 cm (5 x 7 inch) size print with a margin can be printed on the 15 x 20 cm (6 x 8 inch) size paper. This means you don't need several printers for various print sizes: your single UP-CR20L can produce various print sizes without having to change the paper roll.

High-volume Printing:
Less Time Replacing Paper

With its large paper capacity, the UP-CR20L is a true workhorse. For example, it can hold a roll of paper for 700 10 x 15 cm (4 x 6 inch) prints, 400 13 x 18 cm (5 x 7 inches) prints, or 350 15 x 20 cm (6 x 8 inches). This high-volume printing capacity results in less time spent replacing paper media. Plus, the paper roll itself is small in size, so the printer retains a compact form.

High-quality, High-speed Printing:
Reduces Customer Waiting Times

The UP-CR20L operates at high speed, regardless of the print size. For example, printing a 10 x 15 cm (4 x 6 inch) image takes 8 seconds, a 13 x 18 cm (5 x 7 inch) takes 12.5 seconds, and a 15 x 20 cm (6 x 8 inch) image takes 14.5 seconds*. This fast printing speed helps to reduce customer waiting times and provide a good turnover ratio.

*These times are approximated and exclude image processing.

Easy Maintenance:
No Specialist Knowledge Required

Replacing the paper and ribbon in the UP-CR20L is very simple. No chemicals are involved and no special technical training is required. Simply open the front door and insert the roll and ribbon.

Available Print Variations

2UPC-R203/R203PF

9 x 13 cm
(3.5 x 5 inch)

2UPC-R204

10 x 15 cm
(4 x 6 inch)

2UPC-R205

OR

9 x 13 cm
(3.5 x 5 inch)

13 x 18 cm
(5 x 7 inch)

9 x 13 cm
(3.5 x 5 inch)

2UPC-C26/2UPC-R206

10 x 15 cm
(4 x 6 inch)

OR

OR

15 x 20 cm
(6 x 8 inch)

10 x 15 cm
(4 x 6 inch)

13 x 18 cm (5 x 7 inch)
print on 15 x 20 cm
(6 x 8 inch) media.

Language Support

The UP-CR20L supports the following 12 languages, from which 6 can be displayed on the GUI: Japanese, English, French, Spanish, German, Italian, Dutch, Kan-Chinese, Han-Chinese, Korean, Portuguese, and Russian.

Security Cable Compatibility

The UP-CR20L is equipped with a security hole for protection against theft. This enables you to connect the unit to many of the third-party security cables available on the market.

Camera Direct Printing*

The UP-CR20L enables photos to be printed direct from a camera, which can be very useful at events and parties etc. The UP-CR20L can receive images from cameras equipped with a FTP file transfer capability, and then print those images automatically. The images can be transferred via a wireless or wired (10/100 Base-T) connection. Moreover, the transferred data can be saved into an expansion CompactFlash card (purchased separately) which is inserted into the UP-CR20L and can be reprinted later. This feature allows photographers to concentrate on taking photos, rather than printing - and enables an efficient and cost-effective one-man operation. Furthermore, it enables the transferred images to be printed with a border - which could have a specific logo, the event name, or a custom-designed frame. This will dramatically improve the professional photographer's workflow at an event venue.

* Requires a wireless adaptor "Silex SX-WSG1" and a CompactFlash card. Both must be purchased separately. Availability of the SX-WSG1 varies according to region. Please contact your nearest Sony dealer for more details.

For more information about the camera direct printing, please visit: www.sony.net/snaplab

Various Payment Solutions

The UP-CR20L offers various payment solutions that enable you to manage payments easily. You can connect it to a separate thermal printer* to print a job ticket. Another useful solution, the Snapay* wired remote controller, is also available. If there is a distance between the UP-CR20L and the cashier, the cashier can authorize to print using the Snapay. The cashier can confirm the total amount on Snapay's LCD, and then push its start button to begin printing.

* Thermal printer and Snapay are optional products. Please contact your nearest Sony dealer for details.

Specifications

UP-CR20L

Printing method	Dye sublimation thermal transfer	Compatible Image File Format	JPEG:JFIF 4:4:4, 4:2:2, 4:2:0 (Baseline JPEG), Exif 2.2.1 compatible, DCF 2.0 compatible / TIFF: Exif 2.2.1 compatible (TIFF-RGB non compressed) / BMP: 24 bit Windows format (Some versions of the file formats may not be compatible.)
Resolution	330 dpi		
Gradations	8 bits (256 levels) each for yellow, magenta and cyan		
Picture size	2UPC-R203 series: 89 × 127 mm (3.5 × 5 inches)		
	2UPC-R204 series: 102 × 152 mm (4 × 6 inches)	Power requirements	100 to 240 V AC, 50/60 Hz
	2UPC-R205 series: 127 × 178 mm (5 × 7 inches)	Input current	6.3 to 3.2 A max. (while printing)
	2UPC-C26/2UPC-R206 series: 152 × 204 mm (6 × 8 inches)	Operating temperature range	10 to 35 °C (50 °F to 95 °F)
Image data transferred	2UPC-R203 series: 1210 × 1728 dots	Operating humidity range	20 to 80%
	2UPC-R204 series: 1382 × 2048 dots	Dimensions (W x H x D)	Approx. 338 × 442 × 454 mm (13 3/8 × 17 1/2 × 17 7/8 inches) (Excluding the maximum projecting parts)
	2UPC-R205 series: 1728 × 2380 dots		
	2UPC-C26/2UPC-R206 series: 2048 × 2724 dots	Mass	Approx. 23 kg (50.71 lb) (printer only)
Printing time	2UPC-R203 series: Approx. 8.0 sec.	Driver software*	Windows XP Home Edition/XP Professional, Windows Vista Home Basic/ Home Premium/ Business/Enterprise/Ultimate
	2UPC-R204 series: Approx. 8.0 sec.		
	2UPC-R205 series: Approx. 12.5 sec.	Accessories supplied	Output tray (1), Output tray adapter (1), Output cover (1), Scrap receptacle (1), Cleaning ribbon (1), Ribbon tray (1), Paper core (1), Paper adapter (blue) (1), Paper adapter (pink) (1), CD-ROM (1), Software License Agreement (1), Before Using This Printer (1), Warranty Card (1), Service and Customer Support Info. (1)
	2UPC-C26/2UPC-R206 series: Approx. 14.5 sec.		
	(Printing time may vary depending on the conditions of use - Does not include image processing time.)		
Interface	Memory card direct slot		
	- "Memory stick" x 1 ("Memory Stick", Memory Stick PRO, Memory Stick Duo and Memory Stick PRO Duo compatible)	Safety Standard	(CB) IEC60950-1
			(US) UL60950-1, listed
	- SD memory card/Multi Media card x 1 (miniSD card compatible)		(CA) CSA C22.2 No.60950-1
	- CompactFlash(TypeI/II) x 1		(EU) EN60950-1
	- xD-Picture Card x 1		(CN) GB4943
	- USB(A) x 1 for mass storage class device (USB memory compatible)		(RU) GOST R IEC60950 + GOST 26329
	CD/DVD drive (Read only)	EMC Standard	(JP) VCCI ClassB, JIS C 61000-3-2
	- CD-R/RW		(US) FCC 47CFR Part 15 Subpart B Class B
	- DVD-R/RW		(CA) ICES-003 Class B
	Extension compartment		(EU) EN55022 Class B+EN55024+EN61000-3-2 + EN61000-3-3, EN50371
	- CompactFlash(TypeI/II) x 1		(AU/NZ) AS/NZS CISPR22 Class B
	- USB(B) x 1 for PC or SX-WSG1: Hi-Speed USB (USB2.0)		(CN) GB9254 + GB 17625.1
	- USB(A) x 2 for expansion: Hi-Speed USB (USB2.0)		(RU) GOST R 51318.22+GOST R 51318.24+GOST R 51317.3.2 + GOST R 51317.3.3
	- RS-232C (D-sub 9pin) x 1 (to connect thermal printer or similar device)		
LCD display	10.4-inch touch-sensitive TFT color display, 640 × 480 pixels, RGB		

* Driver software will be downloadable from www.sony.net/snaplab in 2009 spring.

Optional Accessories

2UPC-R203/R203PF
9 x 13 cm (3.5 x 5 inch)
Contents:
  Paper roll for 770 prints x 2
  Ink ribbon x 2

2UPC-R204
10 x 15 cm (4 x 6 inch)
Contents:
  Paper roll for 700 prints x 2
  Ink ribbon x 2

2UPC-R205
13 x 18 cm (5 x 7 inch)
Contents:
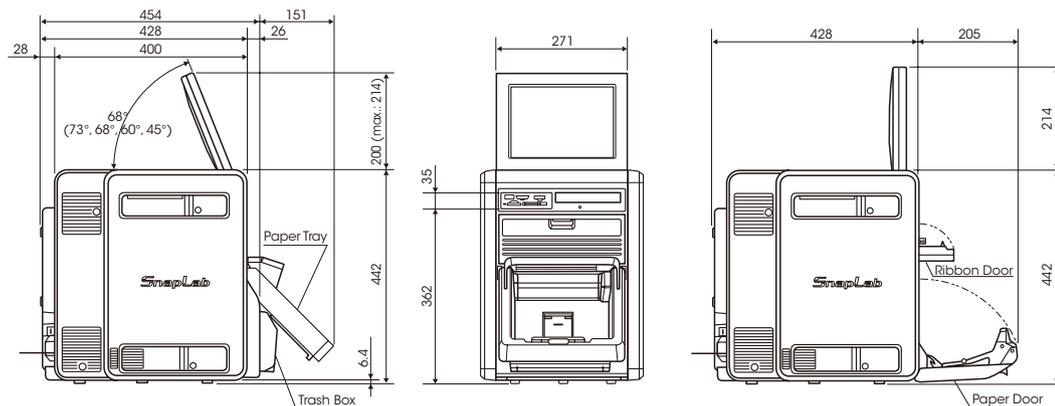 Paper roll for 400 prints x 2
  Ink ribbon x 2

2UPC-C26/2UPC-R206
15 x 20 cm (6 x 8 inch)
Contents:
  Paper roll for 350 prints x 2
  Ink ribbon x 2

Available print medias may vary depending on the regions. Please contact your nearest Sony or Sony dealers.

Dimensions

Distributed by

MK10527V1OHB08SEP