

Home News

vs

Opinion Reviews

Retail Issues

Pro Counter

Research

Classifieds

Subscribe

٩

Monday November 9, 2015

## Printer shoot-out a winner

#### October 29, 2015

"Who wins when you run a **Digital Printer "Shootout"?**' asks Independent Photo Supplies marketing manager, Bruno Polito. And his answer: 'The customer, of course!'



The Independent Photo Supplies (IPS) Digital Printer Shootout was an outstanding success, as for possibly the first time ever at an Australian trade show, IPS had virtually every dry lab brand set up on one stand, all networked to three Dakis online & eCommerce kiosks, allowing the lab owner to simultaneously output prints to:

- Epson Surelab D-3000 12in
- Epson Surelab D-700 8in/ A-4
- Kodak 6850 6in Dye Sub
- Fuji Xerox Phaser 7800 SRA-3
- Kodak 4600 Duplex 8in Dye Sub
- Noritsu QSS Green Duplex 10in

In fact, the IPS software (developed inhouse by 'Professor' David Slade) can connect to any printer now available in the market (wet or dry)! Our customers were able to bring their own test files and test print on Epson, Noritsu, Kodak and Fuji Xerox 'dry lab' technology all on the one stand, comparing them to their current AqX print output.

The attendance, appreciation and positive feedback exceeded our expectations. Stand-out attendances included the PSPA (Professional



 Rob Voysey (IPS), with Epson's Romano Bacci and Bruce Williams, and Stuart Holmes (IPS).

# PhotoCounter NEEDS YOUR SUPPORT!

PhotoCounter serves the photo industry in Australia and New Zealand with an independent, 'hand-made' news service not available in other parts of the world. PhotoCounter goes out to a limited industry-only subscription list, so potential advertising revenue is also limited. We are seeking a modest financial contribution from readers - a voluntary subscription fee, if you like - to build a new Forum and Classifieds section for readers, and to ensure the website and regular newsletter can continue. As well as supporting a home grown photo trade news service, you will be recognised on the 'PhotoCounter Supporter' page.

(Just leave us an email address if you'd like to be acknowledged on our Supporters page and we'll be in touch for your listing details.)

Friend of PhotoCounter - 55.00

Your Email Address (optional)



School Photographers Association),

who took advantage of the opportunity and attended a special before-show closed session. Camera House members also took the opportunity to re-evaluate their printing needs, with the ability to test print across the different printer options.

The ability to print to any (or all) Epson, Noritsu, Kodak and Fuji Xerox printers was made possible (and all the more easier) through a Dakis Kiosk. Patrice Hugron from Dakis Canada, quickly configured a Touchscreen PC Kiosk running the latest version of the Dakis Kiosk software (V3) to send images to any or all printers across our network, with just the touch of a touch-screen button



Amazing things happen when you work with amazing supply partners: many thanks to our participating partners Epson, Noritsu, Fuji Xerox, Kodak Alaris, and Dakis Online and eCommerce Kiosk Software solutions.

- Bruno Polito IPS



 Noritsu Australia's Steve Collins and Brett Grant, Stuart Holmes (IPS), Ron Kubara (director, Noritsu Worldwide Strategic Sales and Planning), and Rob Voysey (IPS), with one of the 'stars of the show', the Noritsu QSS Green duplex printer.

yvonne on October 30, 2015 at 12:48 pm said:

5 THOUGHTS ON "PRINTER SHOOT-OUT A WINNER"

So the winner was ??????



50 (C. C. Q. WHAT YOU WANT, HOW YOU WANT











Keith Shipton on October 30, 2015 at 1:00 pm said:

I guess it's in the eye of the beholder, Yvonne. Is there anyone out there who attended and has an opinion? I guess the people at IPS aren't going to put one printer from their portfolio forward as superior in every way to the rest.

Reply ↓



### **Stuart Holmes** on November 5, 2015 at 3:43 pm said:

Hi Yvonne & Keith.

Our concept from the outset was to offer our customers something what's been missing in the Photo Industry, and that's called "Choice", by sampling most of the Major Dry Print Output brands & types available on the market today in one place at one time, through one Dakis network!

Lab owners compared their Ag-x sample prints using their own Test Files and had a 'play' with all these print output types and chose the brand that suited their business needs best, not the brand we had to sell! Rather than just trying to sell just One Brand, IPS offered most Brands so, 'The customer was infact the Winner'! based on their own needs...

Reply ↓



### Patrice Hugron on November 6, 2015 at 2:15 am said:

In a completely and utterly biased opinion, I'd have to go with Dakis since the lab owners could order their test prints from the IPS Mobile Dakis Test Site, the IPS Desktop Dakis Test Site and the onsite Dakis kiosks! No matter what lab you wanted, interacting with the Dakis software was the quickest and easiest way to get the output out to all the machines at once!

We're also the winner's since I always have a great time when I get to visit Australia.

Reply ↓



Alex Noone on November 6, 2015 at 11:31 am said:

So in other words, if you couldn't make it to the show to test