

For Immediate Release

WhiteWall Lab brings German Engineering Back to PhotoPlus Expo 2017

*German Lab Displays diverse product line during its
fourth annual appearance at the New York photo expo*

Berlin, Germany / New York, October 25, 2017 – If it's October, it's time for [PhotoPlus Expo](#), the largest photography and imaging show in North America. More than 200 exhibitors will be at the Javits Convention Center in New York from October 26-28 to demonstrate the latest hardware and software technologies in photography, video and the creative arts.

German photo lab [WhiteWall](#) will participate in its fourth consecutive PhotoPlus Expo with an exciting lineup of new products and services, along with its current line of signature products including Photo Under Acrylic Glass and Original Prints on Aluminum. A beautiful display of WhiteWall products and services can be viewed in Booth #142.

The international online photo lab has some new developments in store for PhotoPlus attendees, such as their Direct Print on Wood, ultraHD Prints Under Acrylic Glass and mounted on Aluminum Dibond, and the WhiteWall Acrylic Mini, a creative and affordable way to create amazing keepsakes.

ultraHD Prints

Thanks to innovative exposure techniques and technology, WhiteWall has managed to achieve twice the resolution of conventionally developed pictures with its new [ultraHD prints](#). Achieved by perfectly combining solid state laser exposure with more efficient developing and drying processes, the photo paper is climatized in a special room with constant humidity and stable temperature. This helps minimize laser beam dispersal, resulting in razor sharp prints. Proprietary software is used to optimize the color intensity and sharpness of image files. The ultraHD Photo Print on glossy Fuji Crystal DP II is available in custom formats from 3.5 x 3.5 inches up to approximately 98 x 48 inches, and either mounted under acrylic glass or on Aluminum Dibond.

Direct Print on Wood

Fans of pictures with a rustic look will love the new and very natural-looking [Direct Print On Wood](#). Its birch wood grain is clearly visible and all orders are produced in exact custom sizes. Every piece of wood used in this process is taken from the tree in a single piece, allowing the grain to remain consistent throughout the print, even with larger format orders. Photos are printed directly on a durable, ¾ inches thick layered wood in a 7-color printing process. Direct Print on Wood is available in custom formats up to 40 x 36 inches, and arrives ready-to-hang.

WhiteWall Acrylic Mini

Photographers looking for new revenue streams and great ideas for customers will want to take a close look at the new [WhiteWall Acrylic Mini](#). These handy-sized works-of-art can even be shipped directly to the recipient and presented in a custom gift boxing. The WhiteWall Acrylic Minis are available in two sizes, 5.1 x 5.1 Inches or 7.1 x 5.1 Inches, and can be displayed in three different ways: hung on the wall, stuck to the fridge with their built-in magnets, or presented on a shelf or windowsill using the included plexiglas stand.

Other products attendees will see at the WhiteWall booth include Photos Under Acrylic Glass, Direct Prints on Aluminum, HD Metal, Acrylic Block, custom wood framing, and several other substrates, paper samples, and services.

About WhiteWall

WhiteWall is a professional online photo lab based in Berlin, Germany. Their unique blend of custom photo processes and finishing services have provided photographers and consumers alike with gallery quality products since 2007. Best known for its photos under acrylic glass, brilliant HD Metal and aluminum prints, and hand-crafted frames, the award-winning online photo lab offers over 1,000 different product variations. As the exclusive lab for about 40 LUMAS galleries around the world, all WhiteWall customers can be assured that their photos are given the same white-glove, professional care as those displayed in exhibitions. All products are produced in Germany, available in custom sizes and shipped worldwide in custom cut packaging for maximum protection. The showroom and retail store in New York City gives customers an opportunity to see all the WhiteWall options on display and receive professional assistance onsite before placing their online orders directly to WhiteWall.com from kiosks located in the store.

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