



SONY DESIGN CENTRE EUROPE

PROJECT: Sony Design Centre Europe
CLIENT: Sony
DATE: 20 August 2008
DURATION:



PROJECT DETAILS

Sony has unveiled the latest in retail photo kiosk design at the recent Photokina international trade fair.

Sony Design Centre Europe created the UPA-PC700 kiosk for Sony Professional Solutions Europe. Market research highlighted demand for a standalone photo printing option, as a revenue-generating offering for easy in-store use. Sony approached leading UK model and rapid prototyping company, Ogle Models, to produce a prototype for customer acceptance trials prior to manufacture of the final product. The result is a machine which shoppers can use to upload and print their own photos, with an additional option for retailers to operate it as either a stand-alone unit or a countertop kiosk serving multiple printers, if preferred.

Mark Buelow, Marketing Manager Digital Photography for Sony Europe, said: 'The UPA-PC700 is the direct result of extensive conversations with our customers. The newest kiosk offers a complete photofinishing solution for retailers looking to capitalise on the instant print service market for high volume printing.'

Gary Andrews, Product Manager for Sony Europe said of Ogle: 'Sony Design Centre Europe have used Ogle for several consumer projects in the past. However, this B2B project differed in many aspects that presented different challenges. Ogle were able to deliver a model so realistic that during acceptance trials customers actually tried to insert memory cards and operate it! The quality and service offered by Ogle was excellent.'

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