

## **Mitsubishi Electric Announces New Economical Compact Dye Sublimation CP-K60DW-S Photo Printer**

### ***Offering Great Value for Event Photographers and Photo-Booth Integrators***

**IRVINE, Calif., October 22, 2013** —Mitsubishi Electric Visual Solutions America, Inc. today announced its new, economical dye sublimation printer, the CP-K60DW-S. Boasting an entry-level price, the CP-K60DW-S printer is compact and easy to carry, designed for event photographers on the go and photo booth integrators who need quick, beautiful, on demand photo prints. The printer will be shown for the first time in Booth #1211 at PhotoPlus, the largest photography and imaging show in North America, October 24-26, 2013, Javits Convention Center in New York City.

The Mitsubishi Electric CP-K60DW-S features a ribbon rewind function that is unparalleled in the industry, maximizing the number of prints per roll when switching between print sizes and/or print counts. This unique rewind function allows the CP-K60DW-S to print on an unused portion of the media, which helps users save money.

“Unlike other printers in its price category, this new CP-K60DW-S rewind feature lets photographers use every inch of the ink ribbon media and still produce the best quality print for its price,” said Ed Najera, product manager, Mitsubishi Electric Visual Solutions America, Inc. “It can add up to real savings.”

Like its higher end counterpart in the Mitsubishi Electric line of dye-sub printers, the CP-K60DW-S creates brilliant, richly-colored 2x6-, 3.5x5-, 4x6-, 5x7-, 6x6- and 6x8-inch prints, in either glossy or matte finishes. Users can also choose to print either in fine-mode or higher density, ultra-fine mode for deeper contrast and higher definition.

Mitsubishi Electric’s CP-K60DW-S has a lightweight, compact form factor that makes it easy for photographers who need high quality, on demand printing at events like weddings or holiday parties. Its front-loading design makes changing paper and replacing ink media simple and straightforward. It also makes the CP-K60DW-S ideal for integration into a photo booth.

Mitsubishi Electric’s dust-free, enclosed construction means that, unlike other printers, paper is ejected only when the photo print is complete, and prints are delivered clear and artifact free.

Most printers have only two operational modes, but the Mitsubishi Electric CP-K60DW-S has three energy efficient modes: sleep, power saver and printing. Sleep mode uses only a half watt of power, a true miser of energy conservation. The printer also has a fast restart time and is ready to print in only three seconds.

“Professional photographers need clear beautiful prints; photo-booth operators need prints delivered quickly; both need them at an economical price point. We are very excited

about our new CP-K60DW-S printer. It delivers the goods," said James Chan, vice president, marketing, Mitsubishi Electric Visual Solutions America, Inc.

The CP-K60DW-S will be available in November 2013 and comes with Mitsubishi Electric's excellent service and industry-first Express Replacement Assistance (ERA) Program, a comprehensive nationwide service that offers next business-day replacement\* for units that are under warranty. During the initial one-year warranty period, an optional extended warranty plan can also be purchased to get up to five years of warranty coverage total. Terms and conditions apply.

About Mitsubishi Electric Visual Solutions America, Inc.

Headquartered in Cypress, Calif., Mitsubishi Electric Visual Solutions America, Inc. is a US subsidiary of Mitsubishi Electric Corporation of Tokyo, Japan, and is a leading manufacturer of digital photo printers designed for private, professional and industrial use. Mitsubishi Electric pioneered its roll-fed mechanism and dye sublimation technologies. More information is available at [www.MEVSA.com](http://www.MEVSA.com). Customers may also connect on Facebook (<https://www.facebook.com/MitsubishiPhotoImaging>) and Twitter (<http://twitter.com/MitsubishiPhoto>).

In addition to imaging and visual solutions, Mitsubishi Electric US group companies' principal businesses include factory automation equipment, semiconductor devices, automotive electrical components, elevators and escalators, heating and cooling products, solar panels and systems, electric utility products, and large-scale video displays for stadiums and arenas as well as display walls for command and control and digital signage. There are 50 locations throughout North America with approximately 3,600 employees.

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