



DNP's New DS620A™ Brings Social Media to Print for South Beach Photo Booth Company (SoBe)

For SoBe, constantly pushing the limits of what photo booths can offer its clients is standard practice and the company recently began working with DNP's new DS620A dye-sublimation printer to provide 5"x5" and 6"x6" square prints.

When searching for printers that could keep up with the increasing popularity of SoBe, DNP was able to deliver speed in a compact size. Prior to adding the DS620A to its fleet, the company had utilized DNP's DS40, DS80, RX-1 and SnapLab printers. SoBe loved the idea of a printer with specs very close to that of the DS40 but with greater portability thanks to its lighter weight and construction.

Quickly becoming one of the premier providers of photo booth technologies for the event photography market, SoBe works over 200 events a year for its clients—including several luxury brands and celebrity clientele. For SoBe, constantly pushing the limits of what photo booths can offer its clients is standard practice and the company recently began working with DNP's new DS620A dye-sublimation printer to provide 5"x5" and 6"x6" square prints.

Following its founding in 2009, SoBe's reputation for providing the most advanced and unique photo and video booths quickly took off—growing from 15 events in its first year of business to over 200. The staff even dresses up for the occasion—everything from formal attire to wacky and fun themes.

"We needed speed coupled with excellent print quality and our previous experience told us that nothing comes close to the consistent quality output of a high speed DNP printer," said Meir Israel, Owner of SoBe. "After testing the DS620A, it was clear DNP had more than lived up to that expectation."

The new DS620A printers have been a welcome addition to the SoBe printer fleet. The DS620As are used for producing square formatted prints to match today's social media formats. The square prints, available in both 5"x5" and 6"x6" format, provide SoBe with the option to create a completely unique and digital design that perfectly fits the format of popular social media up-loads like Instagram.



"The ability to keep up with social media trends has been huge for us," said Israel. "Guests are constantly posting photos to social media sites but often don't have a way of getting that image off their phone. The printers play an integral role in helping ensure our clients leave with a tangible memory."

In addition, SoBe is also looking forward to implementing wireless printing capabilities to improve performance and efficiency at events by integrating DNP's recently introduced WPS-1 Wireless Printer Server.

For additional information on DNP's professional photo printing solutions, please visit:
www.dnpphoto.com/EventPhoto/DS620A.aspx