

Pioneering in the Digital Age

How Sven van Rooij's *Mobile Darkroom* revolutionizes event photography by giving guests instant, memorable pictures to take home.

Heads turn when Sven van Rooij rolls up to wedding receptions, private parties, and corporate events in a sleek black truck pulling a 20-foot trailer. It's a cross between a mobile command center and a photo lab. The trailer is stocked with the latest in digital imaging equipment.

Welcome to Mobile Darkroom, an event photography service that van Rooij introduced last summer. The amateur photographer is a veteran in the field of computer consulting and web design and owns the local consulting firm Digital Carmel. The idea for Mobile Darkroom came up after he attended a friend's wedding.

"I saw so many old friends at the reception. Some had traveled thousands of miles, and we were all dressed in our best outfits. The bride and groom hired photographers who probably took a couple thousand pictures, but no one knows what happened to those pictures," he remembers. "I don't think any of the guests ever saw a single photo. It got me thinking about how nice it would be to print off photos as the event is happening, so we can actually see how much fun we had and how great everybody looked on the same night!"

The business' premise is simple. Clients reserve the Mobile Darkroom trailer, which holds cameras, laptops, projectors, and printers. On the day of the event, van Rooij's team arrives with the equipment. Then, using images provided by the

professional event photographer, or from shots that guests take with their own cameras, Mobile Darkroom staff members print photographs, digital photo CDs and DVD videos for guests to take home with them.

The company also partners with various local photographers, so they can arrange for professional photography services upon request.

"It's like a one-hour photo lab and a production studio on wheels," says van Rooij. *"We set up wherever your event takes place. We can collaborate with our clients' photographers or bring our own, and we also provide the latest event technology, such as projectors and laptops. We can even create mobile wireless Internet cells. On-site technical support is included, since each member of our team is cross-trained in technology and digital imaging arts."*

Mobile Darkroom is tailor-made for wedding receptions, and it's a great fit for fundraisers and special celebrations, as well as school events and dances. Companies can give out pictures at employee events, and meeting groups can offer photos and CDs after golf tournaments or conference banquets. Besides providing instant print and digital photos, Mobile Darkroom can produce customized packaging that includes company logos and messages from event hosts.

"Corporate clients can treat conference attendees to a CD of photos and include their branding on the label. Newlyweds can document their wedding reception and

enclose a personal thank-you note right with their photos," says van Rooij. *"These are personalized gifts, not cookie-cutter products. The possibilities seem endless. I think Mobile Darkroom is the future of event photography."*

When asked about future plans for expansion, van Rooij smiles. *"Who knows? We might soon see more of these trailers all around the nation. I've already gotten a few requests from photographers who want me to build them a trailer just like this."*

Learn more about Mobile Darkroom at www.mobiledarkroom.com or 831-515-5610.

