

## **Tools in a time of change**

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In a time when innovation and change power the print photography industry, Mitsubishi believes that having adaptable and functional printing capabilities is very important in order to take on the demands of the industry.

### **A fast-paced world**

The world of print photography moves very quickly. The demands of consumers continually change and grow. Industry innovations and new technology are starting to appear every day. It is becoming more and more important to have printers that not only work well but also work quickly and efficiently in order to adapt to this changing world. It is for this reason that Mitsubishi recently came out with a printer that responds to these very needs. The Sparrow (CP-D70DW) and its double form, the Sparrow-twin (CP-D707DW), were created for the purpose of making it easy for professionals to stay on top of their industry with rapid-use capabilities, desktop size and a variety of other features.

### **“I need a printer that is small enough to be within easy reaching distance.”**

The Sparrow and the Sparrow-twin were specifically made in a reduced size. The Sparrow is only 275 mm wide by 170 mm high. This can be compared to the CP9800 series, which is 329 mm wide by 384 mm high, and the CP9550 series, which is 300 mm wide by 325 mm high. This size was expressly chosen so the printer can fit comfortably on a desktop, which makes for easy access and efficient use.

### **“I need a printer that produces photos of high quality and produces them quickly.”**

Mitsubishi worked to achieve the optimum balance between picture quality and print speed. The Sparrow and the Sparrow-twin were designed to be able to print mate photos, without shine. The printers can print high-resolution 4x6 pictures such as these within eight seconds per print and high-resolution 6x8 pictures within 16 seconds per print. This can be compared to the CP9800

series, which features nine seconds for 4x6 pictures and 18 seconds for 6x8, and to the CP9550, which prints 4x6 pictures in 14 seconds and 6x8 pictures in 27 seconds.

**“I want a printer that will cut down on my energy costs, not increase them.”**

As important as it is to be quick and efficient with printing, in this day and age professionals are also concerned with energy costs. For this reason, the Sparrow and Sparrow-twin have a power saving eco-stand-by mode. The Sparrow and Sparrow-twin use less than 1.00 watts during sleep mode, which was the target amount chosen by designers. This sleep mode during stand-by contributes to saving energy costs.

**“I’m looking for a printer that is functional and easy to use.”**

In order to aid professionals in making their printing experience as easy as possible Mitsubishi made sure to include certain features on the Sparrow and Sparrow-twin. The printers were made with front access for easy maintenance and simple and quick loading of print media. The printers also have a separate ventilation flow to prevent dust from flowing into the printer, which also results in easier maintenance since the interior stays cleaner for much longer.

**“What tools can I use to keep up with my industry?”**

It can be a lot of work to keep up with the ever changing and growing print industry. However, with certain tools professionals can make sure to stay on top. It is for this reason that Mitsubishi is soon releasing Sparrow and Sparrow-twin. The Sparrow and Sparrow-twin will be presented at the annual photography and imaging fair in Germany, *Photokina*, in Mitsubishi’s exhibit. *Photokina* will take place from September 21 till September 26 this year.