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Alan Small (Taree Camera House)
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NZ gives Noritsu D1005 'thumbs up'

May 25, 2010: Independent Photographic Supplies (IPS) and Noritsu Koki Australia jointly demonstrated the new Noritsu D1005 12-inch duplex dry minilab in Auckland, Wellington and Christchurch to over 80 retailers and pro photographers prior to the official release at the Digital Life Expo, June 4 – 6.

Some retailers travelled four hours to attend sessions in Wellington, underscoring interest in the new technology.



'Not since the move from analog to digital in 1999 has there been this degree of excitement for a digital minilab,' said IPS director, Stuart Holmes.

'Even pro photographers who attended the demonstrations were impressed with the print quality of their work.'

'IPS did a comprehensive marketing campaign which the team from First Retail helped organise,' said First Digital director, Chris Wilkinson. This included a Facebook page which was a first for this type of event.'

He said that this innovation connected well with younger people from the industry.

'As for the events, the day/night formula was popular, as many lab owners and staff waited till they had closed before coming along,' said Wilkinson.

'A key factor now pushing retailers to make the decision is obsolescence - which was a recurring theme. Also, some stores are at the point where they are renewing store leases - allowing them to downsize space - so the reduced rent often offsets the capital and higher consumable prices.'

'While retailers fix on the 4x6-inch price differential between dry and wet systems, on average - across all print types - Noritsu has proven that the extra cost is only marginal. When ease of use, space and power requirements are factored in, economics lean in favour of dry.'

He said there were strong sales leads for both replacement machines, as well as operators who are first installing for photo books and cards only, but plan to transition fully to dry at a later date.

The D1005 takes up just .69m2 of floorspace and can print 950 6x4inch prints an hour. It has a maximum print width of 12 inches and produces panoramic prints up to 36 inches long. It accepts cut sheet paper for photo books.

With three sizes of roll paper loaded into the machine and the option to interrupt the print cycle with sheet paper for express orders or photo books, the D1005 represents a viable alternative to AgX technology, with the advantage of duplex functionality and a \$50K price tag.

Features Include:

- High-speed printing (950 6x4 inch prints per hour);
- Compact design;
- Roll and sheet feed paper;
- Duplex printing for photo books (up to 12x12 inches);
- Panoramas (up to 12 x 36 inches);
- Unique dual magazines;
- Easy maintenance;
- Automatic order sorting.

The dark bags, process monitoring, chemical contamination and spillage, and rack washing associated with conventional minilabs are no longer part of the equation. The D1005 draws only a fifth of the power of a conventional lab, and there is no heat, smell or contaminants to contend with.

D1005 at Digital Life Expo

The D1005 will be on both the Noritsu and IPS stands at the Digital Life Expo in Melbourne next week. In addition, Noritsu will be showing the D703 inkjet lab and new acquisition, Lucidiom software and kiosks.



On its stand, IPS will also be showing:

- DNP silver halide photographic paper;
- CPAC photo chemistry for all wet lab processes;
- Online eCommerce software solutions from Dakis (Canada) and Oblo (Italy);
- IPS inkjet media;
- PremierArt canvasses and coatings;
- YouFrame canvas framing and Tensadore canvas stretching.



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