

## AN **IDEA** PAPER



# Turn Your Customers' Selfies Into Your Best Marketing Tool!

People always say think outside a box, so here's an idea that starts with a small compact box of a printer that helps restaurant and bar owners offer to their customers something new and fun, yet generate good returns without using up too much additional resources?

This is exactly what Mitsubishi Electric have in mind when the new SelfFone™ Wireless Print Station was developed to be a self-contained, compact photo printer system that works as a marketing tool for restaurants and bars. Using someone's own smart phone, it allows quick and easy printing of photos directly and wirelessly from most recent versions of iPhone® or Android™ devices. The SelfFone Wireless Print Station enables restaurant or bar owners, or even DJs and event organizers with no photographic expertise, and no camera

equipment to print out customers' selfies or photos. Then, coupons detailing marketing or promotional offers can be attached.

Restaurant and bar patrons come to celebrate events in these venues and they take pictures using their mobile phones. It would be super fun for them to print and share them right then and there, while the restaurant use the photos printed as the vehicle for their marketing message. The retention value of that marketing piece is now almost guaranteed yet it only cost as low as 17 cents.

Unlike most Wi-Fi or internet based photo printing currently available, the new Mitsubishi Electric SelfFone™ Wireless Print Station is super easy to use and does not need internet connection or downloading of

**By adding the SelfOne Wireless Printing Station to your establishment, you can easily print promotional collateral that guests will share and talk about with their friends after their visit.**



any apps. It simply creates a peer-to-peer hot spot for your customers to connect their phone to, and their phone screen will pop up with a web-based app directing them to take new photos or select photos from their photo galleries to print. All these directly from their device --- No internet required, no app to download, no camera and no computer needed!.

The Mitsubishi Electric SelfOne Wireless Print Station is a compact and self-contained, comprising of a small Linux® computer attached to the back of a Mitsubishi Electric CP-D90DW instant photo printer.

Owners have a wide range of customizable options available, such as creating a custom Wi-Fi SSID name (i.e., making this into a restaurant, bar or the event's name) and choosing the print size, print format (ie templates and borders) and limit of print quantity per phone per hour prevents any single customer from monopolizing and printing the entire album of their summer vacation. .

The Mitsubishi SelfOne Wireless Print Station™ works as a standalone print station for mobile phone or tablet photos with no additional computers or cameras needed. Occupying a foot print of about a square foot, it can sit under, above, or behind a counter. Perfect for restaurants, bars, hotel lobbies, cruise ships, and retail store environment where patrons will be taking selfies and have fun photo opportunities and prints.

Imagine someone celebrating a birthday, graduation or a job promotion in your restaurant or bar, and being able to print the photos of that celebration right after they shot it. Then, with the restaurant or the sponsoring establishment's branding or marketing message on the photo, when that gets passed around or posted somewhere! The customers will always remember the restaurant. Better yet, make it into a coupon that they can use on a return visit, and that will be a coupon that they would surely keep and retain for future use!



With a small investment of \$1,399, the self-contained Mitsubishi SelfOne™ Wireless Print Station can print 4x6" photos where the photo appears in the 4x4" section, and the remaining 2x4" becomes the perforated coupon. Or it can simply be a photo squeezed into a promotional frame printed in a 3.5x6" photo. That's less than a quarter for the print with pre-perforated media or coupon, and less than 17 cents on a regular 4x6" photo. When's the last time you paid for a marketing piece highly valued by your customer at this low a price? For more information, please visit [www.ME-VIS.com/SelfOne](http://www.ME-VIS.com/SelfOne). Mitsubishi SelfOne Wireless Print Station comes with a 3-year limited warranty on parts and labor. Terms and conditions apply. Please visit site [www.me-vis.com](http://www.me-vis.com) for complete warranty information.

**Call us for more information or to set-up a demo:**



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