

FUJIFILM *Frontier-S* DX100 FOR HIGH QUALITY PRINTS

Case Study: Pop-Up Studios



David Stana



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The Challenge: To inspire people accustomed to the “digital era” to print photos

In today’s digital age, photographs are easily shared through mobile devices and tablets that have very sophisticated cameras. The technology is convenient, easy, and keeps with the times. Not surprisingly, fewer consumers are printing their photos and consumers that do print, have begun printing less. Even though smart device cameras and social sharing is widespread, nothing beats the tangibility that printed pictures offer.

David J. Stana, Certified Professional Photographer (CPP), Owner of Silver Star Pictures and printing perfectionist was faced with the challenge of inspiring his customers to print lab quality photography on-site and in real-time.

The Solution: David’s Pop-up studios, timed for opening prior to Christmas and Easter holiday seasons, required high quality printer solutions and David chose the Fujifilm Frontier-S DX100 printers for the job

In order to encourage consumers to print more photos, David Stana realized he needed to provide people with a reason or an incentive. But first, he needed a partner.

Stana made a smart move when he aligned himself with multi-use development lifestyle communities to utilize a vacant storefront. He knew that in a retail setting, his photography services would gain even greater visibility with consumers than they would at just his studio. He set out to identify upscale retail locations with high traffic that had empty storefronts. In order to combat the high cost of rent at these locations, he partnered with the marketing teams who through a mutually beneficial co-branded partnership, were able to drive business to their location.

During the Easter season of 2005, Stana launched his first pop-up studio at one such retail location. At the same time, he cooked up a fun incentive: Encourage consumer participation by offering onsite printing of the portraits they captured with the magic and the memories associated with warm, happy holidays in an immediate and tangible manner.

With live Easter bunnies, a studio, and on-site printing, the Easter theme and spring spirit truly came to life and attracted numerous customers. During the Christmas season, Stana created a winter wonderland pop-up studio, complete with Santas at the ready to be featured in family

photographs.

“We created interactive interior spaces with live Easter bunnies on Easter and Santa on Christmas,” said Stana. “Our pop-up studios offered everything that professional portrait studios offer.”

Each photo session lasted ten minutes, during which time Stana quickly provided high quality prints—something today’s consumers were unaccustomed to, but found immediately gratifying.

Stana now relies on the Fujifilm Frontier-S DX100, a small high quality inkjet printer that incorporates six colored inks producing up to 360 4R prints per hour. His standard print size is 8 x10 and with the 8 inch wide x 213 foot roll, this proved to be a highly economic option for his customers.

Results & Next Steps:

While Stana’s goal was a \$100 per-customer spend, several actually spent over \$1,000 during their sessions. The pop-up studios were a big success. Customers were extremely pleased with the entire experience and vowed to come back.

“I can say for certain that this will always be an annual tradition for us!,” said one satisfied customer. “We were in and out so quickly; no waiting or down time. The photographer and crew were extremely kind. I’m so pleased with our experience.”

The success of this pop-up studio demonstrates the potential to inspire consumers to print their photos. What’s more, the Frontier-S DX100’s capability to quickly print high quality images makes it possible for photographers to explore additional avenues of business.

“We have the knowledge and capabilities on hand to create a pop-up studio. It’s a way to expand your business. We just need to leverage what we know and take advantage of the technologies that are available to us today,” said Stana. “Even though today’s consumers live in a digital world, everyone still enjoys having a print in hand. In fact, it’s a refreshing change of pace. Around holidays like Christmas and Easter, providing customers with the whole experience—from capture to print—allows them to celebrate the event with a tangible memory.”