

The new Frontier-S Print Station Cloud printing at retail

With the new Fujifilm Frontier-S Print Station, Fujifilm Europe has developed an on-site printing solution that enables photo retailers, with a Cloud-based concept, to offer their customers prints more or less 24/7. The system aims above all to make the path from smartphone to print particularly easy.

Behind the development of the Frontier-S Print Station is what may, at first sight, appear to be a surprising fact, namely that current market research studies show that it is the millennials (people born between the early 1980s and the 1990s) who, of all the age groups, buy the most photo products – and primarily prints. Yet this highly promising market suffers from the problem that communication between the innumerable smartphone models and retail print stations does not always function properly. Constant modifications to the operating software and the supported protocols of the smartphones make life difficult for everyone involved.

Printing direct from the Cloud

With its innovative concept, the Frontier-S Print Station goes beyond the performance profile of conventional order and print terminals: Via the free Print Station app for Android and iOS, users can, wherever they are, select their images for printing and upload them to a Cloud platform via an Internet connection. The smart thing about it is that they then receive on their mobile phone a QR code with which they can trigger the print order on any desired Frontier-S Print Station. It works in a similar way to boarding an aircraft: The Print Station scans the QR code from the mobile phone and then starts the print process for the photos from the Cloud. Alternatively, PIN identification is also possible.

This concept makes it possible to operate a Frontier-S Print Station not only during the store's opening times, but around the clock – and potentially also at other locations like shopping centers, cinemas etc. For this, the app will offer mobile payment solutions. By operating a Frontier S-Print Station in, for example, a cinema center or other popular places, retailers can reach millennials where they spend their leisure time and when they are in buying mood. The Frontier-S Print Station accommodates the proven Fujifilm DX100 inkjet printer, which can produce photos in the standard formats of 9 x 13 to 20 x 30 cm and in the popular square formats of 13 x 13 to 20 x 20 cm – optionally with or without a white border. The operating expense for the terminal is low: The Print Station is automatically configured – and, if desired, also supervised – by the order-it.live service from Fujifilm. The Frontier-S Print Station is due to come onto the market from Q1 2018, but introduction dates may vary for different countries and regions.



The new Frontier-S Print Station will be available in different designs.