

What's Old is New with Apple Industries, Face Place Photo Booth and Mitsubishi Electric Printers

IRVINE, Calif., April 16, 2013 — In an unusual twist of photographic fate, what was once old fashioned fun is now appealing to the younger generation. Photo booths have become all the rage for teenagers and young adults. They are found in more places than ever before, including restaurants, bars, movie theaters and malls, as well as the old standbys, arcades and amusement parks. They are even showing up at special events and weddings. But it's the novelty of a printed photo that is the real charm.

“All of my photos are digital, in my phone, camera or computer,” said college student Melissa Weisberg, 20-year old daughter of Allen Weisberg, founder of Apple Industries, which manufactures Face Place photo booth systems. “Having an actual printed photo of me and my friends is really fun and different.”

For most Americans, a printed photo is something they've lived with most of their lives. They hang on our walls, sit on our desks, and hold a special place in our wallets. But today's younger generation isn't so familiar with a tangible print. And some don't have the patience required to download and print out a photo.

It's also in a photo booth where people get spontaneously goofy, romantic, or serious, from individuals to couples to groups of friends crammed in together. And now the fun and gratification of an instant photo is making a comeback for a new generation.

“We're seeing a real increase in photo booth sales,” said the elder Weisberg. “Of course people love that moment in time captured in that familiar four-photo format.”

Mitsubishi Electric's dye sublimation printers are an integral part of the photo booth experience, and they create a high quality print that everyone enjoys, in either color or the traditional black and white. They also print in different sizes with a unique roll-type mechanism that insures jam-free reliability, which is required for demanding photo booth applications.

In another new twist that combines hard copy with digital photography, Face Place Photo Booths even link the snapshot experience to a person's social media pages, with an instant upload of the photo strip, directly through the photo booth.

“Who knew that the children of the digital age would be so captivated by a printed photo?” added Weisberg. “I think it's great.”

About Apple Industries:

Apple Industries Inc. is a leading provider of digital imaging solutions for retail environments and has been in the photo, vending, coin-operated machine industries for more than 30 years. It manufactures, markets and sells the award-winning line of Face Place digital photo booths, containing Smile 2.0 software which allows customers to purchase photo strips, 4x6 photos, and to share their photos directly from the photo booths by email, Facebook or Twitter. For additional information, please visit the Apple Industries website at <http://www.faceplacephoto.com> or call 516.619.8000.

About Mitsubishi Electric Visual Solutions America, Inc.

Headquartered in Irvine, Calif., Mitsubishi Electric Visual Solutions America, Inc. is a US subsidiary of Mitsubishi Electric Corporation of Tokyo, Japan. Mitsubishi Electric Visual Solutions America manufactures and markets projectors, data wall display systems, LCD digital signage monitors and players, industrial printers, photo kiosks and digital photo printers.

For more on Mitsubishi Electric Visual Solutions America, visit <http://www.mevsa.com>. Connect with Mitsubishi on Facebook (<http://www.facebook.com/MitsubishiDisplays>) and Twitter (<http://twitter.com/MitsuDisplays>)

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