

All Photo Booths Are Not the Same

When you hear the words "Photo Booth" what do you think of?

First let's think of the structure itself.

- A. Do you think of something more traditional like you see at an amusement park or maybe in a shopping mall; a rectangular shaped unit about 6 feet long and 3 feet wide where you and your best friend wedged yourselves in and took 3 or 4 quick photos then waited patiently for the photo strips to print?
- B. Perhaps you think of a camera on or off a tripod, a printer and a backdrop along with a small seating area; commonly referred to as an "open air" photo booth. The name I think is misleading as there is no "booth" per-se and also a complete lack of privacy. I once heard someone say they felt like they were posing for their grammar school pictures sitting there in front of a camera with everyone watching.
- C. Maybe think of one of the more common photo booths which consist of a single compact unit with a camera and printer. Typically there is a pipe and drape system allowing for some degree of privacy for up to four people. Many times these units are homemade or purchased as a complete system at very low cost.

Which of these descriptions is right? Before we can answer that lets look at the definition of the word "**Booth.**" According to Webster's dictionary a booth is defined as:

"a small temporary tent or structure at a market, fair, or exhibition, used for selling goods, providing information, or staging shows" or "an enclosed compartment that allows privacy, for example when voting or sitting in a restaurant."

I think the key here is the second half of the definition - **an enclosed compartment that allows privacy.**

While it may be true two of the three options above (A and C) do fit the definition of a booth by allowing for some privacy they are still lacking in other features you need to consider when comparing photo booth option such as.

Size Matters.

Since many of the people at your event are friends chances are they will want to use the photo booth in groups. This presents a challenge for options A and C above, they are simply not designed to hold more than 2-4 people. While option B may be able to hold more people we've already determined there is no booth or privacy. Make sure the booth you are considering can hold groups of people 4 or more is an ideal starting point.

Free Previews.

There is nothing more disappointing than looking at your photo booth photos only to realize you are nowhere to be seen or only half of Julies face is visible in the photos. Look for a photo booth that has a monitor inside the booth so everyone knows they are in the picture before it's taken.

One last important item to consider in your evaluation....

Quality Prints.

Ideally a photo booth provider should be using a dye sublimation printer instead of an ink jet or laser printer. A dye sublimation printer is the same type of technology professional photo processing labs (when they were around) or your local Walgreens, Wal-Mart or Target uses in their photo finishing areas. This type of printer (which can cost in excess of \$1,000) actually dyes the fiber of the paper instead of laying the ink on top of the paper allowing for instant dry times with no smudging. They can print up to 300 photos per paper roll which helps eliminate downtime for paper changes during your event.

Let's face it, you've invited a lot of people to your event and you want everyone to have a good time and good home with great memories. Since there is no standard of what a photo booth is or what it is not it's up to you to compare the offerings from a number of companies then select the one that provides the best value.

Need more information on photo booth rentals for your big event? Give us a call we'd love to answer any questions you may have and provide you with a night of entertainment you won't soon forget.

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