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Epson Singapore To Boost Enterprise And Business Segments

- SINGAPORE, November 1, 2017 -

[Epson Singapore](#) today announced its commitment to the business and office segments as it moves to strengthen its product offerings for enterprise and corporate customers in the B2B space. As the company continues to evolve to focus on the needs of businesses, it has seen positive growth, reflected in its business growth of 11.3% CAGR from FY15 to FY17 in Southeast Asia, and we expect this strong growth to continue.

Epson will continue to leverage its core technologies by drawing on its manufacturing expertise to create new innovations in its key areas of inkjet, visual communications, wearables and robotics that will bring new value to its customers through precision and smart technologies that will reduce the impact on our environment.

“Epson takes a unique approach to innovation and business, and is backed by a long history of artisanship and attention to the details. We are moving to expand our focus and deepen our efforts to serve the high growth potential markets in a range of business segments. We aim to continue to bring innovations to our business customers that will deliver on precision and performance, and to push the boundaries of imagination and possibility,” said Tanaka Toshimitsu, Managing Director (Southeast Asia), Epson Singapore.

Visual Communications for Businesses

Epson continues to hold the dominant market leadership position for projectors as the top projector brand, at 37.3% in Southeast Asia as of FY17Q1 according to Futuresource. Through expanding its high brightness

laser projector line-up, Epson aims to meet the needs of the different business segments across corporate, government and education sectors.



Moverio BT-350 (top) and Moverio Pro BT-2200 (bottom)

Epson's latest Moverio smart glasses launched today, the BT-350 and BT-2200, provides an enhanced augmented reality experience catering to commercial and industrial environments. With enhanced durability and flexibility as key focus, the smart glasses are more compact and comfortable for increased performance.

The Moverio BT-350 is designed for a busy commercial environment suited for sharing with multiple users with the world's first multi-unit docking station for easy multi-fleet management such as tourist attractions. The Moverio Pro BT-2200 smart headset is suited for industrial and other enterprise AR applications such as remote technical assistance and features a new hinge specifically designed to fit over front brim helmets.

Inkjet Printing for Businesses

Through its innovation in its Micro Piezo printhead technology, Epson aims to meet the needs for the different office segments from small businesses to

large enterprises and to replace laser printers with inkjet. Epson is currently one of the leaders of the inkjet printer market, with 32% share in Southeast Asia.



WorkForce Enterprise WF-C20590

The recent launch of the WorkForce Enterprise series, the WF-C20590, brought high-speed, high-productivity printers that deliver outstanding quality inkjet printing to enterprises, while helping companies lower total cost of ownership. Built with Epson's PrecisionCore linehead technology, the printers print at breakthrough printing speeds of up to 100 pages per minute (ppm), one of the fastest speeds in inkjet printing, reinventing business printing in the office while rivalling laser printers in quality, durability, serviceability and cost.

In professional printing, Epson will continue to drive the shift from analogue to digital textile printing for the large format printers to meet the growing demand. In the digital textile printing industry, Smithers Pira forecasts 17.5% annual growth for digital textile print, with a revenue growth forecast at an annual average of 12.3% for 2016 to 2021.

Epson continues to drive innovation in the commercial and industrial printer

markets for photo graphics, signage, textile and label printing amongst printing providers, retail stores and the like, and is expanding throughout the Southeast Asia region.

Industrial Robotics

The recent launch of the new T3 series robots has expanded Epson's comprehensive line up of SCARA robots and offers a low total cost of ownership with 30% less power usage than conventional SCARA robots. The compact and versatile entry-level model is ideal for simple pick-and-place applications such as assembly, inspection and feeding tasks. It comes with the option to combine with Epson's Vision Systems that can enable the robots to 'see', with powerful image processing systems that detect and position objects reliably.

Epson is a global leader in high-precision SCARA robots which are deployed in the manufacturing industry for a wide variety of applications. Going forward, Epson envisions developing robots to see, sense, think and work like humans, and working alongside and supporting humans in a variety of situations.

Celebrating Epson Singapore's 35th Anniversary

Epson Singapore celebrated its 35th Anniversary by revealing product showcase and sharing its latest innovations in inkjet printing, visual communications and industrial robotics on 31 October 2017 at Capella Singapore. Showcased for the first time in the region are the Moverio smart glasses BT-350 and BT-2200, alongside other key products including the T3 industrial robot, a digital textile printer and other innovations.

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 72,000 employees in 88 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. <http://global.epson.com/>

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, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities. <http://www.epson.com.sg>

About Epson Singapore

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.
<http://www.epson.com.sg>