



May 10, 2016 10:05 +08

Epson launches new SureColor P-Series, its most advanced inkjet printhead technology for fine art photography

Singapore, 10 May 2016 – Epson today announced the launch of its high performance SureColor P-Series SC-P10070 and SC-P20070, utilising the most advanced imaging technologies for the display graphics and fine art photography markets. The SureColor P-series leverages an impressive 8,000 nozzle PrecisionCore MicroTFP print head, innovative media feeding system, and reformulated Epson UltraChrome PRO nine-color pigment ink system to provide unparalleled production speeds and unmatched print quality.

Up to 2.8 times faster than the previous model, the revolutionary 64-inch SureColor P20070 and 44-inch SureColor P10070 comes with an all-new Epson 10-channel PrecisionCore microTFP print head. Utilizing ten individual PrecisionCore 'Blades' for outstanding print speeds and extreme dot placement accuracy, the P-series printers provide true production-level printing without sacrificing print quality.

Epson UltraChrome PRO is the first pigment ink set to feature four-levels of gray ink technology, to provide seamless transitions with less visible noise and reduced bronzing for superior grayscale output. The ink provides more efficient ink use for a lower total cost of operations. Black pigments are 1.5 times denser than previous generation inks. In addition, the SureColor P20070 and P10070 utilizes improved Resin Encapsulation Technology for output with superior gloss uniformity, and exceptional overall contrast ratio and clarity.

“The SureColor P-series redefines fine art and photographic printing with its new advanced capabilities in printhead and all-new inks that provide unsurpassed image quality at super-fast production speeds. The new printers are a breakthrough in delivering a new level of quality and performance, while keeping operations costs low to meet the business and needs of the industry,” said Ms. Tan May Lin, Epson Singapore’s General Manager (Sales, Marketing & Customer Service Division).

More About the new SureColor P-Series

Epson PrecisionCore MicroTFP Print Head Technology: Ten-channel print head offers high-performance and consistency to deliver high-production, high-quality output. Providing high resolution printing of 2,400 x1,200 dpi, printhead supports variable size ink droplet technology as small as 3.5 picoliters for remarkable print quality. New enhancements include Nozzle Verification Technology and automatic nozzle cleaning without the use of additional media.

Epson UltraChrome PRO Inks: UltraChrome PRO inks utilize the first four-level gray ink including Gray, Light Gray, Dark Gray, and Black pigments technology to produce outstanding grayscale prints. New yellow pigment formulation for up to twice the overall print permanence and longevity when compared with previous generation ink set. Individual ink cartridges up to 700 ml enable users to avoid production downtimes and maximize

profitability. The SureColor P20070 and P10070 are designed exclusively for use with Epson ink cartridges.

Advanced Black & White Printing Technology: Utilizes a four-level black system to optimize black & white print quality and a unique screening algorithm for producing professional black & white prints. Dedicated Photo Black and Matte Black channels support automatic real-time black ink type switching.

New Advanced Media Feeding System: Featuring all-new CMOS sensors, the SureColor P20070 and P10070 captures photographs from the back side of the media in real-time and incorporates a pattern recognition algorithm to ensure accurate and precise media placement. In addition, new inductive rollers automatically load cut sheet media without a skew and protect media from scratches throughout the printing process.

Advanced Cut Sheet Media Handling: Ideal for softer fine art papers, such as the Epson Legacy Paper line, the SureColor P20070 and P10070 supports accurate cut sheet media loading for 13" x 19" up to 64" wide. In addition, the SureColor P20070 and P10070 supports straight-through poster board media up to 1.5mm thick from 17" to 64" wide. Border Free printing is also supported for a variety of media sizes.

Optional Internal Print Server: A secure, internal 320GB print server boosts workgroup productivity by quickly transferring print jobs to free-up workstations; adds print queue management, as well as print job save and reprint functionality.

Optional True Adobe Postscript 3 Hardware Engine: Optional Postscript engine enables direct and hot-folder batch printing and support for secure PDF printing; and is fully compatible with the latest Adobe Creative Cloud software suites.

Optional Auto Take-up Reel System: User-installable and intended for unsupervised production of large print runs with roll-to-roll requirements.

The SureColor P-Series SC-P10070 and SC-P20070 are available for sale now and retail at S\$11,960 and S\$17,945 respectively. Please contact Epson Singapore for more details on product availability.

About Epson

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, smart glasses, sensing systems and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 67,000 employees in 90 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts.

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About Epson Southeast Asia

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters, Epson Singapore Pte Ltd., Epson Southeast Asia spans an extensive network of 10 countries, and is responsible for delivering and supporting Epson's cutting-edge consumer and business digital imaging products to the customers of these markets through its comprehensive infrastructure of over 360 service outlets, 10 Epson solution centres and 8 manufacturing facilities. <http://www.epson.com.sg>

Epson is the world's leader in digital imaging solutions. The company's Singapore operation is also the Regional Headquarters of Seiko Epson Corporation. The company markets and supports Epson printers, scanners, projectors, electronic devices including liquid crystal displays, semiconductors and system devices in South East and South Asia.

