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## SPECIALTY IMAGING INTERNATIONAL RELIES ON MITSUBISHI DIGITAL PHOTO PRINTERS TO BOOST BRAND AWARENESS FOR FORTUNE 500 CLIENTS

*Recent projects include on-site photography for the PGA Tour Championship and special events at the new Georgia Aquarium*

IRVINE, CA, December 5, 2005 — Demonstrating the ability of high-performance digital technologies to expand the function of corporate event photography in the digital age, Specialty Imaging International has integrated event photography with corporate marketing strategy to establish an innovative, highly effective marketing channel for over 30 Fortune 500 companies. Category-leading Mitsubishi digital photo printers play a major role in the outstanding success of Specialty Imaging International in the corporate event photography market.

"Large corporations are always searching for ways to make direct personal connections with their customers in order to build brand loyalty," said Marc Grauer, Principal, Specialty Imaging International. "Logo-emblazoned T-shirts or pens don't have that personal value. Our approach is more interactive and personal. We work with our clients to maximize their investment by enhancing the guest experience and concurrently leveraging brand awareness."

At each corporate event, Specialty Imaging International sets up photo stations with digital cameras, a custom-designed laptop computer and two Mitsubishi digital photo printers. Photo opportunities are set up, often by means of green screens, and then digitally superimposed on a background custom-designed to showcase the corporate client. Digital imaging allows for a myriad of options to further enhance the photographs, such as the addition of company logos, graphics and text.

Images are printed on the Mitsubishi digital photo printer, which features ultra-fast speed, large capacity paper roll and an unparalleled level of consistency and reliability to provide outstanding prints on site at minimal operating cost. Each printer enables Specialty Imaging International to produce 5 x 7" digital prints every 28 seconds. The archival quality of prints generated by Mitsubishi digital photo printers ensures that the print will last for decades.

"Corporate executives and event planners don't have the time to sit down to mail out photos to each of their clients as a 'thank you' for attending their events," said Grauer. "Thanks to the speed and reliability of digital imaging technology, we deliver far more than a typical photographer could deliver. We provide corporate clients with that 'thank you' on the spot."

"When doing events for 5,000 people, speed is of the essence," said Grauer. "The Mitsubishi digital photo printers allow us to print quality images almost as soon as they are taken. That's a real thrill for the majority of our clients, because it ensures that very few images go to waste. We rarely have a single photo left at the end of the evening."

"We depend on Mitsubishi Digital photo printers at every event we do," says Grauer. "Their printers are extremely durable, transportable and trouble-free – and have proven to be a true workhorse printers. We had special cases made for the printers, and we turn the printers over to airlines for 5-hour flights on a regular basis in the knowledge that we were taking our chances, but no Mitsubishi printer has ever been broken because of being bounced around."

In the unlikely event that something were to happen to a Mitsubishi digital photo printer, Mitsubishi offers Express Replacement Assistance (ERA), a next business day replacement unit program. The ERA program provides customers with a team of knowledgeable technical support professionals who can resolve issues over the phone. Mitsubishi Digital Electronics

America offers an industry-leading 24-hour replacement unit program so that customers such as Grauer can receive a working replacement overnight with minimal interruption to business.

"Ultimately, our clients depend on us to provide their customers with quality digital prints at the end of an event," said Grauer. "If the print was second-rate, the guest would think of our client as second-rate. But Mitsubishi digital photo printers provide top-notch, archival quality prints, which take up valuable real-estate space in the customer's office. Every time they look at that photo, they are reminded of the brand in a very positive way. Our mission is to make our corporate client look good, which in turn makes Specialty Imaging International look good. Thanks to Mitsubishi Digital photo printers, our mission is very often accomplished."

Most Mitsubishi digital photo printers are both Macintosh and Windows compatible and provide high-tech, valuable solutions to digital photographers in the consumer, professional, business and graphic arts markets. From its economical CP-3020DU, a high-speed, high-resolution printer that provides full 8x10 and 8x12 color prints to the new high-end CP-9550DW, an ultra-fast, large volume digital printer with superb image quality and reliability, Mitsubishi offers a comprehensive line of digital printers to fit any photographer's business.

**About Mitsubishi Digital Electronics America, Inc.:**

Headquartered in Irvine, CA, Mitsubishi Digital Electronics America, Inc., is a subsidiary of Mitsubishi Electric Corporation (MELCO) of Tokyo, Japan, a worldwide leader in premium quality imaging and presentation products that lead the industry in technology innovation, performance and reliability.

Mitsubishi Imaging Products is unequalled in its commitment to the marketplace with over two decades of manufacturing experience and technology leadership. Every Mitsubishi printer and time-lapse recorder is backed by a network of dedicated professionals and an outstanding service and support program. Mitsubishi's printers and time-lapse recorder products are made available to customers through a network of authorized dealers and distributors throughout the United States and South America.

