

DISCOVERING NORITSU DRY LABS

THE PHOTOGRAPHY SHOW PROVIDED A SOLID PLATFORM FOR NORITSU SERVICES TO SHINE, WITH PHOTOPORT LEADING THE WAY FOR CONSUMER INSPIRATION

Photobooks are often presented as a great un-tapped source of potential revenue for photo retailers and minilabs. Debuting the new Noritsu Green duplex machine at the show, A4 photobooks were produced on the stand on a regular basis in order to show its versatility and capability. In producing a Quick Service System Photobook, Noritsu aims to dispel the myth that photobooks are difficult to create: "Everybody likes photobooks but they don't know how to get them and perhaps perceive the process involved as difficult. Whereas, if a photo retailer has a bank of kiosks that people can go on to and make themselves a book and hit the button and 10 or 15 minutes after they can walk out the shop, we believe there's a market there!"

Adding new solutions like its Green QSS (Quick Service Systems) series drylab line up, Noritsu introduced a new multi platform HPT kiosk solution which helped tell the story of the journey 'from image to print' for those in attendance. The Windows and iOS compatible HPT kiosk will officially launch in Japan in June, but PhotoXport will start rolling it out before then.

"Noritsu has probably the most accessible, workable connectable system on the planet – and now we've got a great kiosk as well to bundle with the system to make the installation easier," PhotoXport MD Derek Fieldhouse told us. "It's beautiful too; state of the art."

Noritsu's Director of WorldWide Strategic Sales & Planning, Ron Kubara, interviewed Noritsu President Michio Fujimoto about recent developments -

including the fact that Noritsu Koki Company transferred their



PhotoXport showed just how easy it is to produce a QUICK Service System Photobook at The Show

shares for Noritsu Koki Works to a private company last month. He said: "Noritsu has witnessed a name change to Noritsu Precision Company – this independence provides more opportunity to focus on future imaging products."

PhotoXport's Derek Fieldhouse explains: "Fujimoto-san's vision of where Noritsu are going is very clear and concise. We have now got a re-invigorated Noritsu - they're on fire and are going for it. They'll have twice the floor space at photokina, for example. This is Noritsu back on form! What we wanted people to grasp at The Photography Show was that Noritsu hasn't just popped up; they've been at it for quite a number of years. We wanted to show the timeline of innovation on our stand as the backdrop, from 1979 to present day, with three or four key milestones leading up to the 'perfection' of the Green II dry lab." Noritsu's Green labs, are utilised by many big name multi site operators in the photo retailing market in the UK. Derek

added: "The equipment's been around a long time; it was always leading edge and is leading edge again."

Noritsu's President Michio Fujimoto commented: "That is the focus of every Noritsu representative worldwide: to listen to our Noritsu customers, as well as our competitors' customers; to understand their current market challenges. We watch consumer behavior worldwide and when we see a pattern forming we target this developing need."

"We ensure our hardware and software is leading edge technology balanced with simplicity, to ensure tomorrow's market requirements are met."

If you missed PhotoXport at the Photography show, but would like to know more, the man to call is Derek Fieldhouse on 0116 2675907.

www.photoXport.com