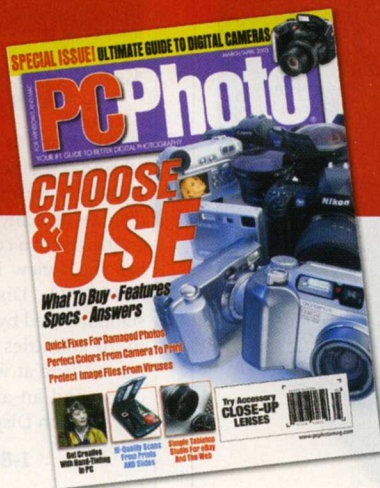


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## The Beauty Of

# DPS

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 PHOTOGRAPHY

BY MELISSA BRANDZEL

**I don't always like being tied to my computer. Sometimes, I want to make a quick print straight from my camera to my printer without a lot of muss and fuss. I want the color to be accurate on the first try. I want lots of printing options. And I don't want to be limited to one manufacturer—my camera and my printer are two different brands and won't talk to each other.**

If this scenario sounds familiar, take heart. Like the pop stars who came together for "We Are The World," parties that are marketplace competitors have united for a common cause. Six giants of the digital photography world—Hewlett-Packard, Canon, Epson, Sony, Fujifilm and Olympus—have developed a proposal for a new industry standard called DPS (direct print standard). This revolutionary system will enable photographers to print directly from any DPS-equipped digital camera to any DPS-equipped printer, regardless of brand.

Currently, each manufacturer has its own proprietary system, requiring consumers to use a camera and printer of the same brand if they want computerless printing. However, compatibility issues soon will be a thing of the past.

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1	.95	1.75	4.75	5.75	8.98	9.98	27.98
10	.90	1.65	4.65	5.50	8.49	9.50	26.98
25	.85	1.60	4.50	5.25	8.00	9.00	23.98
100	.79	1.50	4.25	5.00	7.75	8.75	21.98

Add into print price

Foam Mount	2.00	3.50	6.00	7.50	9.50	20.00	
Canvas Mount	12.00	19.00	29.00	34.00	39.00	95.00	
Lamination	3.00	9.00	12.00	20.00	30.00	40.00	

Digital Imaging

From Digital memory Card, digital file  
 or slides from same image

Qty	4x6	5x7	8x10	11x14	12x18	20x30	30x40
1	.49	1.50	4.75	8.00	9.00	22.50	64.50
10+	.45	1.25	4.55	7.75	8.75	22.25	62.50
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