

FOR IMMEDIATE RELEASE



Contacts:
Darek Connole
Epson America, Inc.
562-290-4026
Darek.Connole@ea.epson.com

Katelyn Pelton
Walt & Company
408-369-7200, ext. 2974
kpelton@walt.com

Epson Reinforces Commitment to Changing Needs of Creative Professionals with New Photography Desktop Printers

13-inch SureColor P700 and 17-inch SureColor P900 Incorporate Breakthrough Advancements from Large Format Printers to Produce the Highest Quality, Longest-Lasting Prints for the Desktop

LONG BEACH, Calif. – April 21, 2020 – Epson, an industry leader in the photography market, today announced a breakthrough in professional printing technology with the introduction of the 13-inch [SureColor® P700](#) and 17-inch [SureColor P900](#) desktop photo printers. Replacing the award-winning SureColor P600 and SureColor P800, these new printers draw from over 20 years of experience to incorporate the same large format printing technology used by the world's leading photographers into a sleek, compact design, allowing for the creation of exhibition quality prints from the convenience of the desktop.

“Fifteen years ago, Epson stunned the industry with the Stylus Pro 3800 that provided unprecedented creative control for photographers, allowing them to print up to 17-inches wide without a darkroom,” said Reed Hecht, senior product manager, Professional Imaging, Epson America. “With the introduction of the SureColor P700 and SureColor P900, a new generation of photographers will experience another breakthrough in printing technology – truly redefining not only the photographic print but also the printing workflow.”

The new SureColor P700 and SureColor P900 are the smallest professional 13- and 17-inch printers in their class, with a 30 percent size reduction from Epson's previous generation printers, and are designed for use in photography, graphic design, fine art, and illustration. The printers tout a new 10-channel MicroPiezo® AMC™ printhead to increase productivity, with dedicated channels for both Photo and Matte Black ink types – no ink switching necessary.

Featuring new UltraChrome® PRO10 pigment ink* with Violet, the SureColor P700 and SureColor P900 deliver an extremely wide color gamut and support Advanced Black and White Mode to create unparalleled, professional black and white photographs.

According to Henry Wilhelm, director of research at Wilhelm Imaging Research, the world's leading independent print permanence testing laboratory, Epson's new printers and inks are currently undergoing comprehensive ten-factor testing with a range of papers and canvas, with both color prints and B&W prints made using Epson's Advanced Black and White Mode.

"Preliminary data for the Epson 10-color UltraChrome PRO10 pigment inks in the new SureColor P700 and SureColor P900 create stunning museum quality prints with WIR Display Permanence ratings that we believe will equal the ratings achieved by the current UltraChrome PRO12 inks of up to 200 years for color prints and up to 400 years for B&W prints.¹ Prints framed with UV-absorbing acrylic – and those displayed under LED illumination – will achieve significantly higher ratings."

For the first time, users can easily print directly from iOS® devices² to the SureColor P700 and SureColor P900 in a color managed workflow. Using an updated mobile version of Epson Print Layout software, full support and color management tools are provided for iPhone and iPad printing. These printers also feature a new print driver mode – Carbon Black – which dramatically increases Dmax by up to 11 percent, for best-in-class black density and reduced bronzing and gloss differential on glossy papers.

The SureColor P700 can accommodate both roll and cut sheet media, and the SureColor P900 accommodates cut sheet media and an optional fully enclosed roll media adapter supports both 2-inch and 3-inch rolls and roll printing up to 10 feet long. Additional features include a 4.3-inch customizable touchscreen, upgraded wireless connectivity including 5GHz and an interior LED light to watch the progress of a print.

More About the SureColor P700 and SureColor P900 Desktop Photo Printers

Designed to help photographers reproduce every detail of their creative vision, the new SureColor P700 and SureColor P900 incorporate a range of features to produce exhibition quality prints from the convenience of a desktop:

- **Outstanding image quality and color** — All-new UltraChrome PRO10 Ink with Violet produces a wide color gamut for vibrant and rich colors
- **No Photo and Matte Black ink switching** — Dedicated channels for both black ink types – no switching needed
- **New 10-channel MicroPiezo AMC printhead** — Consistently delivers prints with outstanding speed, consistency and accuracy; supports variable size droplet technology as small as 1.5-picoliters for remarkable output quality
- **Easy printing from smart devices** — Print color-managed files directly from an iOS device² with an easy-to-use interface
- **New Carbon Black Driver technology** — All-new Carbon Black Driver mode dramatically increases Dmax for best-in-class black density on glossy papers
- **Professional media handling** — Accommodates rolls³ and sheet media up to 1.5 mm thick of Epson Professional, Signature Worthy[®] and Legacy papers as well as third-party media
- **Easy to use** — Features 4.3-inch customizable touchscreen, wireless connectivity and interior LED light
- **Compact design** — 30 percent smaller than the previous generation
- **Industry-leading print permanence** — UltraChrome PRO10 ink is expected to create prints with WIR Print Permanence Ratings when displayed of up to 200 years for color and 400 years for black-and-white¹

Pricing, Support and Availability

The SureColor P700 (\$799 MSRP) and SureColor P900 (\$1,295 MSRP) will be available through Epson Authorized Resellers starting in May. The printers offer a standard Epson PreferredSM Limited Warranty, a one-year program that includes toll-free advanced telephone access Monday through Friday and usually next business-day on-site service in the unlikely event of any hardware failure. For additional information, visit www.proimaging.epson.com.

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, and is underpinned by original microdevices. 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 U.S. \$10 billion.

Epson America, Inc., based in Long Beach, Calif., is Epson's regional headquarters for the U.S., Canada, and Latin America. To learn more about Epson, please visit: epson.com. You may also connect with Epson America on Facebook (facebook.com/Epson), Twitter (twitter.com/EpsonAmerica), YouTube (youtube.com/EpsonAmerica), and Instagram (instagram.com/EpsonAmerica).

#

* This product uses only genuine Epson-brand cartridges. Other brands of ink cartridges and ink supplies are not compatible and, even if described as compatible, may not function properly or at all.

¹Print Permanence in testing. 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 glass or lamination or properly store them. Visit www.wilhelm-research.com for the latest information.

²Most features require an Internet connection to the printer, as well as an Internet- and/or email-enabled device. For a list of Epson Connect enabled printers and compatible devices and apps, visit www.epson.com/connect

³Roll media handling is standard on SureColor P700; optional on SureColor P900

EPSON, MicroPiezo, Signature Worthy, SureColor and UltraChrome are registered trademarks, EPSON Exceed Your Vision is a registered logomark Seiko Epson Corporation. AMC is a trademark of Epson America, Inc. Epson Preferred is a registered servicemark of Epson America, Inc. iPad and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. All other product and brand names are trademarks and/or registered trademarks of their respective companies. Epson disclaims any and all rights in these marks. Copyright 2020 Epson America, Inc.