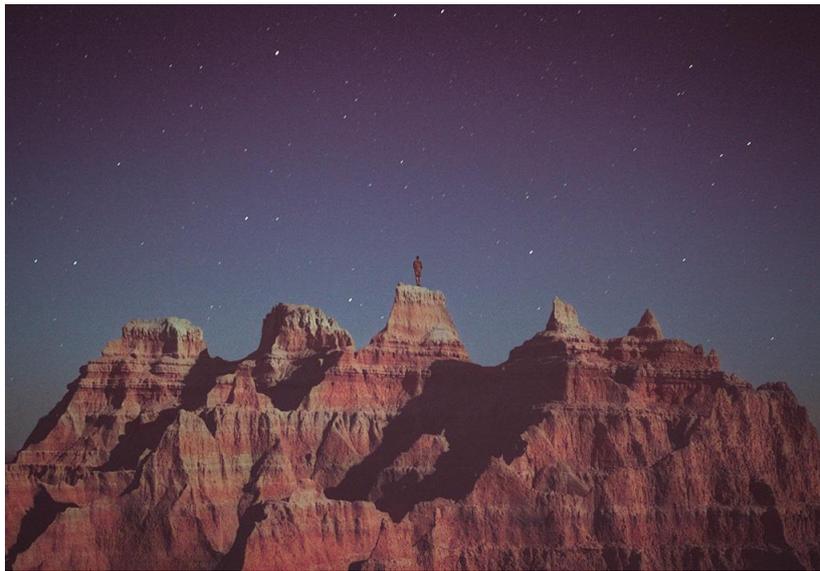


**Press Release**

**October 15<sup>th</sup>, 2014.  
For Immediate Release**

## **PHOTOGRAPHY EXPOSITION REALISED WITH MUTOH VALUEJET PRINTERS**

**Mutoh partners with If You Leave (IYL) for large-format fine art photography showcase**



*"South Dakota Badlands" by Reuben Wu (2013)*

**Oostende, BELGIUM.** In view of creating an international platform to demonstrate the high end printing quality and fine art capabilities of its wide format printers, Mutoh announces its partnership with If You Leave (IYL) as exclusive printing partner for the IYL Showcase, of which the first edition will take place in London, United Kingdom, from October 23<sup>rd</sup> until November 14<sup>th</sup>, 2014.



If You Leave (IYL) is a distinctive collection of images that tell their own unique story. These are snapshots of a journey made by wanderers who study the mysterious yet peaceful feeling of desolation and loneliness, initially brought together on a publicly accessible Flickr photo stream. Curated by photographer Laurence Von Thomas since 2009, the project has given a voice to young photographers from around the world and provided many of them with the exposure needed to help launch their professional careers.

IYL and Mutoh will bring 20 unique photographic works of young international photographers to the larger public. For the production of these 20 large format outputs, IYL chose the Mutoh ValueJet 1638X high quality production printer. All images were printed onto Folex<sup>®</sup> paper in sizes of 1.2 x 0.8 m. The fine art prints will be spread across 20 East London venues.

Besides the 20 large format outputs, the images were also printed in a smaller format onto Mutoh's new 24" wide ValueJet 628 desktop printer for the "Pocket IYL Showcase", an 11 days exhibition at the well-known Foyles Flagship store in Soho.

In the first year, the focus is on setting up the exhibition in London with a strong campaign of global exposure, establishing the identity of the Showcase. In 2015, the Showcase will be travelling to different cities around the world.

As a preview, a high quality wide format photograph will be displayed at Mutoh's booth at this year's Viscom Italia show (Hall 1 - Stand R19 / R21) - Fiera Milano, Italy, October 16-18, to promote the IYL Showcase and Mutoh's partnership with If You Leave.

### **ValueJet 628 - Compact 24" Wide Desktop Printer**



The ValueJet 628 is Mutoh's smallest sign & display printer offering a great potential to start-up businesses, small sign makers, department stores and quick print providers. Offering a media width of 630 mm (24"), this compact, user-friendly & cost-effective printer has been developed for a wide array of applications ranging from in-store printing, commercial print, fine art as well as signage and print-to-cut jobs. Combining quality with print speeds up to 12.5 m<sup>2</sup>/h at 720 x 720 dpi, the ValueJet 628 has no equivalent in the market of small format outdoor piezo printers.

### **ValueJet 1638X - 64" High Speed Printer for Top Quality Outputs**



Mutoh's ValueJet 1638X dual head 1625 mm (63.97") wide printer model has been specifically developed for high quality volume production of sign and display graphics for long-term outdoor applications as well as durable prints for indoor use.

ValueJet 1638X will push the boundaries of speed, quality and ease of use. The printer produces sellable top quality graphics at typical production speeds up to 36 m<sup>2</sup>/h (720 x 720 dpi). The VJ-1638X reaches top speeds of 94 m<sup>2</sup>/h.

For more information:

- IYL Showcase blog : <http://iylshowcase.tumblr.com/tagged/showcaseblog>
- Mutoh's ValueJet 628 : <http://www.mutoh.eu/en-us/products/signdisplay/valuejet628.aspx>
- Mutoh's ValueJet 1638X: <http://www.mutoh.eu/en-us/products/signdisplay/valuejet1638x.aspx>

Press contact : Nick Decock

E-mail: [press@mutoh.eu](mailto:press@mutoh.eu)

### **About MUTOH Belgium nv**

Mutoh Belgium nv are a fully owned subsidiary of Mutoh Holdings Co. Ltd., Tokyo, Japan (TYO : 7999 "MUTOH"). Founded in 1991, the company's activities encompass sales, warehousing and logistics, technical and commercial marketing, product support and after-sales service of CAD/CAS hardware (professional sign cutting plotters and large-format full-colour piezo printers for CAD, commercial inkjet printing, sign & display and soft sign applications).

Across the EMEA territory, Mutoh products are distributed exclusively via a wide network of authorised distributors and resellers through the Mutoh business divisions Mutoh Belgium, Mutoh Deutschland and Mutoh North Europe. [www.mutoh.eu](http://www.mutoh.eu)