

# HP Photo Center Instant Print Solution



The HP Photo Center Instant Print solution is a scalable, front-of-counter in-store photo solution that enables retailers to increase revenues by offering new, innovative in-store creative photo products without adding dedicated photo department labor.



The HP Print solution produces vibrant, lab-quality 4×6 and 5×7-inch prints using the fast and versatile HP Photosmart PM2000e Microlab Printer. It allows consumers to place their orders and return later to claim their items using a secure order storage and release feature—saving them time while they shop in the HP Print solution store.

Consumers can also order 8×10-inch prints and creative products such as collage prints, cards, year-on-a-page calendars, CD or DVD archives, and professional-looking single-sided photo books that can be assembled in just seconds by a retail associate in a nearby department.

The HP Photo Center Instant Print Solution brings to the retail environment, new high-margin prints and photo products, driving both increased traffic and profits while decreasing labor costs.



\*Based on 200+ years display permanence rating by Wilhelm Imaging, Research, Inc. using six-ink HP Vivera pigment inks on supplied HP photo paper. "Best overall image permanence of any consumer 4x6 prints in the entire 130-year history of color photography"—Henry Wilhelm, Wilhelm Imaging Research, Inc.

# Benefits

- Install up to six input stations without adding dedicated labor
- Features an intuitive touchscreen interface that guides consumers through each step of the create and order process
- Non-intrusive up-sell screens encourage additional purchases
- 4x6 and 5x7-inch products print immediately and are delivered into one or more of the HP PM2000e secure order storage bins
- A secure order and retrieval process allows your customers to shop while their order is being printed, then come back to claim their completed order when convenient
- Once printed, consumers scan a claim ticket for vending-machine style delivery
- Includes high-capacity cut-sheet media trays that can be topped off at the convenience of store associates
- Includes HP's Retail Management System (RMS) to monitor the health of each Photo Center component; remotely upgrade firmware and software; configure products, pricing and settings; and get online reporting of sales, order and usage data
- Retailers can offer licensed content for use in more than 18 in-store creative photo products, choosing from over 200 themes and content from their favorite brands, such as Dr. Seuss, Marvel Comics, Norman Rockwell, Nickelodeon and more



# Solution at a glance

IS 1700 Input Station ONLY

Maximum 6 Input Stations

Attach points for graphics

Primary Input Stations (runs Order Manager and Order Creator software)

Always located on the main 46.75" base unit with the 8"x10" printer and CD/DVD burner



Expansion Pedestal with scanner and drawer

Power and cable management built into the fixtures

Networking devices are housed in the main base unit fixture

Keyed locking hardware on all devices (8"x10" printer and CD/DVD burner)

Shown with optional magnetic graphic.

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## Supported Formats

### Still-image formats

- BMP, GIF, JPEG (standard and progressive format), JPEG (EXIF 2.1 and 2.2), PNG, TIFF (only the first page of multi-page TIFFs)
- Supports digital images with embedded «Exif Still+Audio» audio; the annotations stay with the image when burned to an archive CD or DVD; on these archive CD and DVD discs, the audio files can be played back as part of the «PC Playback»

### Maximum image size

60 megapixels

### Maximum number of images

1,000 images per project, though the software will let the user choose from any number of images on user's memory card or disk

### Video formats

- MPEG (MPEG -1 video), AVI (Audio Video Interleaved) with Motion, JPEG, MPG1 embedded within the AVI
- Video files can be archived on CD and DVD archives; Photo Center can create 15 still images from a video file using 15 evenly spaced frames within the file (first frame, last frame, 13 intermediate frames)

## 17" Input Stations

<b>Dimensions</b>	21.5 (h) x 13.5 (w) x 12-inches (d) (55 x 34 x 31 cm)
<b>Weight</b>	40 lbs. (18.1 kg)
<b>Power requirements</b>	110-240V auto ranging, 7.3A
<b>Standard components</b>	17-inch touchscreen PC, CD/DVD reader, digital media drive, receipt printer
<b>Digital input</b>	SD (includes SDHC), miniSD, microSD, CF/MD, xD, MMC (includes v4.x), RS-MMC, MS/PRO/DUO, USB2
<b>Connectivity</b>	Bluetooth wireless connectivity using USB dongle Optional floorstand available Additional order stations optional; up to five additional consumer order stations can be added to one base configuration for a total of 6 order stations completing the scalable solution

## HP Photosmart PM2000e Microlab Printer

<b>Dimensions</b>	33 x 30 x 32 inches
<b>Weight</b>	480 lbs.
<b>Power requirements</b>	120 volt power / 15 amp
<b>Standard components</b>	8-inch touchscreen color display, three configurable high-capacity trays (two 4x6-inch trays and one 5x7-inch tray holding 1,100 prints each)
<b>Configurable print sizes</b>	4x6 inches and 5x7 inches
<b>Order sorting</b>	18-bin capacity/80 prints per bin; secure vending door
<b>Operating systems (standard)</b>	Microsoft® Windows® XP Professional
<b>Dimensions</b>	26.5 x 16.9 x 9.5 in (67.31 x 42.9 x 24.13 cm)
<b>Power requirements</b>	100 - 240V (±10 percent), 50/60 Hz (±5 Hz), 1 A

## 8" Enlargement Printer (8x10 or 8x12 with different media kits)

280 8"x10" prints per roll of media  
Enlargement printer is mounted in the main base unit with pull out glides for easy media reloading and secured in a locked housing

## CD/DVD

CD/DVD dispenser and writer is a standard feature with every system and it is securely mounted on the main base unit also with locking housing  
Securely stores 35 CDs or DVDs onboard for easy unattended operation

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