

FOR IMMEDIATE RELEASE

**NEW EPSON STYLUS PHOTO 1400 EXPANDS THE BOUNDARIES OF
ULTRA HI-DEFINITION PHOTO PRINTING TO 13”x 19”**

Epson Stylus Photo 1400 Delivers Fast Enlargements with Ultimate Image Quality,
Functionality and Value for a Breakthrough Price of \$399.99

LONG BEACH, Calif. – Jan. 8, 2007 – Epson, the overwhelming brand of choice among professional photographers, further enhances its line-up of Ultra Hi-Definition ink jet printers with the introduction of the 13-inch wide Epson Stylus Photo 1400. Sharing the same technology as the Epson Stylus Photo R260 and R380, including Claria™ ink and DX5 MicroPiezo® print heads, the Epson Stylus Photo 1400 is engineered to produce awe-inspiring photographic prints up to 13”x 19” that enable photo enthusiasts to realize the full potential of today’s newer DSLRs and high-end digital point-and-shoot cameras. With an estimated street price of \$399.99, the new photo printer is also designed to deliver the ultimate combination of image quality, high-speed performance and value in the 13”x 19” category.

“Epson’s leadership in photographic printing can be distilled down to two fundamental commitments – providing our customers with the most innovative imaging technology on the market, and using that technology to inspire and continuously expand upon their creative vision,” said Patrick Chen, product manager, Epson America, Inc. “The Epson Stylus Photo 1400 is a perfect example of this leadership and provides photo enthusiasts and beginning shutterbugs with the ability to produce stunning enlargements in their own homes. It not only delivers fast larger format photos with richness, depth and clarity at a breakthrough price, but includes several user-friendly features such as automatic photo correction and the ability to print directly onto CD/DVDs.”

More about the Epson Stylus Photo 1400

The Epson Stylus Photo 1400 offers many innovative features and benefits that provide photo enthusiasts with an extremely advanced and easy-to-use printing system right at home:

- **Enlargements with Impact:** Offers 13-inch wide capability for photographic enlargements or attention-grabbing projects in 11”x 14”, 12”x 12” and 13”x 19” sizes; using a six megapixel or higher digital camera or DSLR can provide stunning enlarged images with great impact that are ideal for framing

- **Claria Ultra Hi-Definition Ink:** Provides the ultimate combination of photo quality and longevity for smudge, scratch, water, and fade resistant photos that are rated to resist fading for up to 98 years under glass and 200 years in an album; ¹ Claria dye-based ink supports a variety of media sizes and surface types to satisfy the discerning photo enthusiast
- **Six High Capacity Ink Cartridges:** Provides a convenient way to change out only one color cartridge at a time; designed for the higher ink usage of photo enthusiasts, the Epson Stylus Photo 1400 only comes with high capacity ink cartridges to provide users with the best value
- **DX5 Technology:** Features Epson’s patented MicroPiezo[®] print head to deliver five sizes of ink droplets, as small as 1.5 picoliters, to produce microscopic droplets of Claria ink for grain-free photos; each nozzle discerns and adjusts the droplet size based on printing needs; multiple droplet sizes work together with six-color Claria ink to create greater tonal range for smooth gradations and accurate skin tones
- **Faster Print Speeds:** Delivers professional quality (not draft quality) 8”x 10” photos in as fast as 108 seconds and 11”x 14” photos in as fast as 173 seconds with Epson’s breakthrough print head²
- **Automatic Photo Correction:** Adjusts photos automatically to create the best prints, correcting color for dark, backlit and washed-out photos, adjusting skin tones, enhancing the richness of scenery photos, and automatically sharpening prints (not available with Mac OS X)
- **Direct CD/DVD Printing:** Prints directly on ink jet printable CDs and DVDs, a feature offered only by Epson; customized designs can be created quickly and simply with the included Epson Print CD software and printed out in the convenient front-loading CD tray; CDs and DVDs print over the entire surface area from the center to the edge for a clean and professional look, eliminating the need for messy labels that can warp and potentially damage CD/DVD drives
- **BorderFree Printing:** Delivers beautiful BorderFree photos in 4”x 6”, 5”x 7”, 8”x 10”, letter, 11” x 14”, 12”x 12”, and 13”x 19” prints with no perforations or edges to trim
- **PictBridge:** Features PC-free direct printing from digital cameras and cell phones
- **Adobe Photoshop Elements:** Enables easy organization and editing of photos with powerful tools such as red eye removal; a \$99 value, the software is included with each Epson Stylus Photo 1400

Epson Stylus Photo 1400 Replaces the Epson Stylus Photo 1280

As successor to the award-winning Epson Stylus Photo 1280, the Epson Stylus Photo 1400 delivers a vast array of improvements in print quality, ink technology and speed. In addition to direct CD/DVD printing, the new DX5 print head can print professional quality photos almost three times faster than the head used in the Epson Stylus Photo 1280.

The new Claria Ultra Hi-Definition inks are rated to provide three times longer lightfastness than the Epson Stylus Photo 1280 and the high capacity color ink cartridges provide about three times

the ink yield.³ With an estimated street price of \$399.99, the Epson Stylus Photo 1400 carries the same list price as the Epson Stylus Photo 1280.

For more information on the Epson Stylus Photo 1400 and Epson Stylus Photo series, please visit www.epson.com/sp1400. For information on Epson products and services, visit Epson.com.

About Epson America, Inc.

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 transactions 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.

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- ¹ Ink fade resistance ratings based on accelerated testing of prints, on specialty media, displayed in a glass frame in indoor display conditions or in album storage. Actual print stability will vary according to media, printed image, display conditions, light intensity, temperature, humidity and atmospheric conditions. Epson does not guarantee the longevity of prints. For maximum print life, display all prints under glass, UV filter or lamination or properly store them. See www.wilhelm-research.com for the latest information.
- ² Color photo in Photo Mode (720 x 720) on Premium Photo Paper Glossy measured from start of paper feed. Additional print time will vary based on system configuration, software application and page complexity. See www.epson.com/printspeed for more information about print speeds.
- ³ Ink yield comparison based on average yield of the color cartridges only.

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