



New Product Release

EPSON INTRODUCES ANOTHER BREAKTHROUGH PRODUCT FOR FINE ART PHOTOGRAPHY WITH THE NEW EPSON STYLUS® PHOTO R2400 AND EPSON ULTRACHROME K3™ INKS

New Eight-Color Epson UltraChrome K3 Pigment Inks Provide Stunning Archival Color and Black and White Prints up to 13” Wide

LONG BEACH, Calif. – May 10, 2005 – Epson America Inc. has once again changed the world of photography with the introduction of the Epson Stylus Photo R2400 and Epson UltraChrome K3 inks. This new printer, coupled with its innovative ink technology, offers professional and fine art photographers the most advanced ink jet technology available to date. The Epson UltraChrome K3 pigment ink set ensures both a wider color gamut and superior black and white output with print permanence ratings that are perfect for gallery exhibits. With three levels of black and advanced driver controls, the Epson Stylus Photo R2400 enables users to create professional-quality prints on a wide variety of media.

Replacing the award-winning Epson Stylus Photo 2200, the Epson Stylus Photo R2400 will be the printer of choice for professional and fine art photographers, as well as serious amateurs.

“Epson has a legacy of providing photographers and digital artists with the tools that enable them to express their vision. The Epson Stylus Photo R2400 and the new Epson UltraChrome K3 inks produce stunning color prints in addition to black and white prints that look and feel like traditional silver halide prints,” said Patrick Chen, product manager, photo imaging, Epson America. “Quite simply, this printer with its Epson UltraChrome K3 inks will redefine photographic printing in the industry with the next level of uncompromising quality, ease of use and print permanence.”

New Epson UltraChrome K3 Ink Technology

The Epson UltraChrome K3 ink set is a unique eight-color system designed specifically for professional and fine art photographers and digital artists who seek exhibit-level photo quality. Inspired by Epson’s past generations of pigmented inks, Epson UltraChrome K3 uses higher density pigments to widen the color gamut. In addition to cyan, magenta, yellow, light cyan and light magenta, UltraChrome K3 features a special three-level black ink system that simultaneously uses

-more-

black, light black and light-light black to create professional neutral and toned black and white prints from a single ink set.

Epson UltraChrome K3 inks also boast output without color crossover or color casts. In addition to professional-quality black and white output, Epson UltraChrome K3 produces higher degrees of color fidelity and stable colors superior to that of other ink technologies on the market. By using high-gloss Microcrystal Encapsulation™ technology, Epson delivers improved pigment and resin chemistry to provide better scratch resistance and glossier prints.

The Epson Stylus Photo R2400 produces unparalleled black and white prints and gives the user the choice of two interchangeable cartridges—Photo Black or Matte Black. This feature optimizes the black ink density for various media types, which produces richer blacks and higher contrast output. Professional results can be achieved with the Photo Black Mode on a variety of glossy media, and in Matte Black Mode on matte and fine art media such as Epson's Velvet Fine Art, Enhanced Matte and UltraSmooth Fine Art. Both Photo and Matte Black cartridges are included with the Epson Stylus Photo R2400.

New Advanced Printer Driver Control

The Epson Stylus Photo R2400 driver is enhanced to provide users with unprecedented black and white image control. The driver settings offer quick toning presets, separate controls for shadow and highlight tonality control, maximum optical density control, reduced gloss differential, and custom tone control. Furthermore, Epson's proprietary driver and screening technology offers users a unique method for converting color digital images into professional quality black and white prints.

About the Epson Stylus Photo R2400 – Key Product Features

The Epson Stylus Photo R2400 offers a multitude of features for digital and fine art photographers:

- **Printing Method:** Epson's exclusive and award-winning drop-on-demand Advanced Micro Piezo® pigment ink jet technology delivers droplet sizes as small as 3.5 picoliters and resolutions up to 5760 x 1440 optimized dpi
- **BorderFree® Printing Sizes:** Borderless printing without margins in popular 4 x 6", 5 x 7", 8"x 10", letter (8.5" x 11"), 11" x 14", 12"x 12", 13" x 19", and panoramic sizes

-more-

- **High-Performance Print Engine Speeds:** One of Epson's fastest photo printers to date, printing an 11"x14" photo in as fast as 1 minute, 47 seconds*
- **Water/Smudge-Resistant Prints:** Epson UltraChrome K3 inks resist smudging or fingerprints related to high levels of humidity, moisture and water spillage**
- **Professional Media Handling:** Three paths: Sheet, Rear (Roll and Single-Sheet Fine Art) and Straight-through for 1.3mm thick media; standard handling including BorderFree Printing, plus roll paper support (4", 8.3" and 13")
- **Epson Paper Options:** Enhanced Matte Paper, Velvet Fine Art Paper, Watercolor Radiant White, UltraSmooth Fine Art Paper, Matte Paper Heavyweight, PremierArt Matte Scrapbook Photo Paper for Epson, Premium Glossy Photo Paper, Premium Semigloss Photo Paper, Premium Luster Photo Paper, Photo Quality Ink Jet Paper, and Premium Bright White Paper
- **Paper Sizes:** 4"x 6", 5" x 7", 8" x 10", letter (8.5" x 11"), 11" x 14", 12" x 12", 13" x 19", B (11" x 17"), A3+, Super B (13" x 19"), user definable, plus 4", 8.3" and 13" wide panoramic roll papers

Included Photo Software and Color Management Solutions

The Epson Stylus Photo R2400 comes with a Print Image Matching® Plug-in for Adobe® Photoshop® and four popular black and white filters from nikk Color Efex Pro™ 2.0. These filters are downloadable from nikk multimedia's website and operate on both PC and Macintosh® platforms. In addition, Epson RAW Print is also included for easy printing of RAW format image files. Supported by Windows® 2000 and XP, Epson RAW Print works with the following cameras: Epson RD-1, Nikon® D70 and Canon® EOS Rebel. Color management solutions include premium ICC color profiles, X-Rite® Complete Guide to Color Management, and an exclusive offer by X-Rite for Monaco™ EZ Color.

The EPSON Stylus Photo R2400 supports Windows 2000 and XP and Mac® OS X 10.2.4 or later with both Hi-Speed USB 2.0 and FireWire® (IEEE 1394) ports.

Print Permanence

Epson is always striving to offer products that produce fade-resistant and long-lasting photos. The Epson Stylus Photo R2400 is a breakthrough product with its print longevity using new Epson UltraChrome K3 inks and a wide selection of Epson archival media. The printer's output is rated to resist fading up to 108 years for color and over 200 years for black and white.***

Pricing, Support and Availability

The Epson Stylus Photo R2400 will be available this month for an estimated street price of \$849 through direct market resellers, specialty photo stores, computer superstores, on-line retailers, and Epson's retail Web site (www.epsonstore.com). The printer is backed by the one-year EPSON Exchange Warranty and is supported by the EPSON ConnectionSM, a customer support technical assistance line.

About Epson

Epson offers an extensive array of award-winning image capture and image output products for the consumer, business, photography and graphic arts markets. The company is also a leading supplier of value-added point-of-sale (POS) printers and transaction terminals for the retail market. Founded in 1975, Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. Epson America, Inc. is headquartered in Long Beach, Calif.

###

Note: Specifications subject to change. Epson UltraChrome K3 is a trademark and Epson, Epson Stylus, Print Image Matching, Micro Piezo and Microcrystal Encapsulation are registered trademarks of Seiko Epson Corporation. BorderFree is a registered trademark of Epson America, Inc. Third party brand or product names are trademarks or registered trademarks of their respective holder.

* Color photo speed is in Photo mode on Epson Enhanced Matte Paper. Additional processing time will vary based on system configuration, software application and page complexity.

** Water resistance on Epson Premium Glossy Photo Paper, Premium Semigloss Photo Paper, and Premium Luster Photo Paper.

***Ink lightfastness rating based on accelerated testing of prints on specialty media, displayed indoors under glass. Actual print stability will vary according to media, printed image, display conditions, light intensity, humidity, and atmospheric conditions. Epson does not guarantee longevity of prints. For maximum print life, display all prints under plexi, glass or lamination or properly store them. Visit www.wilhelm-research.com for the latest information.