

A reliable compact dye-sub printer delivers immediate gratification to event goers.

BY CURTIS WALKER

# Print for *events*

MITSUBISHI CP-D70DW PRINTER



Introduced last fall, the Mitsubishi CP-D70DW printer is a super solution for portable, reliable and speedy high-volume printing. With a street price of about \$1,299, it's not exactly cheap, but this printer is worth the investment. It produces prints in less than 30 seconds, so no matter the event you're shooting, this near-immediate gratification will definitely improve sales.

The CP-D70DW is built for business with its no-nonsense metal chassis, no-frills design, and 26-pound heft. The dual fans on the back of the printer separately vent the heat from the power supply and the thermal print head, which boosts efficiency and reduces print contamination.

The power consumption is about 550W, in sleep mode 1W. Paired with a suitable inverter, the printer becomes practical for off-the-grid work by drawing power from a

car battery. It operates at maximum wattage only during the few seconds of the sublimation process.

Media for the device comes in 5- and 6-inch rolls, for prints measuring 3.5x5, 5x7, 4x6 and 6x8 inches. The CP-D707DW, street price \$1,899, comprises two printers, for simultaneous output from both 5-inch and 6-inch rolls. The media is sold in double sets of glossy roll paper with a dye refill. The 5x7 kit produces 460 prints and costs about \$220; the 4x6 kit produces a whopping 800 prints and costs about \$150—not bad, considering the fair-market price of prints. It's possible to recoup your investment in both the kit and the printer before you need the first refill. The media is made only by Mitsubishi and only with a glossy surface.

With practice, loading the media takes less than a minute. The printer automatically

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chops off the first length of paper from the exterior of the roll, which could be spotted with dirt or fingerprints. A small catch bin on the front of the unit collects the trimmings for disposal to ensure a tidy work area.

My first prints were unacceptable, so I needed to make some minor tweaks. First, I grabbed the appropriate ICC color profile from [mitsubishii.com](http://mitsubishii.com); then I adjusted the sharpness and dpi of the output. That's definitely something you'll need to tweak on your own to get optimal results.

Shooting event photos for a charity auction, I used a 13-inch Macbook to drive the printer. It fits perfectly on top of the printer, saving valuable table space without interfering with the printer. The Macbook was tethered to the camera through Apple Aperture via USB. I oriented the laptop for simultaneous viewing by the photographer and the customers. It's a bulletproof setup that fits in a suitcase.

In short, if you're an event photographer and these print sizes work for you, this printer (or its double-deck brother) should be at the top of your shopping list. ■

## specs: Mitsubishi CP-D70DW

**PRINT:** Dye sublimation thermal transfer

**GRADATIONS:** 256 (8-bits) for each color

**RESOLUTION:** 300 dpi

**CAPACITY:** 3.5x5 450 prints, 4x6 400 prints, 5x7 230 prints, 6x8 200 prints

**PRINT TIME:** 3.5x5 about 7.7 seconds, 6x8 about 14.5 seconds

**INTERFACE:** High-speed USB 2.0

**MEMORY SIZE:** Four 4x6 pictures

**DIMENSIONS:** 10.8x17.6x6.7

**WEIGHT:** 26.5 pounds