



UP-DR80
Digital Photo Printer

FEATURE-PACKED PERFORMANCE IN A COMPACT PRINTER.

The UP-DR80 is a compact printer that packs a punch! Touting affordability and a light-weight design, Sony's newest digital photo printer offers portrait photographers the superb print quality they demand with the profitability to help them grow their business.

The UP-DR80 prints a variety of sizes, making it the ideal photo package printer. Print possibilities range from 4" x 8" photo greeting cards, up to gorgeous 8" x 12" prints, and everything in between, all with a choice of ProMatte™, luster or glossy print surfaces from the same print pack. With this model, Sony advances digital photofinishing to a new level of performance and profit generation.

FEATURES

Superb print quality

The UP-DR80 digital photo printer produces photo-quality prints by incorporating Sony's dye sublimation technology, which coats each print with a protective layer that's resistant to light, heat, water, humidity and fingerprints. This laminating technology helps prolong the life of prints.

Compact size

Designed for high performance in a compact size, the UP-DR80 is light in weight and small in footprint. Its compact body is just 12 1/2" x 8 1/8" x 16 3/4" (WxHxD), making it ideal for working in confined spaces.

Multi-cut operation

The flexible UP-DR80 features a multi-cut functionality that allows multiple print sizes to be created from the same print pack. In addition to 8" x 10" and 8" x 12" prints, 4" x 8", 5" x 8" and 6" x 8" prints can also be created.

Choice of finish

Three surface finishes are selectable from the printer driver: glossy, luster and ProMatte™ finish.

User-friendly front operation

The front-loading operation makes it easy to replace paper and ribbon, allowing the UP-DR80 printer to be used in the tightest of spaces or in a kiosk.

High-speed printing

The UP-DR80 operates at high speed, producing an 8" x 10" sized image in approximately 65 seconds*.

Easy color adjustment

The UP-DR80 printer offers easy color adjustment via its printer driver property. This incorporates a preview image that can be used to easily confirm and adjust images.

Color look up table

Three types of color look up tables are available to reproduce suitable colors for different applications, such as outdoor, indoor, portrait or location.

Gray balance adjustment

The gray balance adjustment function on the UP-DR80 printer allows selection of the color that most closely matches the operator's requirements and provides the most suitable tonal range for their application.

*Based on an average of 10 glossy prints in a row, excluding the first print time.

UP-DR80 Specifications

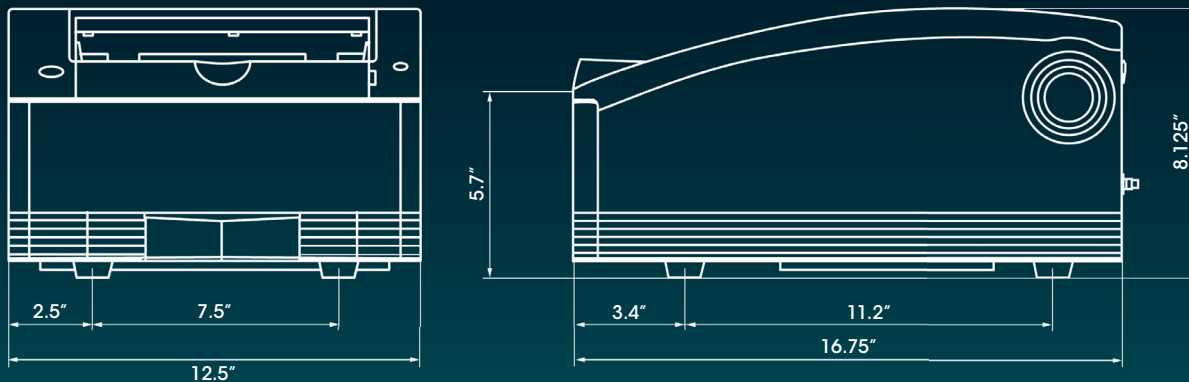
Print Sizes	8 x 10", 8 x 10.2", 8 x 12", 4 x 8", 6 x 8", 5 x 8"
Print Speed*	8 x 10": Approx. 65 seconds
Print Capacity and Yield Per Roll**	8 x 10 inches, 50 prints 8 x 10.2 inches, 50 prints 8 x 12 inches, 42 prints 4 x 8 inches, 126 prints 5 x 8 inches, 100 prints 6 x 8 inches, 84 prints
Printing Method	Dye sublimation thermal transfer
Resolution	11.8 dots/mm (301 dpi)
Gradation	8 bits (256 levels) processing each for Yellow, Magenta, Cyan
Image Data Transferred	8 x 10: 2472 x 3056 dots 8 x 10.2: 2472 x 3116 dots 8 x 12: 2472 x 3660 dots 4 x 8: 2472 x 1220 dots 5 x 7: 2136 x 1558 dots 6 x 8: 2472 x 1830 dots
Spool Memory	Additional 8 x 12 frame to be transferred while printing
Print Finishes	Glossy, ProMatte, Luster
Look Up Tables (LUT)	Photo, Portrait, sRGB
Driver Software	Windows® XP, Vista®, and Vista 64***
Interface	Hi-Speed USB 2.0
Power Requirements	100 to 240V AC 50/60Hz
Power Consumption	3.4 to 1.4 A max
Operating	41 to 95°F / 5 to 35°C
Operating Humidity	20 to 80% (no condensation allowed)
Supplied Accessories	CD-ROM (Windows print driver software, Operating instructions PDF, ICC profile) (1), USB cable (1), Cleaning ribbon (1), Before using this printer (1), End User License Agreement (1)
Safety Regulation	UL60950-1 listed, CSA C22.2 No. 60950.1, EN60950-1, IEC60950-1
EMC Standard	FCC/IC: ClassA Digital Device, EN55022 ClassA+EN55024, EN61000-3-2+EN61000-3-3
Dimensions (W x H x D)	12.5 x 8.125 x 16.75 inches
Weight	25.3 lbs.

* Based on an average of 10 glossy prints in a row, excluding the first print time.

** Yield based on printing the entire print pack of same size photos.

*** Vista 64 to be released Fall 2009. Download available from www.sony.com/dpf.

Dimensions



click: sony.com/dpf

Print Media

2UPC-R810

2 rolls ink ribbon, 2 rolls paper, Each yields 50 8x10" prints; cleaning sheet.



Connectivity

Connectivity to the UP-CR20L

The UP-DR80 can be connected to the UP-CR20L – Sony's popular SnapLab® desktop photofinishing solution – as an external "slave" printer*. The UP-DR80 can print on media sizes that the UP-CR20L doesn't support, such as 4" x 8" greeting cards and 8" x 10" enlargements.

*For this system configuration, the UP-CR20L requires firmware version 1.60 or greater to be installed. The ability to add text to the 4x8 greeting cards is planned to be available Fall 2009.

The latest firmware can be downloaded from the Snap Lab Support Site at sony.net/snaplab.

When the UP-DR80 is connected to the UP-CR20L, watermark printing, luster finishing, and advanced gray balance adjustment are not available.

SONY

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