

New Fujifilm ASK-2000 Thermal Photo Printer Offers Faster Printing, Simplified Maintenance

PHOTOKINA 2006, COLOGNE, GERMANY, September 26, 2006 — Fuji Photo Film Co., Ltd. is proud to introduce the new high-speed ASK-2000, an upgraded version of the popular ASK-1500 Thermal Photo Printer that offers enhanced output speed and simplified maintenance.

The ASK-1500 Thermal Photo Printer has become a key item in a variety of printing systems, earning a reputation as an affordable way to provide high-quality, high-speed commercial photo printing services with minimal space requirements. The new ASK-2000 model was developed in response to users' requests for additional processing capacity and simplified maintenance.

The new ASK-2000 Thermal Photo Printer incorporates a new highly sensitive paper, ink ribbon, and a redesigned print mechanism to achieve a 1.5-times increase in print speed (compared to the current ASK-1500). Installed in a single-unit network configuration, the new ASK-2000 can output a single print (3.5 x 5/4R size) in 8 seconds; in a two-unit network configuration, printing time is reduced to just 4 seconds per print (3.5 x 5/4R size)^{*1}.

The new full-frontal mechanism allows all operation and maintenance, from switching on the power to loading paper and changing ink ribbons, to be performed with the printer in place, a design that effectively saves space and simplifies maintenance tasks. The new paper/ink ribbon now produces 600 prints from a single roll, an increase from 500, which means less frequent replacement of consumables^{*2}.

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A colorful, abstract graphic element consisting of overlapping curved shapes in shades of yellow, orange, red, and blue, resembling a stylized wave or a film strip.

Combined with print order terminals or order-taking software, the new ASK-2000 makes it possible to create a Thermal Photo Print System for digital camera print services with minimal investment. The new DPC4 print order terminal, with its large, bright touch-sensitive panel and built-in receipt printer, accepts a wide range of digital camera and camera-phone media, and also offers high-speed wireless data transfer. The DPC4 can be networked with a PC for self-service digital camera print ordering, increasing the efficiency of in-store operations and eliminating mistaken orders and misplaced media^{*3}.

Installation of order-taking application software on the PC lets customers select from an extensive menu of print types and produce their own photo CDs. Incorporating Fujifilm's proprietary Image IntelligenceTM^{*4} image processing technology, Fujifilm's ET Software ensures high-quality prints, increases customer convenience, and makes it possible to offer added-value printing options.

Functioning as a key component in this and other print systems, the new ASK-2000 Thermal Photo Printer will play a significant role in the growth of retail photo services. Fujifilm will continue to offer innovative solutions to enhance the quality of photo communications.

*1. Does not include image processing and data transfer time. Increasing the number of printers in the network shortens print time, but the first print will always require at least 8 seconds for output.

*2. For 3.5 x 5/4R size prints

*3. DPC4 and ET Software can also output to Digital Minilab Frontier; the ASK-2000 and Frontier can be configured into a single network for enhanced output capacity.

*4. Image IntelligenceTM is Fujifilm's proprietary digital image processing software technology that automatically analyzes.

ASK-1500/ASK-2000 Spec Sheet

Model	ASK-1500	ASK-2000
Print method	Dye-Sub	Dye-Sub
Print speed	11.7s/4R	8s/4R
Resolution	300 x 300dpi	300 x 600dpi
I/F	USB1.1/2.0	USB2.0
Number of sheets/roll	500 x 2(3.5 x 5/4 x 6), 250 x 2(5 x 7), 225 x 2(6 x 8/6 x 9)	*600 x 2(3.5 x 5/4 x 6), 308x2(5 x 7), 273x2(6 x 8/6 x 9)
Roll or cut	Roll	Roll
Roll paper width	5in, 6in	5in, 6in
Size (WDH)	300 x 340 x 342mm	300 x 411.2 x 352.5mm
Weight	24kg	25kg

*Not compatible with the current paper (ASK-1500 paper)