

# LOOK INSIDE AND SEE YOUR FUTURE UNFOLD

Introducing the **NORITSU dDP-411** digital dry printer.



**GO DIGITAL.**  
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**NORITSU**



INTRODUCING THE NORITSU dDP-411 DIGITAL DRY PRINTER, THE FIRST LOW-COST OUTPUT SYSTEM TO MEET YOUR PERFORMANCE, ENVIRONMENTAL, PROFIT AND QUALITY EXPECTATIONS – ESPECIALLY FOR SMALL AND LIMITED ORDERS.

## Why Dry?

Noritsu's chemical-free, "dry" technology lets you process great-looking digital pictures virtually anywhere.

Noritsu's environmentally-friendly dry printing process eliminates chemical handling, odors and waste disposal — so minimal Hazmat/OSHA training is required. Plus, our low-maintenance dry technology eliminates the need for daily start-up and shut-down procedures, as well as temperature adjustments and the washing of chemical racks. With no pumps, filters or heating elements, it doesn't get any easier or more productive than this.



## Outstanding Image Quality.

Durable PIEZO inkjet delivery system (from Epson) incorporates an innovative 500 ml 7-color\* ink cartridge system to provide outstanding color fidelity, color saturation and image sharpness. Print heads are designed to last up to five years under normal operating conditions.

photo-quality

The dDP-411 digital dry printer features the highest image resolution in its class — equivalent to 360 dpi. Specially-coated micro-porous inkjet paper absorbs ink quickly. Photo-quality semi-gloss prints are water and light resistant. Special water pigment inks offer greater light stability. Colors remain vibrant, and will not fade or deteriorate over time, similar to prints made on silver halide paper.

\* yellow, magenta, cyan, black, light magenta, light cyan, light black

water resistant



*water and light resistant*



# Place It Anywhere.

The compact dDP-411 digital dry printer is less than half the size of standard minilabs and other inkjet systems. It operates on standard electrical current and the small 11 square feet footprint\* minimizes space requirements.

In addition, the dDP-411 can be networked to one or more Noritsu CT-1 terminals to further enhance the efficiency of your print and image processing services. These easy-to-use consumer interfaces give digital camera owners the ability to preview and initiate their digital print order.

\* Minimum space for operation is 68" x 58".

*Compact system includes a separate Operation Manager OM-1 input workstation and the DP-400 inkjet printer; they can be positioned side by side or approximately nine feet apart.*

*11 square feet footprint*



# Highly Productive From Day One.

The dDP-411 digital dry printer features a large 15-inch liquid crystal touchscreen display. The highly intuitive user interface helps minimize staff training. In fact, no photofinishing experience is required. Consider these operational and productivity advantages:

- Output up to 310 (4R: 6" x 4") and 400 (3R: 5" x 3.5") prints per hour, regardless of input type.
- Make enlargements up to 12" x 18".
- Easily replace ink cartridges and paper magazines in a lighted room.
- Minimize paper cut loss between prints.
- Fast and easy installation.
- Minimal operator training — no photofinishing experience required.

In addition, the dDP-411 digital dry printer accepts virtually every digital input media including CD-ROM, CD-R, CD-RW, SmartMedia, CompactFlash, Memory Stick and PC Card, among others.



*Enlargements up to 12" x 18"*



*Features simple paper transport system and loading. Accommodates two rolls of paper up to 6 inches each in the upper paper supply drawer; one roll up to 12 inches in the bottom drawer.*

# Making The Business Case: The Perfect Start To Digital Finishing.

In food, drug and mass merchandise stores the dDP-411 digital dry printer represents the low-cost, low-risk way to offer a wide range of photofinishing services in individual store locations that could not previously support on-site services.

In all channels — including photo specialty stores that maintain optical labs — the dDP-411 provides the means to offer quality output services from digital capture with a minimal capital investment and especially where space is limited.

For professional photographers, the dDP-411 digital dry printer's go-anywhere design is ideal for on-site and event photography, as well as large chain and mall photo studios.

go anywhere



# Building Consumer Awareness And Excitement.

When you purchase the dDP-411 digital dry printer, you will receive a free Noritsu business-building consumer awareness kit valued at \$1,500. This kit includes a collection of point-of-purchase merchandising materials and an in-store promotional radio script.\*



MAKING MEMORIES BY THE MILLIONS

\* Contents of kit subject to change.

# New Markets Of Opportunity.

The dDP-411 digital dry printer allows you to offer a wide selection of new digital services to your customers. And with the addition of one or more Noritsu Consumer Terminals (CT-1), you can offer these services via remote locations. For example, if you own a photo specialty store, you could network a number of Consumer Terminals to the dDP-411. The terminals could be located in a convenience store, office building, university, or wherever you choose to expand your customer base and open new revenue opportunities. The same is true for other businesses looking for new ways to serve the needs of digital camera owners.

## LOCATION

## PURPOSE

CONVENIENCE STORE CHAINS

New source of revenue

HOME ELECTRONICS SUPERSTORES

New source of revenue

HOTEL AND RESORT GIFT SHOPS

New source of revenue, value-added visitor service

SERVICE BUREAUS

New source of revenue

CAMPUS BOOK STORES

New source of revenue, value-added student service

UNIVERSITY PHOTO LABS/SERVICE BUREAUS

Reduce outside costs

OFFICE SUPERSTORES

New source of revenue

CORPORATE HEADQUARTER SITES

Reduce outside costs, value-added employee service

REGIONAL/LOCAL THEME AND AMUSEMENT PARKS

New source of revenue

HIGH SCHOOL PHOTO LABS/SERVICE BUREAUS

Reduce outside costs, value-added student service

ADVERTISING AGENCIES

Reduce outside costs, value-added client service

STATE AND NATIONAL PARKS

New source of revenue, value-added visitor service

# Consult With Your Noritsu Representative Today.

Call **1-800-521-3686** to schedule an appointment  
with a Noritsu sales representative.



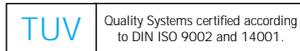
## SPECIFICATIONS:

<b>Input Media</b>	Standard: CD-ROM, CD-R, CD-RW, SmartMedia, CompactFlash, Memory Stick, PC Card, SD, MMC, Zip
	Optional: MO
<b>Output Media</b>	Standard: CD-R, SmartMedia, CompactFlash, Memory Stick, PC Card, SD, MMC, Zip
	Optional: MO
<b>Print Sizes</b>	Paper width: 3.5, 4.0, 5.0, 6.0, 8.0, 11.0, 12.0 inch
	Paper advance length: 3.5 to 18 inch
<b>Paper Supply</b>	Dual magazine system (contains upper and lower magazine compartments): <i>Upper compartment:</i> two rolls of the same size paper can be set (3.5, 4.0, 5.0, 6.0 inch width) <i>Lower compartment:</i> one roll (8.0, 11.0, 12.0 inch width)
<b>Paper Length</b>	328 ft
<b>Operation Panel</b>	15-inch liquid crystal color display monitor (touchscreen)
<b>Printing System</b>	Inkjet system
<b>Print Resolution</b>	1440 x 720 dpi
<b>Ink</b>	7 colors of pigment ink: BK (Black), LB (Light Black), C (Cyan), M (Magenta), LC (Light Cyan), LM (Light Magenta), Y (Yellow) Volume: 500 ml per color
<b>Weight</b>	OM-1: Approx. 110 lb DP-400: Approx. 485 lb
<b>Dimensions</b>	See "Space Required for Installation"
<b>Electric Consumption</b>	167 kWh/month*

\* Calculated according to our criteria. The actual amount of electricity you consume may be different.

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The specifications, information, and the appearance of the machine in this brochure is subject to change without notice.



Our products have been manufactured under an ISO 9002-certified quality assurance system.

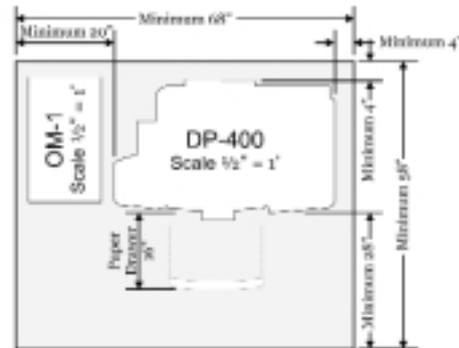
## Estimated Processing Capacity

Printer**	
Print Size (width paper advance length)	Processing Capacity (prints/hr)***
5 in. x 3.5 in.	Approx. 400
6 in. x 4 in.	Approx. 310

\*\* The same processing capacity can be achieved from any type of compatible film/media.

\*\*\* Calculated according to our criteria. The actual capacity you achieve may be different.

## Space Required for Installation (unit: inches)



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