# GOOD DESIG AWARD 2019

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## Epson Wins Good Design Award for Printers, Projectors, and Watch

**SINGAPORE, 4 November 2019** – Seiko Epson Corporation (TSE: 6724, "Epson") has won a 2019 Good Design Award for a total of ten products, including five printers, four projectors, and one watch. Good Design Awards are presented annually for designs that benefit and enrich people's lives and society. Three representative design-winners are described below along with the judges' comments.

**Projector: Used for EF-100W/ EF-100B (only available in Singapore) / EF-100WATV / EF-100BATV**

This small laser home projector can be easily positioned in any room in your home. An all-in-one package with built-in speakers and streaming terminal, this product makes it easy to create a dramatic video experience. The round shape, with a leather-like texture and metal rings, will fit naturally within the interior design of your home.

**Judges' comments**

The projector makes streaming a compelling visual experience, providing an all-in-one package that allows users to experience this increasingly popular form of communication more freely in many different locales.

The designers reportedly focused their energies on making a projector to which users can easily relate. The projector's external design harmonizes with the user's environment and includes elements that encourage active portability. We were very impressed with the features that help ensure the best experiences from the product, such as guidance about how to get more out of the product, a quick manual, opening guide, and an intuitive remote control.

**Inkjet printer: Used for EW-M752T/EP-M552T**

Some customers have been concerned that there is too much ink included in large EcoTanks, while others want a product that costs less even if it means there is less ink. This new mechanism features a small tank that is integrated with the printheads, allowing you to print a variety of content without worrying about ink. With this new design, ink can still be injected easily without popping the tank out.

**Judges' comments**

Focusing on making everyday printing fun, this inkjet printer directly addresses users' desire for reasonably priced and effortless printing. The printer opens people's minds to the possibilities of home-use printing through a variety of innovations and solutions. For example, it has a novel structure with an integrated small tank and printhead, which answers users' concerns about running costs.

**ORIENT Divers watch: Used for RK-AU0301B / RK-AU0302L / RK-AU0303B / RK-AU0305B**

The watch boasts great readability by directly building the dial into the case and using a novel shock-absorption structure that gives the watch-face a spacious, gentle appearance. This design allows plenty of space for the 12-hour mark, which itself features a luminous large-size index. These features allow you to quickly make out the vertical axis of the dial in a variety of diving positions.

**Judges' comments**

This watch combines functionality with a fresh feel. While designed in the continuous style of a diving watch, it features a large case with a face taking up minimal space, giving it a feeling of substantiality. This is a mechanical timepiece that comes with the full shock resistance you would expect from a diving watch, yet it is also notable for its excellent cost performance. The design reflects the watchmaker's knowhow in mechanical watches in a way that gives the watch a personal, familiar feel.

**Epson designs recognised with 2018 Good Design Awards, and products using the award-winning designs**

- Inkjet printer: EW-M752T / EP-M552T
- Inkjet printer: PX-S270T / PX-M270T / PX-M270FT (Known as M3170, M2140, M1140 in SE Asia)
- Large-format printer: SC-T5450M (Known as SCT5430 in SE Asia)
- Large-format printer: SC-F550 (Known as F530 in SE Asia)
- Large-format printer: SC-P7550 / SC-P9550 (Known as P7530, P9530 in SE Asia)
- Projector: EB-W50
- Projector: EF-100W / EF-100B / EF-100WATV / EF-100BATV
- Projector: EH-LS500W / EH-LS500B
- Projector: EB-L1070U / EB-L1075U / EB-L1050U
- ORIENT Divers watch: RK-AU0301B / RK-AU0302L / RK-AU0303B / RK-AU0305B

Note that Epson products and services vary by region. The product names in this news release are used in the Japanese market. Please refer to your local Epson sales company for details of products and services available in your region.

**Appendix: List of designs recognised with 2019 Good Design Award**

**Inkjet printer: EW-M752T / EP-M552T**

With large-scale EcoTanks, some customers are concerned that there is too much ink, and others want a product that costs less even if it means there is less ink. This new mechanism features a small tank that is integrated with the heads, allowing you to print a variety of content without worrying about the ink. With this new design, ink can still be injected easily without popping the tank out.

**Inkjet printer: PX-S270T / PX-M270T / PX-M270FT**

A4 monochrome all-in-one inkjet printer equipped with a large-capacity EcoTank capable of printing up to 6,000 sheets with one ink filling. With no need to replace cartridges, this product reduces downtime and eliminates waste. The ink bottle insertion position, and the automatic injection/stop mechanism, make it possible to inject ink easily and with confidence.

**Large-format printer: SC-T5450M**

This large-format printer for POP/CAD applications is equipped with a scanner. The scanner is positioned vertically and the top surface is flat to save work space in small environments, such as business offices, government offices, architectural offices, and retail stores, for easy large-format scanning. The simple, clean appearance allows it to blend in nicely with an office environment.

**Large-format printer: SC-F550**

A large-capacity EcoTank has been added to the world's smallest class large-format printer, for hassle-free mass printing. The simple, clean design blends in nicely with most usage environments, such as offices, architecture, academia, retail, and sublimation printing. Ink bottles are shaped to be

inserted only in the correct position, allowing the user to inject ink easily and with confidence.

**Large-format printer: SC-P7550 / SC-P9550**

As a continuation of the SC-P9050V/SC-P9050G, regarded highly as the industry standard for high-quality images in the fine art, proofing, and photo laboratory markets, this product provides the functional operability of high-quality professional tools, such as internal lighting to immediately check printed material and a neutral color that does not interfere when making color adjustments.

**Projector: EB-W50**

This projector is perfect for environments where lighting and visual effects are used to highlight products and exhibits, such as commercial facilities and museums. The easy-to-see top surface, which curves seamlessly into the rounded sides, and the disk-shaped mounting brackets combine for a clean design that blends into the environment from any angle.

**Projector: EF-100W / EF-100B / EF-100WATV / EF-100BATV**

This small laser home projector can be easily positioned in any room in your home. An all-in-one package with built-in speakers and streaming terminal, this product makes it easy to create a dramatic video experience. The round shape, with a leather-like texture and metal rings, will fit naturally within the interior design of your home.

**Projector: EH-LS500W / EH-LS500B**

Simply place this ultra short throw home projector on your current TV stand to enjoy dramatic large-screen images. This all-in-one package with built-in speakers and streaming terminal allows you to enjoy the latest movies from the comfort of your own home. The combination of a slim, clean appearance and highly-textured fabric allows it to blend easily into your living environment.

**Projector: EB-L1070U / EB-L1075U / EB-L1050U**

This projector can be used for presentations in university lecture halls, art museums, and stores. A wide variety of interchangeable lens groups allows very flexible installation and projection. In addition to a design that emphasizes low-profile installation, the robust lenses eliminate any concern when replacing lenses.

**ORIENT Divers watch: RK-AU0301B / RK-AU0302L / RK-AU0303B / RK-AU0305B**

The watch enables great readability by directly building the dial in the case and using a novel shock-absorption structure, giving the watch-face a spacious, gentle appearance. This design allows plenty of space for the 12-hour mark, which itself features a luminous large-size index. These features allow you to quickly make out the vertical axis of the dial in a variety of diving positions.

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**About Epson**

Epson is a global technology leader dedicated to becoming indispensable to society by connecting people, things and information with its original efficient, compact and precision technologies. The company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Epson is proud of its contributions to realizing a sustainable society and its ongoing efforts to realizing the United Nations' Sustainable Development Goals.

Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group generates annual sales of more than US$10 billion.

http://global.epson.com/

**About Epson Singapore**

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia and South 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.

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