



a Dai Nippon Printing
company

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Lights, Camera, Action Capture!

DNP Imagingcomm America Corporation's Action Capture System Captures Guests' Best Moments at Family Fun and Experience Venues

Concord, NC – April XX, 2022 – Whether guests are bouncing off the walls or climbing up them, they're almost always going to leave experience centers with a story worth telling; yet with little to show. DNP Imagingcomm America Corporation (DNP IAM) today launches its Action Capture system to elevate the guest experience at theme parks, family fun centers, rock climbing gyms, trampoline parks and other attraction venues.

DNP's Action Capture system snaps candid moments of guests from angles unobtainable by friends or family or with a selfie. As guests participate in games, events and other experiences, the Action Capture system freezes their proudest and fun moments to take home and share.

Transforming attraction venues into experiences, DNP makes the photo taking process as easy as pressing a button. Here is how the Action Capture system works:

1. Guests press a button to activate the camera during an activity.
2. The camera captures the moment and immediately transfers the image(s) to the control unit.
3. Venues choose to print images automatically or give guests an opportunity to curate the list of images they want before printing.

Venues can also create an on-site, automatic updating slide show for guests showcasing pictures captured throughout the day.

DNP's new Action Capture system enables venues to easily add branded content, such as logos and other graphics, to the images before they are printed—helping ensure a strong brand tie with guests and those they share the images with. Venues can also use this feature to upsell photo packages on private events by adding a personal branded image package as a service when booking with guests.

The Action Capture system comes with an easy-to-install camera module, a trigger button for camera activation, a touch-screen control unit with HDMI output, a network router (PoE+) to connect the camera module to the control unit, a starter supply of media and the DNP QW410 compact professional printer.



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Theme parks, family fun centers, rock climbing walls, trampoline parks and other attraction venues thrive on creating a guest experience to remember. With DNP's new Action Capture system, guests can take a part of their day home to share for years to come.

For more information on the Action Capture system, please visit <http://dnpphoto.com/en-us/>.

About Imagingcomm America Corporation (DNP IAM)

DNP IAM is a 100 percent U.S. subsidiary of Dai Nippon Printing Co., Ltd. (DNP) – the world's largest manufacturer of dye-sublimation media for photo printers and thermal transfer ribbons and barcode printers. DNP Imagingcomm America Corporation has the broadest selection of

solutions for the photo retail market and products designed to address retailer's specific business goals and objectives—backed by the quality and reliability today's customers expect.

About DNP

DNP, founded in 1876, is the world's largest diversified printing/coating technologies company. At its 76 production plants, both in Japan and overseas, DNP's operations include commercial printing, packaging, decorative materials, electronics, business forms, and imaging products. Over 25 years ago, DNP was one of the earliest organizations to pioneer dye-sublimation media—and the first company to start business development in thermal transfer ribbons. DNP has since grown to be the world's largest manufacturer of dye-sublimation media and thermal transfer ribbons. For more information, please visit www.dnp.co.jp/eng.