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## Epson's continued growth in SE Asia a result of focus on business sectors

**Singapore, 19 September 2016** – Epson's growth within Southeast Asia continues to strengthen as it focuses on growing its corporate and industrial business, and as it emerges as a technology company driven by its core technologies. It has shown consistent revenue growth over recent years as it drives expansion within the business segment, with 9% growth across the region in FY15 in Singapore, Malaysia, Indonesia, Thailand and Philippines, with positive growth over the past five years. In the mid-term, we expect to continue a double-digit growth trend.

Epson will continue to focus on its four key areas of innovation to drive growth – Inkjet, Visual Communications, Wearables and Robotics. Announced earlier this year, the Epson 25 vision aims to create a new connected age of people, things and information with efficient, compact and precision technologies. It provides the technology direction for the company and is the next step in Epson's growth as a technology company worldwide.

“Epson's heritage as a watchmaker is core to its expertise in developing high performance precision technologies. Epson will continue to leverage our core technologies to create new innovations that will meet new needs across our focus segments, to bring new value to our customers through precision and smart technologies, and that will reduce impact to the environment,” said Toshimitsu Tanaka, Managing Director, Epson Singapore.

**Robotics Innovation**

Epson is a global leader in high-precision SCARA robots which are deployed in the manufacturing industry for a wide variety of applications.

With the recent development of high-precision force sensors in Epson robots, the robots can accurately and consistently sense forces as limited as 0.1 Newton. With this, Epson's robots are able to perform intricate and precise tasks, to address tasks requiring automation. 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.

The industrial robotics business at Epson targets to grow by 150% for FY16, driven by strong demand in Southeast Asia.

### **Inkjet Innovation (Business Printing)**

Epson's growth for its printers is driven by its Micro Piezo and PrecisionCore printhead technology, which has been incorporated across its business and ink tank system printers to ensure durability and reliability. Demand for ink tank printers continues to expand, with growth in SE Asia at 17% in FY15.

With the roll-out of its business inkjets for offices in Southeast Asia, Epson aims to drive growth in the office and enterprise segment with its Replaceable Ink Pack System (RIPS) business printers. The RIPS printer is able to print up to 75,000 pages with each ink pack set, which offer lower page yields compared to laser printers. It also reduces the use of consumables and lower carbon emissions in comparison to laser printers.

Epson is also making efforts to contribute to customers' work processes by reducing the environmental impact of its products. As part of this initiative, Epson will combine its compact inkjet printers with its PaperLab office papermaking system, to provide a sustainable office printing ecosystem. The world's first [\[1\]](#) in-office paper recycler to use a dry process [\[2\]](#), PaperLab, which Epson plans to launch in Japan later this year, recycles waste paper in the office to provide a source of office paper, while eliminating the need to store and transport documents to recycling facilities.

### **Inkjet Innovation (Industrial Printing)**

Epson's growth in its professional printing business continues to expand, with growth of 6% for its large format printers for FY15, and forecasted growth of 13% for FY16. Epson's PrecisionCore printhead technology continues to drive product development and innovations with its scalability, enabling printing across different media from fabric to signages, and with a variety of inks.

Epson will focus on its digital textile, signage and label printing business to drive growth. In the area of digital textile printing, Epson currently has 85% market share for dye-sublimation digital textile printing<sup>[3]</sup> within Southeast Asia. Through its collaboration with Robustelli, Epson plans to roll-out its high-end direct-to-garment roll-to-roll digital textile printer within the region, and will continue to develop technologies to meet the needs of customers across the different segments.

## **Visual Communications Innovation**

As the company with the largest market share worldwide at 32%, and at 23% in SE Asia, Epson has continued to dominate the projector market for 3LCD business and home projectors, with interactive projectors driving its growth.

Epson will be launching its new high brightness laser projectors in Southeast Asia this year, along with its 25,000 lumens 3LCD laser projector, which would be the world's first brightest 3LCD projector to date.

Later this year Epson will be launching the Moverio BT-300, which is the lightest<sup>[4]</sup> OLED binocular smartglasses and sets the standard for augmented reality smart eyewear. With a focus on developing the smartglasses for commercial and business markets in Southeast Asia, Epson continues to work with business customers and independent software vendors (ISVs) to develop the ecosystem and grow awareness of its smartglasses.

The new BT-300 features Epson's cutting edge silicon-based OLED (organic light emitting diode) digital display technology, enabling reductions in power usage and weight, and improvements in response time. This cutting edge technology also provides a seamless augmented reality experience in high quality images with greater contrasts, richer colours, and higher brightness.

Epson's Moverio range was first launched in 2011 with the BT-100, supplemented in 2014 with the BT-200, and again in 2016 with the Moverio Pro BT-2000.

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## **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.

<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 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>

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[1] PaperLab is the first paper recycling system to use a dry process, according to Epson research conducted in November 2015.

[2] A small amount of water is used to maintain humidity inside the system.

[3] Figures are based on IDC APeJ Large Format Printer Tracker 2015 H2. Epson's market share is based on six countries in ASEAN - Indonesia, Malaysia, Philippines, Singapore, Vietnam and Thailand.

[4] When compared to data available on the websites of manufacturers of competitor devices with similar features as of January 2016. Targeted weight of the Moverio BT-300 headset: 69g.

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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.  
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