

June 19, 2000

The EPSON Stylus® Photo 2000P ink jet printer— For elegant archival photographic prints that will last generations.

One of the most respected names in digital photography, Epson, introduces a revolutionary new photo ink jet printer and truly ingenious ink technology that redefines the color photographic print.

For the first time ever, photographers and artists have the capability of producing truly archival color photographic prints that last not just a lifetime, but many lifetimes! It's made possible by the EPSON Stylus Photo 2000P with exclusively engineered EPSON Archival™ Inks using MicroCrystal Encapsulation™ technology. This innovative development bridges the gap between pigment ink longevity and silver-halide color quality. It outperforms Lightjet and Pegasus prints in lightfastness and media options, and Iris prints in lightfastness and color gamut. The key to EPSON Archival Ink is in the control of tiny .1 micron ink particles with specially formulated resin polymer for the widest color gamut of any pigment, UV or long lasting dye ink on the market. Epson partners this ink with the widest media selection available for pigment inks, including semigloss and luster resin coated photographic papers and fine art papers.

The EPSON Stylus Photo 2000P produces true Photo Reproduction Quality (PRQ®) with archivability up to four times longer than existing color photographic silver-halide paper. That's over 200 years of lightfastness!

The EPSON Stylus Photo 2000P is perfect for the pro or semi-pro photographer and artist who produce portrait studio photography, fine art and museum prints or heirloom portraits for generations to cherish. They're so lightfast they can even be used for short term window display. Putting this technology on the desktop gives photographers control of print creation and frees them from depending on the lab.

With amazing affordability and the ease of a desktop printer, the EPSON Stylus Photo 2000P not only redefines the digital print, it redefines traditional color photography.

▼ KEY FEATURES

- Archival Photo Reproduction Quality printing*
 - Continuous tone photo quality with over 200 years lightfastness
 - Choice of Epson custom-engineered media including semigloss, matte, luster, watercolor and more
- 6-Color Archival Inks
 - MicroCrystal Encapsulation™ technology
 - Fast setting and scratch resistant
 - Broadest color range of any pigment inks
- Ultra small variable microdroplets of ink
 - Intuitive use of droplet sizes to achieve fine shadow detail, dazzling highlights and better fill in solid areas across a wide gamut of colors
- Award-winning Micro Piezo™ ink jet technology
 - Pinpoint precise ink droplet size and placement eliminates misting and satellites
 - Durable, permanent print head
- Borderless, edge-to-edge photo printing
 - Includes a roll paper holder for quick, easy and beautiful results to match any photo lab on 4", 8.3" and 13" roll type media
- Windows and Macintosh compatibility
 - Flexible to perform with any platform
 - Built-in USB and Parallel connections

▼ PRODUCT AVAILABILITY

— July 10, 2000

▼ AD EMBARGO DATE

— July 24, 2000



NEW PRODUCT ANNOUNCEMENT

▼ EPSON STYLUS PHOTO 2000P SPECIFICATIONS

Printing Method Epson's exclusive drop-on-demand advanced Micro Piezo ink jet technology	
Color Configuration 6-color (CmMmYK) with separate black ink cartridge	
Maximum Resolution 1440 x 720 dpi black and color	
Ink Technology EPSON Archival Ink with exclusive MicroCrystal Encapsulation; .1 micron-sized ink particles	
Print Speed** 8" x 10" photo: 3 min 40 sec on matte paper 5 min 20 sec on semigloss paper	
Compatibility Windows, Macintosh, iMac™	
Interfaces Standard: USB, IEEE-1284 Parallel Optional: External Ethernet print server	
Paper Capacity 100 sheets/10 envelopes	
Paper Types Plain and bond (text only), EPSON Premium Semigloss Photo Paper, Archival Matte Paper, Premium Luster Photo Paper, Watercolor Paper - Radiant White, Matte Paper - Medium Weight and other custom Epson media	
Paper Sizes Letter, legal, 11" x 17" (B), 13" x 19" (Super B), A4, B5, statement, executive, A3 (11.7" x 16.5"), B4, user defineable sizes and panoramic up to 13" x 44"	
Maximum Printable Area 13" x 44"	
Printer Dimensions 24" x 30.3" x 16.3" (L x W x H) 18.5 lb	
Software Drivers USB — Windows 98, 2000; Macintosh system 8.5.1 or later Parallel — Windows 95, 98, 2000, NT 4.0	
Regulatory Approval Safety: UL/CSA approval EMI: FCC Class A	
Warranty Standard one year limited warranty including EPSON Exchange Program (U.S. and Canada only)	

Not recommended for neutral toned black and white photography.

* Lightfastness rated 200 or more years before noticeable fading occurs, in normal indoor fluorescent lighting, under a glass frame, when using Genuine EPSON Archival Inks and certain compatible EPSON Papers. Results will vary depending on lighting conditions, humidity, color intensity, color range and print media.

** Fine Mode. Additional processing time will vary based on system configuration, software application and page complexity.

▼ PRINTER PACKING SPECIFICATIONS

Single carton dimensions (L x W x H)	27.1" x 15.1" x 12.2"
Single carton weight	25.3 lb
Master carton	not supplied
Pallet (L x W x H)	55.7" x 32" x 78.2"
Container	40', 22 pallets, 528 units

▼ INK CARTRIDGE PACKING SPECIFICATIONS

Black ink cartridge	T015201
Single carton dimensions (L x W x H)	3.42" x 1.92" x 2.83"
Single carton weight	1.58 oz/0.10 lb
Master carton dimensions (L x W x H)	18.5" x 9.05" x 6.5"
Master carton weight	10.34 lb
Master carton quantity	100
UPC code	0-10343-81984-9
Subpack (4) shipping code	100-10343-81984-6
Color ink cartridge	T016201
Single carton dimensions (L x W x H)	5.23" x 2.04" x 3.79"
Single carton weight	5.49 oz/0.34 lb
Master carton dimensions (L x W x H)	27.36" x 9.44" x 12"
Master carton weight	34.98 lb
Master carton quantity	100
UPC code	0-10343-81987-0
Subpack (4) shipping code	100-10343-81987-7

▼ PRODUCT ORDERING INFORMATION

EPSON Stylus Photo 2000P printer	
Product code	C373011
UPC code	0-10343-83022-6
Black ink cartridge	
Product code	T015201
UPC code	0-10343-81984-9
Color ink cartridge	
Product code	T016201
UPC code	0-10343-81987-0
EpsonNet 10/100Base-TX External Ethernet Print Server	
Product code	C823781
UPC code	0-10343-82220-7

YOU'VE GOT TO SEE IT IN  COLOR.™

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