

## MSC.d - FIT for digital



Agfa is making its award-winning MSC minilab family FIT for digital and thus for even more profit. Even the look of the latest generation of the four MSC units - which are identical in terms of their high print quality, but differ as regards capacity - stands out from the predecessor models thanks to a new, attractive design. The ".d" added to the name points to the new, supplementary option of also processing digital image data. As a result, the latest MSC models offer an ideal combination of the analogue and digital worlds with an extremely attractive price/performance ratio.

The heart of the new Agfa MSC.d concept is the FIT module provided for digital processing. In the true sense of the word, this "Flexible Imaging Technology" component makes the analogue MSC units fit for the supplementary business of printing digital image data on conventional photographic paper. And it does so at a price that is well below the capital outlay for a purely digital minilab. This gives minilab operators the opportunity to profit from a rapidly expanding market without having to make any major investments.

Another benefit of the FIT module is that it automatically produces index prints in a layout that can be individually varied by the operator. Thus, not only can the format be changed to suit the paper width, but the size of the individual miniatures can also be selected as a function of the number of exposures on the respective film, so that a format-filling layout can be guaranteed at all times. Moreover, the new LCD in the FIT module can also output large index prints in sizes of up to 15 x 25 cm.

The FIT module also greatly enhances the capacity of the new MSC.d minilab family for complete jobs including index print. Productivity has been improved by a good 20 percent in individual instances - e.g. on the MSC 200.d.

The machines of the new MSC minilab generation are already prepared for the world of the Internet. Using the Internet and the AGFAnet Print Service, customers can send their digital images to the minilab round the corner from their home PC and later fetch them from the shop as high-quality prints on photographic paper. This gives the operator an additional opportunity to get "FIT" for the trend towards e-commerce in the print market.

By presenting the new MSC minilab generation, Agfa is not only demonstrating its innovative capacity, but also once more underlining the fact that the money spent by its customers on the company's products is a very safe investment. After all, the predecessor models of the MSC minilab family can be retrofitted with the new FIT module without exception.



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