

SONY®

digital photo printer



UP-DR150



THE NEW WAY OF BUSINESS™

**The Sony UP-DR150
digital photo printer
will boost your
business with high
productivity and
superb quality**





High-speed printing

The improved print engine enables the UP-DR150 to operate at high speeds, regardless of print size. The approximate print speeds for different sized images are as follows:

4 x 6" = 7 seconds

5 x 7" = 13 seconds

6 x 8" = 15 seconds

In addition, the throughput is also improved.

The UP-DR150 produces 440 4x6" prints per hour.

Sony is proud to introduce its new, professional digital photo printer, the UP-DR150. With a powerful combination of outstanding speed and superb quality, the UP-DR150 has advanced to a new level of digital photofinishing. The UP-DR150 achieves a high speed of approximately 7 seconds for a 4 x 6" print. That's 440 gorgeous prints per hour!

Superb print quality

Incorporating Sony dye sublimation technology, the UP-DR150 produces crisp and vibrant prints with natural continuous tones. In addition, it offers three types of surface finishes – glossy, texture and matte; and it prints onto four different sizes of paper: 3x5", 4x6", 5x7" and 6x8".

High volume printing

Offering large paper capacities and roll printing technology the UP-DR150 is a workhorse. For example, the printer can hold a roll of paper for 550 4x6" prints or 335 5x7" prints.

USB interface

The UP-DR150 is equipped with a Hi-Speed USB (USB 2.0) interface which allows for fast data transfer.

Front operation

Front loading allows easy replacement of paper and ribbon and enables the UP-DR150 to be installed in even the tightest spaces. The redesigned paper loading mechanism offers indicators to show when the paper is loaded correctly.

PC and Macintosh® compatibility

To enhance its flexibility, the printer is supplied with PC driver software – compatible with Microsoft Windows® 2000 and XP Professional. A Macintosh driver is also available to download from <http://www.sony.net/Products/DP-driver/>.

Real-time monitoring

The UP-DR150 also offers real-time monitoring of the remaining number of prints, the total number of prints, the printer status and any error status.

Gray balance adjustment capability

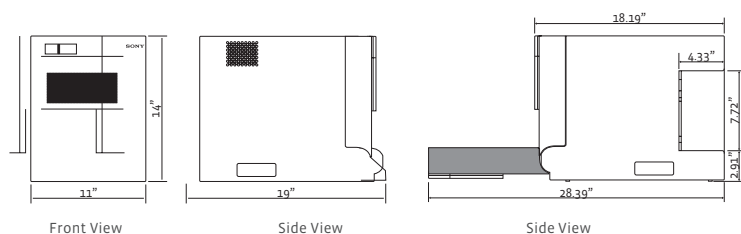
Using the printed gray balance chart, the neutral gray color can be specified easily. The UP-DR150 distinguishes between delicate gray colors and reproduces the required color.



Specifications

UP-DR150

Printing Method	Dye sublimation thermal transfer
Resolution	334 dpi
Gradation	256 level (8 bits) each for Yellow, Cyan, Magenta
Image Pixels Transferred	2UPC-R153H: 1210 x 1728 dots
	2UPC-R154H: 1382 x 2048 dots
	2UPC-R155H: 1728 x 2380 dots
	2UPC-R156H: 2048 x 2724 dots
Paper Size	2UPC-R153H: 3.5 x 5"
	2UPC-R154H: 4 x 6"
	2UPC-R155H: 5 x 7"
	2UPC-R156H: 6 x 8"
Printing Time*	2UPC-R153H: approx. 7 seconds
	2UPC-R154H: approx. 7 seconds
	2UPC-R155H: approx. 13 seconds
	2UPC-R156H: approx. 15 seconds
Spool memory	For additional one picture
Interface	Hi-Speed USB (USB 2.0)
Power Requirements	AC 100 to 240 V, 50/60 Hz
Power Consumption	5 to 2.5 A max
Operating Temperature	5°C to 35°C (41°F to 95°F)
Operating Humidity	20% to 80%
Weight	44lb 20z
Safety Standards	UL60950-1 listed, CSA C22.2 No. 60950-1 (cUL) (UC), EN60950-1 (CE)
Supplied Accessories	Paper Tray (1), Paper Holders (2), Power Cord (1), Ferrite Core (1), CD-ROM (Including driver software, on-line manual) (1), Operation Manual (1), Software License Agreement (1), Warranty Card (1), Service and Customer Support Info (2)
Dimensions	11 ¹ / ₈ " (W) x 14 ¹ / ₈ " (H) x 18 ¹ / ₄ " (D) (including the maximum projecting parts)



Optional Accessories

Self-Laminating Color Printing Packs

2UPC-R153H

3.5 x 5", 1,220 Total Prints
2 Rolls Print Paper (610 prints each)
2 Rolls Ink Ribbon

2UPC-R154H

4 x 6", 1,100 Total Prints
2 Rolls Print Paper (550 prints each)
2 Rolls Ink Ribbon

2UPC-R155H

5 x 7", 670 Total Prints
2 Rolls Print Paper (335 prints each)
2 Rolls Ink Ribbon

2UPC-R156H

6 x 8", 590 Total Prints
2 Rolls Print Paper (295 prints each)
2 Rolls Ink Ribbon



Print Stacker

UPA-DR150PS

Optional print stacker holds all sizes of prints up to approximately 200 sheets.

Dimensions: 7³/₈" (W) x 15¹/₈" (H) x 9" (D)



*Does not include data transfer time.

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