

AUGUST 2019

## HP Sprocket Studio



In July 2019, Keypoint Intelligence - Buyers Lab was contracted by HP to conduct a study to determine if the HP Sprocket Studio, a dye-sublimation 4 inch by 6 inch photo printer, could be considered the first in-class dye-sublimation photo printer to offer a take-back and recycling program for its cartridges and the world's first in-class printer designed exclusively for mobile devices (i.e., designed to be setup, installed, and used via a mobile print app).



### First in-class photo printer with cartridge take-back and recycling<sup>1</sup>

Buyers Lab's research and analyst team reviewed specifications and documentation for comparable in-class models (dye-sublimation photo printers that support 4-x-6 paper and have a price <\$179.99 USD) to determine if those models offered OEM take-back and recycling programs for used cartridges.

Based on publicly available information from each of the manufacturers, Buyers Lab analysts could not find any mention of a take-back and recycling program for dye-sublimation cartridges for the leading dye-sublimation 4 inch by 6 inch photo printers currently available on the market as of July 2019.<sup>1</sup>

<sup>1</sup> Compared to majority of dye-sublimation color 4-x-6 inch (10-x-15 cm) photo printers <\$179.99 USD, as of July 2019. Market share as reported by NPD/GFK FYQ4 2018. Research and lab testing by Keypoint Intelligence - Buyers Lab vs. top in-class competitors. See [keypointintelligence.com/HPSprocketStudio](http://keypointintelligence.com/HPSprocketStudio). HP Planet Partners Program availability varies. For details, see [www.hp.com/recycle](http://www.hp.com/recycle).

## World’s first 4-x-6 dye-sublimation photo printer designed exclusively for your smartphone<sup>1</sup>

Buyers Lab’s research and analyst team reviewed specifications and documentation for comparable in-class models (dye-sublimation photo printers that support 4-x-6 paper and have a price <\$179.99 USD) to determine if those models were designed exclusively for mobile devices. “World’s first in-class 4 inch by 6 inch / 101.6 millimeter by 152.4 millimeter, dye sublimation photo printer designed exclusively for smartphone” defined using the following criteria: 1) Android & iOS compatible, doesn’t work with Microsoft Windows for PC & laptop; 2) Augmented Reality features (optimized for mobile device); 3) Apple MFi-certified; 4) Mobile device (smartphone or tablet) is required to print; 5) Printing is supported via smartphone in 3 ways (WiFi, cell phone data network, Bluetooth).

While all competing models could support printing from a mobile device, none met all the stated criteria. And while the competing models allow for printing from laptops or via memory cards, only the HP Sprocket Studio must be used with a mobile device and only allows printing using the HP Sprocket App.

Buyers Lab analysts have determined that, based on the research conducted, no other in-class dye-sublimation 4 inch by 6 inch photo printer, priced below \$179.99 U.S. retail (or international equivalents), available on the market as of April 2019, fits the criteria to be described as designed exclusively for mobile devices. As such, the HP Sprocket Studio can be considered the first dye-sublimation 4 inch by 6 inch photo printer designed exclusively for mobile devices.<sup>1</sup>

<sup>1</sup> Compared to majority of dye-sublimation color 4-x-6 inch (10-x-15 cm) photo printers <\$179.99 USD, as of July 2019. Market share as reported by NPD/GFK FYQ4 2018. Research and lab testing by Keypoint Intelligence - Buyers Lab vs. top in-class competitors. See [keypointintelligence.com/HPSprocketStudio](http://keypointintelligence.com/HPSprocketStudio). HP Planet Partners Program availability varies. For details, see [www.hp.com/recycle](http://www.hp.com/recycle).

### Models Included in the Sample

Model Name	Technology	Cartridge Take-Back and Recycling	Mobile Device: Smartphone or Tablet Required?	Device Compatibility	Augment-ed Reality Features (opti-mized for mobile device)	Apple MFi-Certi-fied	Print Method
<b>HP Sprocket Studio</b>	Dye Sublimation	Yes	Yes	Android/iOS only	Yes	Yes	Bluetooth; WiFi; mobile data
Canon Selphy CP1000 300x300dpi WNIC USB 2.0 Photo Printer	Dye Sublimation	No (Canon does not offer a take-back program for the RP-108 ink cartridges)	No (Smartphone; Camera; PC/Mac; connect via USB or print via Pict-Bridge, USB stick, or memory card)	Android/IOS, Windows compatible	No	No	WiFi; USB; Air-print; memory card; PictBridge

Canon Selphy CP1200 300x300dpi WNIC USB 2.0 Photo Printer	Dye Sublimation	No (Canon does not offer a take-back program for the RP-108 ink cartridges)	No (Smartphone; Camera; PC/Mac; connect via USB or print via PictBridge, USB stick, or memory card)	Android/IOS, Windows compatible	No	No	WiFi; USB; Airprint; memory card; PictBridge
Canon Selphy CP1300 300x300dpi WNIC USB 2.0 Pictbridge	Dye Sublimation	No (Canon does not offer a take-back program for the RP-108 ink cartridges)	No (Smartphone; Camera; PC/Mac; connect via USB or print via PictBridge, USB stick, or memory card)	Android/IOS, Windows compatible	No	No	WiFi; USB; Airprint; memory card; PictBridge
FUJI Princiao Smart	Dye Sublimation	No	No (PC/Mac; USB stick; Camera; mobile)	Android/IOS, Windows compatible	No	No	WiFi; NFC; USB Type B
Kodak Photo Printer Dock PD-450 Wireless	Dye Sublimation	No	No (USB, Camera or mobile)	Android/IOS, Windows compatible	No	Yes	WiFi Direct; USB
Kodak Photo Printer Dock PD-480 Wireless	Dye Sublimation	No	No (USB, Camera or mobile)	Android/IOS, Windows compatible	No	Yes	WiFi Direct; USB
Xiaomi Mijia Mi Printer	Dye Sublimation	No	No (print from Smartphone, Tablet, or PC)	Android/IOS, Windows compatible	No	No	Bluetooth; WeChat; Airprint; computer wireless printing

## Test Methodology

Buyers Lab’s team assessed relevant devices from the United States and China that met the criteria of being dye-sublimation color 4-inch by 6-inch photo printers priced under \$179.99 USD. After selecting appropriate devices, Keypoint Intelligence - Buyers Lab reviewed product data sheets, setup sheets, and user guides and performed hands-on testing to determine 1) if any of the models offered OEM take-back and recycling programs for used cartridges and 2) if the 4-x-6 dye-sublimation photo printer was designed exclusively for use with a smartphone<sup>1</sup>. This included validating the printing technology as dye sublimation, combing resources for information on a recycling program, evaluating if the device works with methods of print outside of the smartphone or tablet (i.e., if the device is able to print from a PC or USB stick), identifying device compatibility and Apple MFi certifications, and testing for augmented reality features and printing methods. While every effort was made to include the most accurate and complete information for the devices considered, this study reflects current market data as of April 2019 and is subject to change in other regions or at a later date.

<sup>1</sup> Compared to majority of dye-sublimation color 4-x-6 inch (10-x-15 cm) photo printers <\$179.99 USD, as of July 2019. Market share as reported by NPD/GFK FYQ4 2018. Research & lab testing by Keypoint Intelligence - Buyers Lab vs. top in-class competitors. See [keypointintelligence.com/HPSprocketStudio](http://keypointintelligence.com/HPSprocketStudio). HP Planet Partners Program availability varies. For details, see [www.hp.com/recycle](http://www.hp.com/recycle).

## About Keypoint Intelligence - Buyers Lab

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Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled services and unmatched depth of knowledge, we cut through the noise of data to offer clients the independent insights and responsive tools they need.

For over 50 years, Buyers Lab has been the global document imaging industry's resource for unbiased and reliable research, test data, and competitive information services. In addition to publishing the industry's most comprehensive and accurate test reports, each representing months of hands-on testing in our U.S. and UK laboratories, we have been the leading organization for extensive specifications/pricing databases on MFPs, printers, scanners, and software. Buyers Lab also provides consulting services and a range of private testing services that include document imaging device beta and pre-launch testing, performance certification testing, consumables testing (toner, ink, fusers, and photoconductors), solutions evaluations, and media runnability testing.

For more information on Buyers Lab, please call (973) 797-2100, visit [keypointintelligence.com](http://keypointintelligence.com), or email [info@keypointintelligence.com](mailto:info@keypointintelligence.com).