

# EVENT MEDIA

Keep customers smiling and increase your revenue!

**DNP**  
Photo Imaging

## DNP Perforated and Sticker media





# BENEFITS

## Fun

The «Tear and Share» solution is a perfect new way of offering photo souvenirs paired with something more!

## Value added

DNP's unique perforated media, amuse customers and increase your revenue.

Durable and eye-catching, stickers can set you apart from others : create the surprise during events with a unique photo paper!

## Customizable

The layout and design can be customized to attach "call to action" items such as vouchers, coupons, logos, and other promotional materials.

## Easy to use

No special print drivers or firmware necessary. The DNP printers recognize DNP perforated and sticker media as a standard sheet.

## High quality

High quality dye-sublimation media produced and manufactured by DNP, the world leader in the comprehensive printing.

# PERFORATED MEDIA

DNP perforated media allows for the attachment of vouchers, coupons, and promotional materials to grow your profit.

# DNP PERFORATED MEDIA



DS620



6x8 Perforated Media  
(2x3)x8



6x8 Perforated Media  
(3x2)x8



4x6 Perforated Media  
4x4



RX1HS



6x8 Perforated Media  
(2x3)x8



4x6 Perforated Media  
4x3



DS40



4x6 Perforated Media  
4x4

# POSSIBLE USAGE



- **Personal event**

The “Tear and Share” solution is a great way to keep a copy of the same image.

*Tips: Excellent solution for a wedding: the newlyweds can keep a copy of each photo of this special day for their memory book!*



- **Contest**

The perforated media is a perfect aid when having a contest: the coupon can be used as a participation bulletin.

*Ex: «Get a chance to win you dream trip»*



- **Party**

To give full visibility and reach to an event, the coupon is a good way to communicate on the social sharing of the event.

*Ex: Hashtag of the party, name of the Facebook page, access to the platform to get the digital photo via a QRcode...*



- **Retail activation**

Ideal tool to promote products or special discounts, the perforated media can be used as support for rebates.

*Ex: «Get 10% off by scanning the barcode» or «by presenting this coupon»*



- **Ticketing**

Used as a ticket, the coupon is perfect for promoting a special event and attracting more people.

*Ex: «Get a free entry using this ticket!»*

# PRINTING INSTRUCTIONS

## DNP Perforated Instant Printer Media Printing Instructions

To fully optimize this exciting paper-type, it is necessary to use third-party software to create templates and messaging and then utilize either DNP's Hot Folder Print Software (available for free download for PC at [www.dnpphoto.eu/support/downloads](http://www.dnpphoto.eu/support/downloads)) or other popular event photo software programs for print output.

### **Software**

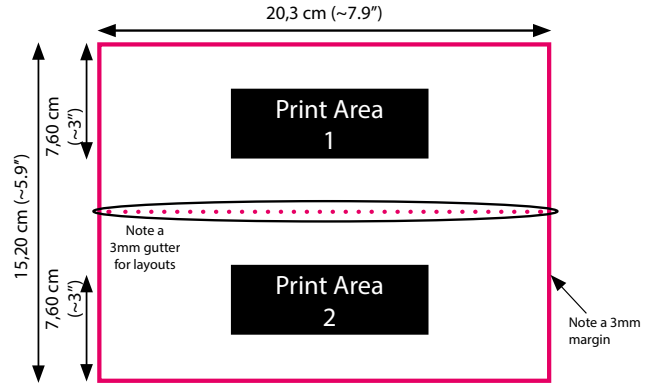
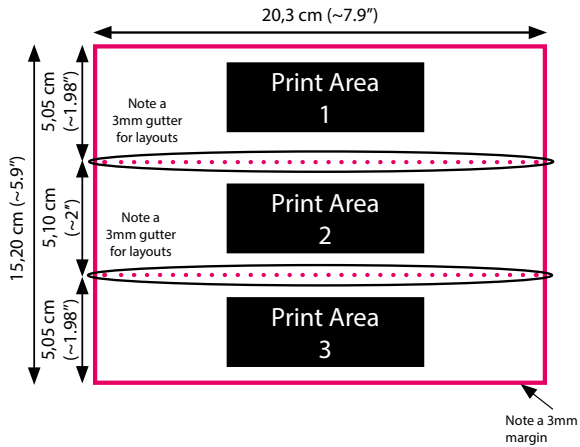
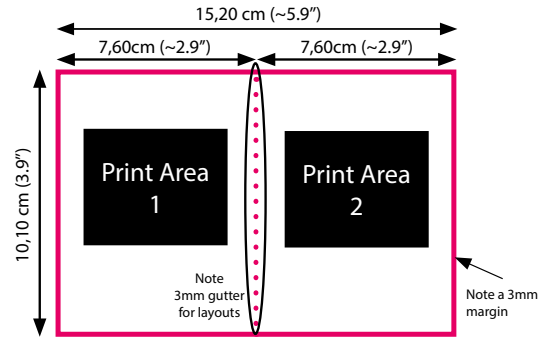
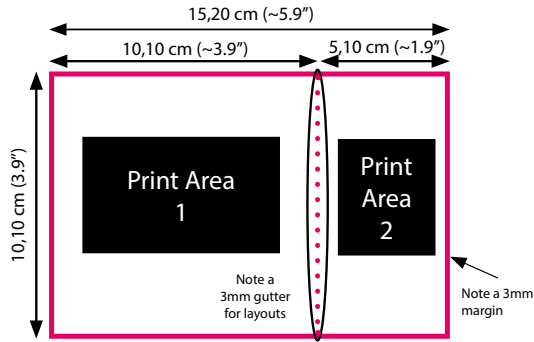
Any image editing program that supports layers like Photoshop Elements, Photo Shop CS, Corel Paintshop Pro, etc., can be used to create print samples.

### **Print Area definition**

The printable area of the perforated media is the same as the traditional DNP photo paper but special attention should be noted to maximize the perforation that appears on the paper. Ideally a 3mm (1/8") gutter should be created to allow flexibility with design layouts. Please, also note a 3mm margin, as this section may be clipped, it should not contain text or important graphics.



# Print Area definition



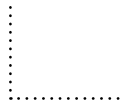
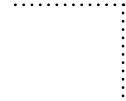
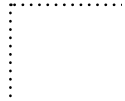


Printers **DS40** and **DS620** Media **4x6 Perforated Media 4x4**





Printer **RX1HS** Media **4x6** Perforated Media **4x3**





Printers **RX1HS** and **DS620** Media **6x8 Perforated Media 2x8x3**





Printers **RX1HS** and **DS620** Media **6x8 Perforated Media 3x8x2**

# STICKER MEDIA

No longer a lab-only product, you can now offer people and professional stickers on the spot in a fast and easy way!

# DNP STICKER MEDIA

DS40



4x6 Sticker Media

DS620



6x8 Sticker Media

# POSSIBLE USAGE



## Professional events

Mix photos, marketing messages and branding with stickers for special events, whether through a photobooth or a stand-alone printer.

*Tips: For sports events, create stickers on site to customize any kind of supports: ski helmets, skate boards, racing bibs...*



## Promotional tool

Use stickers as business labels: a photo, a name and some useful information.

*Tips: Promote a company logo, slogan and seasonal events with stickers!*



## Business cards

Stickers can make creative and unique business cards.

*Tips: During trade shows, companies can stick a business card on all their samples, to ensure no prospect or customer lose their contact detail!*



### **Value added products**

Stickers can be used to create new value added products easily.

*Tips: Create customized magnets with stickers on a magnet sheet.*



### **Customization**

Stickers can be used on any surface: they allow customization of any product.



### **Photo album**

Solve the issue of how to glue the photos to the albums or memory books, just stick them in!

*Ex: At a wedding, 2x6 photo booth strips stickers allow the bride and groom to keep one strip to stick on their photo album.*

# PRINTING INSTRUCTIONS

## **DNP Instant Printer Sticker Media Printing Instructions**

To fully optimize this exciting paper-type, it is necessary to use third-party software to create templates and messaging and then utilize either DNP's Hot Folder Software (available for free download for PC at [www.dnpphoto.eu/support/downloads](http://www.dnpphoto.eu/support/downloads)) or other popular event photo software programs for print output.

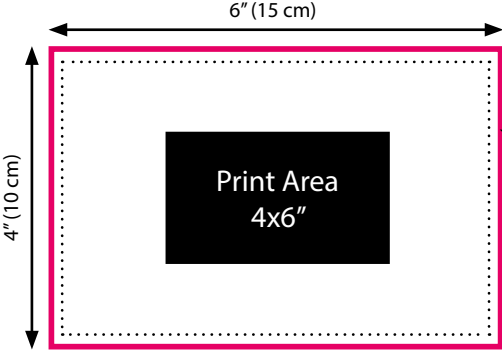
### **Software**

Any image editing program that supports layers like Photoshop Elements, Photo Shop CS, Corel Paintshop Pro, etc., can be used to create print samples.

### **Print Area definition**

The printable area of the sticker media is the same as the traditional DNP photo paper. You only need to take into account the possibility that edges can be cut by the printer, please avoid any important information in this area.

# Print Area definition

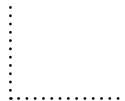
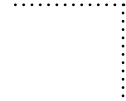
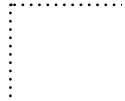


Note a 3mm margin - As this section may be clipped, it should not contain text or important graphics.





Printers **DS40** and **DS620** Media **4x6 Sticker Media**





Find more information  
[www.dnpphoto.eu](http://www.dnpphoto.eu)

# **DNP**

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