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New Epson UltraChrome HD Pigment Ink Technology Delivers the Highest Print Permanence Ratings Ever Achieved for Epson UltraChrome Inks

All-New Photographic Pigment Ink Technology Featured in Epson SureColor Large-Format Photo Printers Preserves the Legacy of the Print

LONG BEACH, Calif. – April 15, 2015 – Epson America, Inc. today achieved a milestone in photographic ink technology and print longevity with preliminary print permanence ratings for its all-new Epson UltraChrome® HD pigment ink technology, according to comprehensive tests conducted by Wilhelm Imaging Research, Inc. (WIR), the world’s leading independent permanence testing laboratory. While accelerated display permanence tests are still underway, the data accumulated to date indicates that UltraChrome HD pigment inks can provide up to twice the WIR Display Permanence Ratings of previous generations of Epson UltraChrome inks with most Epson photo and fine art papers.

In addition, preliminary data from ongoing tests indicate that, depending on the specific paper, WIR Display Permanence Ratings for black and white prints made with UltraChrome HD inks using Epson’s “Advanced Black and White Print Mode” will likely exceed 400 years.

WIR’s multi-factor print permanence test procedures, which go far beyond just the effects of accelerated light exposure, evaluate all of the display and storage factors that can affect the life of a print over time. Prints made on Epson fine art photo papers and canvas with the new UltraChrome HD pigment inks are also expected to have WIR Album and Dark Storage Permanence Ratings well in excess of 200 years; the prints exhibit high resistance to atmospheric ozone; have very good water-resistance properties; and, the pigment images are extremely resistant to damage caused by storage or display in high-humidity environments.
“Epson continues to develop photographic printing and ink technologies that inspire photographers to print their art,” said Mark Radogna, group manager, Epson Professional Imaging. “Utilizing eight newly developed high-stability pigment inks – cyan, magenta, yellow, black, light cyan, light magenta, light black, and light light black – the latest Epson UltraChrome HD inkset offers professionals an amazing tool to produce stunning prints that will preserve their photographic legacy far into the future.”

The following papers are currently in testing at Wilhelm Imaging Research; additional papers and canvas materials will be added in the near future:

- Epson Cotton Rag Matte Paper
- Epson Ultra Premium Photo Paper Luster
- Epson Exhibition Fiber Paper
- Epson Hot Press Bright Fine Art Paper
- Epson Hot Press Natural Fine Art Paper
- Epson Cold Press Bright Fine Art Paper
- Epson Cold Press Natural Fine Art Paper
- Epson Exhibition Watercolor Paper Textured

Epson UltraChrome HD ink is featured in Epson’s new professional suite of large-format photographic ink jet printers – the Epson SureColor® P600 13-inch photo printer and Epson SureColor P800 17-inch photo printer – and will continue in future product releases.

“With the increased Dmax, wider color gamut, and reduced metamerism provided by the new Epson UltraChrome HD pigment inks – which taken together serve to significantly enhance the visual brilliance of both color and black and white images – the increased overall permanence of the prints represents a significant contribution to photography,” said Henry Wilhelm, founder and director of research at Wilhelm Imaging Research. “We look forward to posting print permanence test results for the new inks on a variety of media as the data become available. It is one of the realities of the print permanence testing field that the more stable the print, the longer the tests take to complete.”

For details about the Wilhelm Imaging Research, Inc. multi-factor permanence testing procedures, visit [http://www.wilhelm-research.com](http://www.wilhelm-research.com). For additional information regarding Epson large-format photo printers and Epson professional media, visit [www.proimaging.epson.com](http://www.proimaging.epson.com).
About Wilhelm Imaging Research, Inc.
Wilhelm Imaging Research, Inc. has for over 35 years conducted research on the stability and preservation of traditional and digitally-printed color and black-and-white photographs and motion pictures. As an independent testing laboratory, WIR publishes on its website brand-name-specific, comparative permanence data for desktop and large-format inkjet printers and other digital printing devices. The comprehensive multi-factor test methods developed by WIR have become the de facto standard worldwide for evaluating the permanence of color and black and white photographs. A major research activity of WIR has been the development of improved accelerated image permanence tests and advanced, full tonal scale, colorimetric analysis methods for the fading and staining that occurs with color and black-and-white photographic images over time. Wilhelm Imaging Research also provides consulting services to museums, archives, and commercial collections on refrigerated and sub-zero freezer storage for the very long-term preservation of still photographs and motion pictures. (http://www.wilhelm-research.com)

About Epson
Epson is a global innovation leader dedicated to exceeding expectations with solutions for markets as diverse as the office, home, commerce, and industry. Epson's lineup ranges from inkjet printers, printing systems and 3LCD projectors to industrial robots, smart glasses and sensing systems and is based on original compact, energy-saving, and high-precision technologies.

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