

Lucidiom EQ Printer

EQ-9850

Print It All On Site!

Print books, calendars, banners, mini posters, folded cards, envelopes, and more in your store. The EQ Printer along with our line of finishing accessories promotes **easy in-house production** of the high quality products your customers demand. The EQ Printer will **easily accommodate** future products for your demanding photo, creative, and business customers.



EQ-9850 Printer Features

- 6 printer trays (5 drawers, one manual feed tray)
- Use the printer with Lab 50 for automatic drawer selection, document positioning and control of settings, for easy on-site production
- Accepts a wide range of paper stock
- Accepts page sizes that allow for full bleed
- Auto-duplex thick paper (up to 225 GSM) for cards & calendars, simplex even thicker paper (up to 330 GSM) for other products
- Prints custom sizes from any tray
- High-capacity, 2-piece consumables (toner and drum) for low Total Cost of Ownership
- Prints tabloid-extra/A3 (12" x 18") from any drawer
- Prints banner sheets up to 12.9" wide by 47.24" long
- Built-in EFI 8.0 RIP (multi-level technology for sharper detail and rich color depth)
- Prints up to 1200 x 1200 dpi resolution
- Can be calibrated with a densitometer for consistent quality and color
- Small footprint, about 2' x 2'

Lab 50

Revolutionizing Your Lab

Work Smarter & Faster!

- ▶▶▶ Work offline. Use Lab 50 for local kiosk orders with or without an internet connection.
- ▶▶▶ Set up prices in Lab 50, and push that pricing out to your kiosks in the field.
- ▶▶▶ Not ready to print all the products in the order at the same time? Now you can print or reprint just part of the order.
- ▶▶▶ Did the new guy spill coffee on that last calendar page? No problem, now you can reprint just the pages you need from a product instead of printing the whole thing again!
- ▶▶▶ Speeding things up! Orders go direct from kiosk to Lab 50 for immediate availability!



Streamlined Production

Lab 50 software collects orders from your APM kiosks and your Photo Finale website and directs them to the proper channel for fulfillment. That channel can be a local printer of any type, an off-site printer or a third-party location. This streamlined order management system means an efficient and automated production workflow for your business.

Customer Care

Customers can now take advantage of the same membership and discount programs you set up in Lab 50 across both kiosk and web. Consumer activity is automatically collected and stored in Lab 50.

Consistent Product Line

Standardize your products, pricing and programs—making ordering easier for customers and allowing for improved execution by your staff. As well, retailer-created products can be shared across both in-store APM kiosks and online Photo Finale experiences... effectively reducing the amount of time required to bring new products to market.

More Features

- Off-kiosk batch image correction tools. This feature greatly enhances the customer experience as there is no delay in placing the order for image processing.
- Use Lab 50 for DVD Cinema production, so the kiosk is not tied up.
- Includes printer drivers for all printers, and makes it easy for you to manage product to printer mappings, including easy integration with the EQ Printer for the production of creative products in-house.
- Print duplicate receipts and invoices through Lab 50.
- Management copy of Lab 50 so store owners and managers can check in on business and view orders from outside the store.
- Use Lab 50 to set up membership plans, coupons and discounts for use on the APM kiosk and on Photo Finale Web.