

# The Exploration of Dry-Micro/Minilabs

Kurt H Freund IMAGING POWER Picture + Print

## Abstract

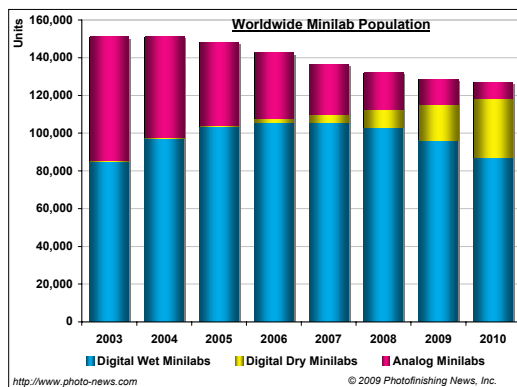
The most important fact from ANALOG to DIGITAL is not the technical change; It is the change of consumer habits and there new demands!

It is not true that we have today less outputs of pictures, we have today much more possibilities to print out at many new and different locations. While in the past picture outputs were printed most on silver halide, there are today hardly borders on which media we can produce pictures.

This development has lead to a decrease of turnover in wholesale labs and of course has touched also very strong Minilabs!

## Digital Minilabs

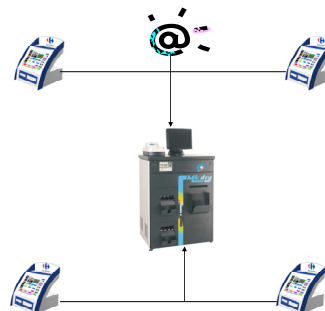
Many Digital Minilabs were driven by a big part of films which was helping very much run the equipment profitable. A lot of owners went in to heavy troubles and had to close down there operation.



With a Dry-Micro/Minilab we have today a tool to overcome this problem and furthermore a lot of new benefits:

- No chemicals means to operate much easier. No chemical mixing, transportation, waste, etc.
- No need of skilled employees anymore, in many operations the sales staff is printing out the products.
- The print-out speed is a wonderful marketing tool and does lead into a more efficient and profitable operation.
- The maintenance and operating costs are dropping tremendous!
- The investment costs are only a part of the earlier cost which helps to pay back much faster and with less daily volume.

- Dry labs can easy move from one to other places and can be networked with Inputstations which are generating a lot of additional turnover.
- Upgrading to increase throughput and different print sizes is very simple allowed straightforward strategies.



## Biography

Kurt H.Freund has many years of photo-lab experience managing both technical and business activities. He has analyzed lab image processing needs in relation to emerging market trends and developments. Consequently, he created workflow procedures, including appropriate capital equipment and resource budgets, and was responsible for their implementation. While serving as Technical Director of a major Swiss amateur and professional lab group, he was often asked to test new equipment under development, evaluating its performance under actual production conditions and providing suggestions for improving performance. He also served as key account manager, initiating and maintaining new business relationships with major customers.

During his career, Mr.Freund has proactively participated in photo industry and technical associations. Besides organizing meetings in Europe and the U.S.A., including occasionally serving as chairman, he has made numerous presentations on lab operations and trends. This involvement has led to close friendships with industry members throughout the world.

In 2002 he founded his own international consulting business focused on New Business Development and

Market Research .In June 2006 He founded in addition to his consulting company with three Partners the Distribution Company Imaging Power Systems GmbH selling Photokiosk, Dry Minilabs and other Onsite solutions worldwide. In September 2008 he took over 100% of Imaging Power Systems GmbH with a new partner on a 50/50 base. At same time IPS bought the kiosk business unit from Typon.