

SME develops instant photo printing kiosks

Our Bureau

KOCHI

AN SME from Kerala is leading the way in what could perhaps become a trend. The Kochi-based Ganga Corporation has developed a photo kiosk in technical collaboration with US-based Whitech for installation in retail outlets, tourist centres and hotels.

The company chief executive SV Girijan told reporters that the machine, branded Slintec, enables instant printing of digital images with a touch screen interface that guides the customers through all the procedures.



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The kiosks will contain a machine with a touch screen interface to guide the customer and print digital photos at the rate of one per 4 to 16 secs

It will accept all memory cards, CD and DVDs and mobile phone cameras that work through infra-red or blue tooth. The prints come out at the rate of one per 4 - 16 seconds.

Mr Girijan claims that his company is bringing this recent innovation in the field of digital devices for commercial production in India for the first time. The biggest advantage will be that people can operate it themselves without external assistance. The kiosk can be customised and will be made to order costing between Rs 4 to Rs 6 lakh, he said. Besides catering to creative print options, image enhancement, processing passports or ID photos, it can also burn CDs. The printing papers are being imported.

Far from spelling doom for the digital photo studios, Mr Girijan says it can actually help the studio owners. "Instead of starting a branch they can install a kiosk and can even use the net to transfer images." Instant printing doesn't come cheap and costs between Rs 12 to 15 per print which is higher than what is charged by the studios. The company that specialises in manufacture of electronic weighing and biometric access control systems, has targeted a sales of 100 kiosks in a year including in other South Indian cities. The first one will be installed at Varkeys Supermarket here.