



EPSON STYLUS[®] PRO 10000

Welcome to the New Era in Wide Format Photographic Printing

Professional Graphics Sales Guide 2.0 - 11.01.2001

EPSON Stylus Pro 10000
Standard Configuration



Product Positioning



“The original **EPSON Stylus Pro 9000** Series was developed to redefine the concept of wide format photographic printing.”

“The all new **EPSON Stylus Pro 10000** builds on this strategy, but takes the image quality, color accuracy, and print speed to a higher level.”

“The **EPSON Stylus Pro 10000** represents a new era in wide format photographic printing by providing innovative technology, extraordinary performance, with unbeatable value.”



Print Engine Feature Set

➤ **Variable Droplet Micro Piezo® DX3™ Print Head**

- True 1,440 x 720 dpi resolution utilizing a 5 picoliter droplet size for text & line-art comparable to a final press sheet
- True Variable Size Droplet Technology capable of producing up to 3 different dot sizes per print line, greatly decreasing print times while optimizing photographic quality
- Six color ink model produces astonishing photographic quality, especially for color blends, midtone, and highlight details

➤ **Automatic Nozzle Verification Technology (NVT)**

- Proprietary laser technology scans the surface of the print head looking for possible nozzle clogging. When detected, the system automatically cleans the print head virtually eliminating streaking or banding due to random head nozzle clogging

➤ **Photo Accelerator Technology (PAT)**

- Groundbreaking hardware ASIC technology designed to accelerate the printing process of RGB based image files, virtually guarantees full print engine speeds even with slower computer systems

➤ **True Print Engine Consistency Technology**

- Proprietary ASIC technology controls the printing process resulting in extremely consistent image and color output quality from print-to-print

Print Engine Feature Set



➤ Available with Two Different Ink Technologies

- Available with our newest **EPSON Archival™** ink Technology producing brilliant photographic prints with lightfastness rated up to 200 years under glass¹
- Alternatively can be ordered with our award winning **EPSON Photographic Dye™** ink Technology for the highest level photographic output quality ever produced by an Epson printer

➤ High Capacity Intelligent Inking System

- Six individual 500 ml ink cartridges with **Intelligent Ink Cartridge Technology** facilitates easier maintenance and lower cost of ownership
- Epson's NEW Intelligent Ink Cartridge Technology accurately tracks up to eight different data points for highly accurate print cost estimations
- Greatly increasing productivity, EPSON Intelligent Ink Cartridges can be replaced on-the-fly, even during a print job with no loss in image quality
- Replacing ink cartridges takes only seconds with no mess or spillage!



EPSON Intelligent Inking System
High Capacity 500 ml Ink Cartridges



Print Engine Feature Set

➤ High Performance Print Engine Speeds²

STYLUS PRO 10000 PRINT MODE	HOW FAST WILL IT PRINT?
Equal to Photo Lab Quality	72 ft ² / Hour
Superior to Photo Lab Quality	40 ft ² / Hour
Equal to HP DesignJet 5000 Best Photo Quality	125 ft ² / Hour (vs. 60 ft ² / hr. for HP)
EPSON Stylus Pro 9000 Series Best Quality	72 ft ² / Hour (6 Times Faster!)
Fastest Print Mode	231 ft ² / Hour
Slowest Print Mode	25 ft ² / Hour
High Resolution Proofing Quality	87 ft ² / Hour
Daily Production Mode Quality	72 to 125 ft ² / Hour

➤ Overall, the new EPSON Stylus Pro 10000 is about **6** times faster than the current EPSON Stylus Pro 9000 Series at comparable output quality!

- Whether you are producing sellable quality prints or just quick drafts or mock-ups of an project, you can choose from various print modes to optimize your productivity



Print Engine Performance Benchmarking

Print times represent maximum print engine speeds only when printing at the particular Print Mode. These print time figures represent the EPSON Stylus Pro 10000 when connected to a Macintosh G3 400 MHz with 128 MB of memory via the standard USB port.

TEST FILE USED: 198 MB RGB 34" x 44" Photo (10.39 Ft²) printed from Adobe PhotoShop 6 on EPSON Photo Semi Gloss Paper

Driver Print Mode	Print Time	Ft ² / Hour	Quality Description
1,440 x 720 - Superfine	25:15	24.74 (25)	Superior to Photo Lab Output (Durst or LightJet)
1,440 x 720 - Superfine HS	17:16	40.02 (40)	Superior to Photo Lab Output (Durst or LightJet)
720 x 720 - Fine	12:38	49.48 (50)	Equal to Photo Lab Output (Durst or LightJet)
720 x 720 - Fine HS	8:44	71.65 (72)	Equal to EPSON Stylus Pro 9500 1,440 x 720
360 x 360 - Normal	7:28	86.58 (87)	Superior to HP DesignJet 5000 Best Photo Mode
360 x 360 - Normal HS	5:24	125.00	Equal to HP DesignJet 5000 Best Photo Mode
Economy	3:37	207.80 (208)	EPSON Draft Mode
Economy HS	2:43	230.88 (231)	EPSON Draft Mode

HS = High Speed (bi-directional print mode)

Print Engine Feature Set



➤ Flexible Media Handling

- Holds up to two rolls of 2 or 3 inch cored media simultaneously, for hassle free changing of different media types (maximum capacity is one 2" and one 3" core)
- Handles up to 44" wide media in a variety of weights up to 1.5 mm thick posterboard!
- Built-in **Automatic Cutting System** with an optional **Manual Cutter** for thicker media's
- Prints on a wide range of media types including plain paper to specialty medias including vinyl's, Tyvek, canvas, watercolor papers, backlight films, commercial proofing grade papers and even 1.5 mm thick posterboard!

➤ All New High-Speed Cut Sheet Media Loading System

- Automatically loads any cut sheet media up to 44" on a wide range of media types without the need for manual alignment

➤ Optional High-Speed Take-up Reel System

- Automatically feeds media onto a 2 or 3 inch core for easier finishing processes
- Take-up core is compatible with most leading lamination and finishing equipment

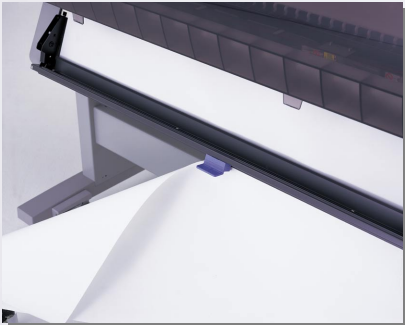


Dual Roll Media System
1-Roll Loaded + 1-Roll Pre-loaded
2" and/or 3" Core Compatible



Automatic Take-up Reel System
High Speed Media Take-up Compatible
with Most Leading Lamination Systems





**Optional Manual Media Cutter
For Cutting Even the Thickest of Media Types**

Print Engine Feature Set



➤ True Cross-Platform OS Support

- Comes standard with Epson's award-winning **Photographic Drivers** supporting Macintosh and Windows 95, 98, Me, 2000, NT and XP
- Standard EPSON drivers allow the user to setup a dedicated Macintosh or Windows computer as a network spooler, greatly enhancing your user's productivity
- Standard high-speed **HPGL/2 plotting** with ZEHPlot driver software
- Available with an optional EFI FierySpark Professional Software RIP for more demanding **Adobe PostScript 3** printing workflows
- Base print engine is supported by most leading third-party RIPs and workflows greatly enhancing the upgradeability of the basic printer over time

➤ Superior Connectivity

- Includes USB, FireWire, ECP Parallel, and one EPSON Expansion Slot as standard ports
- Accepts an optional internal 10/100 BaseT card for even greater connectivity options



Print Engine Feature Set

➤ **Standard 1-Year EPSON Preferred Warranty Program**

- Prompt answer toll-free phone support with personal PIN ID (supplied in-box)
- Available Monday thru Friday 6:00am until 8:00pm and Saturday 7:00am until 4:00pm Pacific Standard time
- Next business day On-Site service

➤ **Optional 1 or 2-Year EPSON Preferred Plus Service Contracts Available**

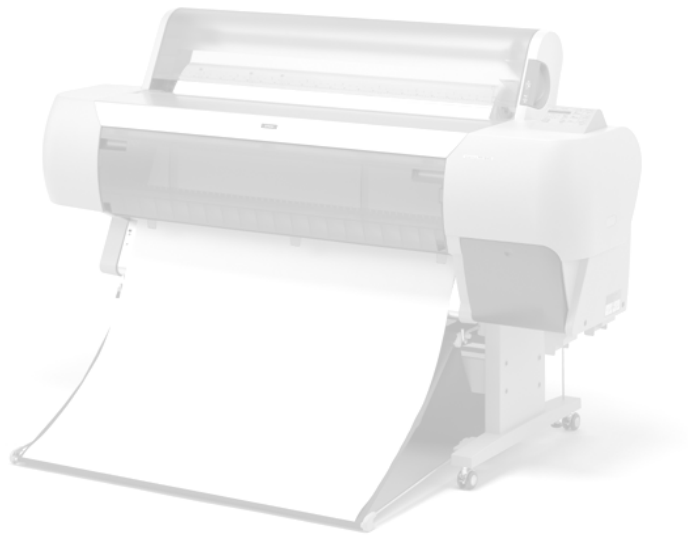
- Allows you to continue all the great benefits of the standard EPSON Preferred Warranty Program once the 1-Year FREE warranty expires
- Available for purchase at any time before the standard 1-Year EPSON Preferred Warranty Program expires

Third-Party RIP Support

EPSON has been working with more than 50 RIP manufacturers around the world to prepare them for the new EPSON Stylus Pro 10000

Here are just a few of the many companies supporting EPSON:

- EPSON
- Electronics for Imaging
- Dupont
- CREO/Scitex
- Best GmbH
- Heidelberg
- ONYX
- Scanvec-Amiable
- Wasatch
- Xitron
- ZEH Graphics
- Candella
- Harlequin
- Imation
- ColorByte
- Pixo Arts
- Compose Systems
- ColorGate
- AGFA
- Fuji Hunt
- Vivid Image



PROFESSIONAL INK LINE



Two Different Ink Technologies?

- ▶ **Can I use one EPSON Stylus Pro 10000 and switch between the two different Epson ink technologies?**
 - The answer is no
 - The user must decide at the time of purchase which ink technology they want to use; EPSON Archival or EPSON Photographic Dye
- ▶ **So how do I know which Epson ink technology to buy?**
 - **This is very simple.** Do you care about print longevity? If you don't, then purchase the EPSON Stylus Pro 10000 with EPSON Photographic Dye Ink. Nothing will match the photographic quality of the EPSON Stylus Pro 10000 with this photographic dye ink.
 - If you need to produce outdoor signage or you need to produce fine art or photography for resale and you must have a print with a lightfastness rated at over 26 years minimum, then purchase the EPSON Stylus Pro 10000 with EPSON Archival Ink. This configuration will produce color quality very close to the photographic dye, but provides you with print lightfastness ratings up to 200 years under glass!



EPSON Professional Graphics Ink Technology

EPSON Photographic Ink Stylus Pro 10000

FEATURE SET

- Up to 26 Years Lightfastness
- Extremely Wide Color Gamut
- Lowest Possible Cost Per Ft²
- Instant Drying
- EPSON Award Winning Quality

APPLICATION

- Indoor Signage & Tradeshow Visuals
- Professional Pre-press Proofing
- Engineering Checkplots & Working Visuals
- Color Comps & G.A. Presentation Visuals
- Color Business Presentations
- Packaging Mock-ups
- Short-term Use of Commercial Photography
- Decorative Fine Art Reproduction

EPSON Archival Ink³ SP5500 • SP7500 • SP9500 Stylus Pro 10000

FEATURE SET

- Up to 200 Years Lightfastness
- Very Wide Color Gamut
- Water Resistant
- Quick Drying
- Widest Range of EPSON Media
- Breakthrough Ink Technology!

APPLICATION

- ALL DYE INK APPLICATIONS PLUS:
- Indoor & Outdoor Display Signage
- Commercial Photography for Resale
- Fine Art Reproduction for Resale
- Any Print-for-Pay Application!



Which EPSON Ink Technology Should I Buy?

EPSON Photographic Ink Stylus Pro 10000

FEATURE SET

- Up to 26 Years Lightfastness
- Extremely Wide Color Gamut
- Lowest Possible Cost Per Ft²
- Instant Drying
- EPSON Award Winning Quality

CUSTOMER TYPE

- Tradeshow Exhibit Builders
- Commercial Printers - Pre-Press Proofing
- Engineering Scientific - GIS, CAD, etc.
- Ad Agencies
- Design Studios
- In-house Graphic Arts Departments
- Corporate America - Any Color Business Work
- Prosumer Photography & Fine Art

EPSON Archival Ink SP5500 • SP7500 • SP9500 Stylus Pro 10000

FEATURE SET

- Up to 200 Years Lightfastness
- Very Wide Color Gamut
- Water Resistant
- Quick Drying
- Widest Range of EPSON Media
- Breakthrough Ink Technology!

CUSTOMER TYPE

- ALL DYE INK CUSTOMER TYPES PLUS:
- Service Bureaus & Reprographics Shops
- Print-for-Pay Shops
- All Fine Art Printmakers
- Commercial Photo Labs
- Sign Makers

Running Cost Analysis

EPSON Photographic Dye Ink & Media

EPSON Stylus Pro 10000 Cost Per 24" x 36" Photographic Print (Printed at 720 x 720 dpi)

EPSON Photographic Dye Ink & Media

EPSON MEDIA TYPE	INK Cost	MEDIA Cost	PRICE PER FT ²	TOTAL PRICE Ink & Media (24" x 36")
Photo Glossy	\$1.34	\$3.78	\$0.85	\$5.12
Glossy Paper Photo Weight(22" x 36")	\$1.23	\$7.34	\$1.54	\$8.57
Photo Semigloss	\$1.34	\$3.08	\$0.74	\$4.42
Premium Luster Photo Paper	\$1.34	\$4.18	\$0.92	\$5.52
Double Weight Matte	\$0.91	\$1.95	\$0.48	\$2.86
Fine Art Sheet	\$0.56	\$11.45	\$2.88	\$12.01
Fine Art Roll	\$0.81	\$10.76	\$1.93	\$11.57
Synthetic Paper	\$0.81	\$3.36	\$0.70	\$4.17
Adhesive Synthetic Paper	\$0.81	\$7.80	\$1.44	\$8.61
Adhesive Vinyl	\$0.81	\$9.20	\$1.67	\$10.01

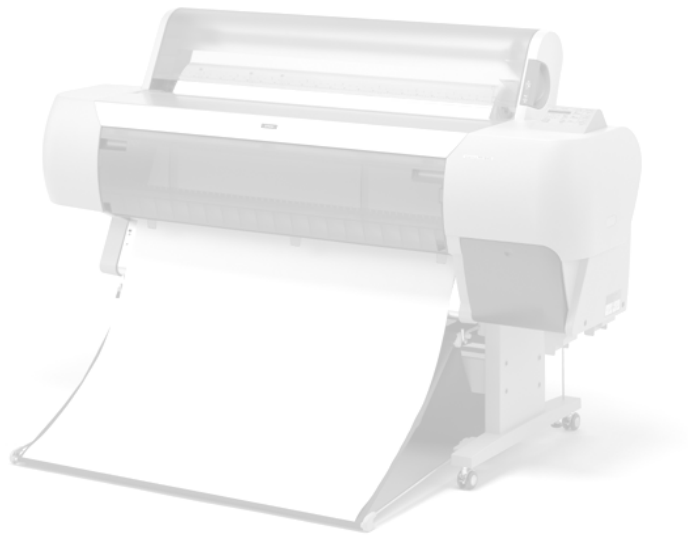
Running Cost Analysis

EPSON Archival Ink & Media

EPSON Stylus Pro 10000 Cost Per 24" x 36" Photographic Print (Printed at 720 x 720 dpi)

EPSON Archival Ink & Media

EPSON MEDIA TYPE	INK Cost	MEDIA Cost	PRICE PER FT ²	TOTAL PRICE Ink & Media (24" x 36")
Photo Glossy	\$2.02	\$3.78	\$0.97	\$5.80
Glossy Paper Photo Weight(22" x 36")	\$1.86	\$7.34	\$1.66	\$9.20
Photo Semigloss	\$2.02	\$3.08	\$0.85	\$5.10
Premium Luster Photo Paper	\$2.02	\$4.18	\$1.03	\$6.20
Double Weight Matte	\$1.34	\$1.95	\$0.55	\$3.29
Fine Art Sheet	\$0.83	\$11.45	\$2.95	\$12.28
Fine Art Roll	\$1.20	\$10.76	\$1.99	\$11.96
Synthetic Paper	\$1.20	\$3.36	\$0.76	\$4.56
Adhesive Synthetic Paper	\$1.20	\$7.80	\$1.50	\$9.00
Adhesive Vinyl	\$1.20	\$9.20	\$1.73	\$10.40



PRIMARY COMPETITION
ANY COMPETITOR

Who are the Competition?



- **Considering the Features & Benefits of the EPSON Stylus Pro 10000, the main competitive field will be the following:**

- EPSON Stylus Pro 9500
- Hewlett Packard DesignJet 5000 42"

- **The EPSON Stylus Pro 10000 will most likely cause a “change” in the way people think about wide format photographic printing in the future.**

- Although Epson does not feel the Stylus Pro 10000 is a direct competitor to more expensive Durst Lambda or LightJet printing products, obviously for people who could not afford such high quality wide format photographic output, they now have a competitive choice with the EPSON Stylus Pro 10000.
- In addition, current Durst Lambda / LightJet printer owners can use the EPSON Stylus Pro 10000 to augment their current product offerings; such as truly photographic output on non-photographic media.

- **Due to the unique technologies that are standard within the EPSON Stylus Pro 10000, the traditional print-for-pay markets now have a superior alternative.**

- “The EPSON Stylus Pro 10000 was designed from the ground-up to become the print-for-pay workhorse within any service bureau or reprographics shop.” – Mark Radogna, Senior Manager, EPSON America, Inc.

Why Would I Buy an EPSON Stylus Pro 10000?

REASON

Image Quality

DETAILED EXPLANATION

Image quality is equal to, if not better than any professional Photo Lab. Six color printing with true 1,440 x 720 dpi resolution produces astonishing photographic image quality with text & line-art at the same level of print quality as a final press sheet. Nothing in its price range comes close to the image quality of the EPSON Stylus Pro 10000.

Ink Technology

With **EPSON Archival™ Ink Technology**, you can produce truly photographic output on a wide range of media types that rivals our competitor's best dye ink technologies. However depending upon the media, you can produce prints with lightfast ratings up to 200 years. And for demanding outdoor signage, nothing in its class can match both the photographic quality and outdoor durability, making EPSON Archival Ink Technology a true breakthrough in pigment ink development.

With **EPSON Photographic Dye™ Ink Technology**, your EPSON Stylus Pro 10000 will produce a level of photographic quality better than any current Epson branded product. Designed for situations where longevity of output is less critical, EPSON Photographic Dye will produce the most brilliant photographic work ever seen from an Epson branded printer.

Why Would I Buy an EPSON Stylus Pro 10000?

REASON

Print Speed

DETAILED EXPLANATION

With Epson's all new Variable Droplet Micro Piezo DX3 print head, you no longer have to wait to get the quality output you deserve.

Depending upon the print job being produced, print engine speeds will vary from 25 ft²/hr to 231 ft²/hr.

Extremely photographic output quality can be produced at ~72 ft²/hr.

With the EPSON Stylus Pro 10000 you can produce superior quality output at ~87 to 125 ft²/hr than direct competitors can produce in any print mode.

Overall the EPSON Stylus Pro 10000 will produce EPSON Stylus Pro 9500 best quality output up to 6 times faster! You can also produce HP DesignJet 5000 42" Best Photo Mode quality output up to 2 times faster!

And thanks to Epson's NEW Photo Accelerator Technology, you're virtually guaranteed maximum print engine performance from even the slowest of computer systems.

Why Would I Buy an EPSON Stylus Pro 10000?

REASON

The EPSON Stylus Pro 10000 is **FASTER** than the HP DesignJet 5000

DETAILED EXPLANATION

Although HP claims their DesignJet 5000 can produce print speeds up to 500 ft² /hr, after talking to their own dealer channel and customer base, we find the true productive print speeds to be more in the 60 to 125 ft² /hr range. Overall, we believe most people would never consider running an HP DesignJet 5000 over 125 ft² /hr unless “draft” quality work is desired.

SO HOW FAST IS EPSON?

The EPSON Stylus Pro 10000 can produce a level of output quality that is equal to HP’s Best Photo Mode (60 ft² /hr) while running at ~125 ft² /hr.

The EPSON Stylus Pro 10000 can produce a level of output quality that exceeds HP in ANY print mode while running at ~87 ft² /hr.

When running at ~87 to 125 ft² /hr, the level of image quality produced by the EPSON Stylus Pro 10000 is truly photographic. This print speed range is truly profitable as well as productive!

Conclusion, if you are currently finding your customers running the HP DesignJet 5000 below 125 ft² /hr, then the EPSON Stylus Pro 10000 will produce superior image quality while printing the same print job up to twice as fast as HP!

Epson does not use “Draft” print modes to sell our products.

Why Would I Buy an EPSON Stylus Pro 10000?

REASON

Print Consistency

DETAILED EXPLANATION

Because of DX3 technology, your EPSON Stylus Pro 10000 will not only produce amazing output, but it will produce it repeatedly and consistently. Considered to be a standard for serious pre-press proofing applications, DX3 assisted print heads from EPSON can produce a print with a delta-of-error below 3 from sheet-to-sheet.⁴ This makes the EPSON Stylus Pro 10000 ideal for workflows requiring custom profiling.

Flexible Media Handling

Able to produce truly photographic output, even on non-photographic media types such as canvas and watercolor papers, gives the EPSON Stylus Pro 10000 owner a significant competitive advantage.

Handling both roll and cut-sheet media up to 44" wide up to 1.5 mm thick, gives you the ability to print on the toughest of medias such as Vinyl, Tyvek, Backlight Films, Watercolor Papers, Canvas, etc. Try running watercolor or canvas through a Durst Lambda or LightJet.

Imagine being able to produce the most demanding outdoor signage to frameworthy fine art and photography by simply changing the media type being used. No longer must you purchase and maintain multiple output devices to handle high resolution photography and fine art, in addition to durable outdoor signage. The EPSON Stylus Pro 10000 can handle it all.

Why Would I Buy an EPSON Stylus Pro 10000?



REASON

Printer Maintenance

DETAILED EXPLANATION

Like all EPSON Stylus Pro branded products, daily maintenance is as simple as changing ink and media. Unlike other highly photographic imaging devices, the EPSON Stylus Pro 10000 has virtually no daily maintenance thanks to our NEW Nozzle Verification Technology.

With Automatic **Nozzle Verification Technology** (NVT) a proprietary laser technology continuously scans the surface of the print head looking for possible nozzle clogging. When detected, the system automatically cleans the print head virtually eliminating streaking or banding due to random head clogging.

Just imagine having a photographic wide format printer available 24/7 that's always ready when you are!

Computer OS Support

EPSON has always been the Macintosh printer company. The EPSON Stylus Pro 10000 is no exception. Both Macintosh and Windows 95, 98, Me, 2000, and NT drivers come standard. And all drivers have the ability to dedicate a Macintosh or Windows computer as a print server.

And for Engineering or Scientific applications requiring HPGL/2 file support, we supply a high speed **HPGL/2 print driver from ZEHPlot** as standard equipment.

Why Would I Buy an EPSON Stylus Pro 10000?



REASON

Adobe PostScript 3 Support

DETAILED EXPLANATION

For Adobe PostScript 3 users, EPSON sells the optional EFI FierySpark Professional RIP. This software based RIP technology turns any dedicated Windows 2000 computer into a standalone RIP Server for your entire network. Whether you're printing from a Macintosh or Windows computer, this state-of-the-art Adobe PostScript 3 RIP from EFI will greatly enhance your companies workflow and greatly increase your entire users' productivity. This all new FierySpark Professional RIP technology is the latest from EFI and features all the professional level color management and web technologies currently available from EFI.

Third-Party RIPs

Due to the on-going success of the EPSON Stylus Pro 9000 Series, many third-party RIPs now drive the EPSON Stylus Pro line of printers, including the new Stylus Pro 10000. Whether you're looking for a pre-press or contract quality proofing RIP or you require a RIP dedicated for signage, CAD, GIS or any other print-for-pay application, the EPSON Stylus Pro 10000 is probably already supported by your current RIP manufacturer.

Why Would I Buy an EPSON Stylus Pro 10000?

REASON

Warranty & Customer Support

DETAILED EXPLANATION

All EPSON Stylus Pro 10000 printers are covered by our award winning EPSON Preferred Protection Service Program. For 1-Year, you can call us Monday through Saturday for free. If we cannot solve your problem over the phone, we will send an Epson Service Technician to your place of business within the next business day to fix the problem.

Ease-of-Use

Unlike many professional level printing devices, loading ink and media is effortless with the EPSON Stylus Pro 10000.

With **EPSON Intelligent Ink Cartridge Technology**, ink can be replaced in seconds, even during a print job with no loss of image quality.

With Epson's innovative dual media roll design, changing different media types is quick and effortless. And with our new **Auto Loading Cut Sheet System**, your EPSON Stylus Pro 10000 will handling a wide range of media types quickly and accurately, dramatically increasing your daily productivity.

No other print engine technology at this quality level is easier to operate.

Why Would I Buy an EPSON Stylus Pro 10000?



REASON

EPSON Brand Name

DETAILED EXPLANATION

No other brand is more recognized by creative professionals around the world than EPSON. Epson's customers are producing some of the most precious fine art & photography, award winning graphical designs, color accurate pre-press proofs, and even contract quality proofs. EPSON has dedicated a team of people focused on one goal of designing, marketing and supporting a truly professional line-up of printers that work beyond expectations.

Low Operation Costs

With large 500 ml ink cartridges, your entire network can take advantage of the EPSON Stylus Pro 10000's image quality without breaking the bank. With per print costs that rival today's color copier/printers, your users will not be afraid to produce their daily work at this higher level of image quality, thus increasing the quality level of everyone's work.

Extremely Low Initial Investment

With a total start-up investment of only **\$9,995** estimated street, even the tightest budget can find a home for the new EPSON Stylus Pro 10000. Even when configured with an optional Fiery Spark Professional RIP, when you factor in the productivity and image quality that you will be able to produce, this will become a smartest investment within your print-for-pay shop or photographic / Fine Art Studio.

PRIMARY COMPETITION



FEATURE

Maximum Media Width

Print Head Technology

Ink System

Highest Resolution

Nozzle Configuration

Smallest Droplet Size

Variable Size Droplet Technology

Photo Accelerator Technology

Nozzle Verification Technology

Automatic Cut Sheet Loading

EPSON Ink Technology

Ink Cartridge Size

Photo Quality Opinion

Max. Media Weight

Max. Print Speed (SFPH)

Slowest Print Speed (SFPH)

Equal Image Quality (SFPH)

Standard Connectivity

Optional Connectivity

Page Description Language

Standard Driver Support

Optional RIP Support

Standard Warranty

Estimated Street Price

STYLUS PRO 10000

44"

Variable Droplet Micro Piezo DX3

6 Color

1,440 x 720 dpi

180 nozzles X 6

5 picoliter

Yes - 3 sizes

Yes

Yes

Yes

Archival or Photographic Dye

500 ml x 6 (Intelligent)

Astonishing Quality - Better than a Lab

Up to 1.5 mm Posterboard

~231 (Economy Mode)

~25 (1,440 x 720 dpi)

~72 (720 x 720 dpi)

USB, FireWire, Parallel, Epson Expansion

10/100 BaseT

Epson ESC/P2 & HP-GL/2 ZEH Driver

Macintosh & Win 95,98,Me,NT,2000

EFI FierySpark Professional

1 Year EPSON Preferred

On-Site Next Business Day

\$9,995

STYLUS PRO 9500

44"

Micro Piezo DX3

6 Color

1,440 x 720 dpi

64 nozzles x 6

8 picoliter

No

No

No

No

Archival Ink Only

220 ml x 6

Award Winning Photo Quality

Up to 1.5 mm Posterboard

~71 (360 x 360 dpi)

~12 (1,440 x 720)

~12 (Best Quality Mode)

Serial, Parallel, Epson Expansion

10/100 BaseT or FireWire

Epson ESC/P2 Raster

Macintosh & Win 95,98,Me,NT,2000

EPSON RS-5100 Fiery X2

1 Year EPSON Preferred

On-Site Next Business Day

\$5,995 NEW LOWER PRICE!



PRIMARY COMPETITION

HP DesignJet 5000 UV Ink Model



How Does HP's DesignJet 5000 UV Model Compare to EPSON's Stylus Pro 10000 Archival Model?

- **Dry time is significantly longer between printed sheets when using the HP DesignJet 5000 with UV ink vs. dye.**
 - After printing a sheet with HP UV ink, the DesignJet 5000 must 'hold' the job for the required 'dry' time before cutting and allowing the next print to begin printing.
 - Depending upon the media type being used, the HP DesignJet 5000 running UV ink must 'hold' the printed job for up to 7 minutes before the next print can begin.
 - With longer print runs, the EPSON Stylus Pro 10000 with Archival Ink clearly outperforms HP's DesignJet 5000UV.
 - When using HP UV ink, the HP "Max Quality" print mode is worse than HP's current "Production" print mode on their dye model!
 - The overall print quality of the DJ5000 when running HP UV ink is significantly worse than their current dye model.
 - Photographically, EPSON's Archival Ink Technology on the Stylus Pro 10000 is more competitive with HP's Dye ink than their UV.



How Does HP's DesignJet 5000 UV Model Compare to EPSON's Stylus Pro 10000 Archival Model?

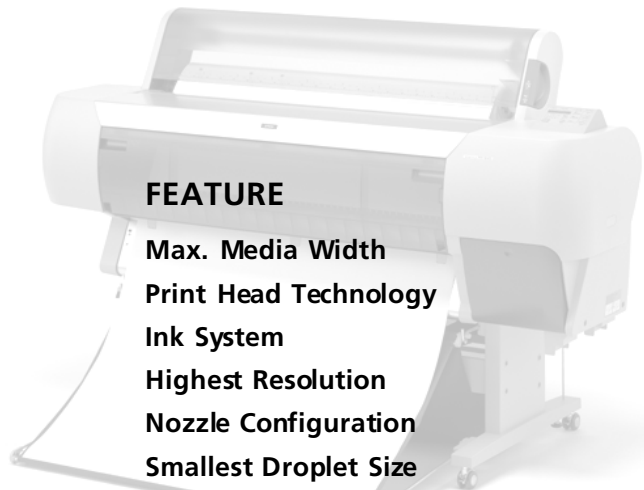
- **The EPSON Stylus Pro 10000 with Archival Ink is significantly more photographic vs. the HP DesignJet 5000 using UV ink**
 - EPSON has superior 'graininess' and color gradation than HP
 - EPSON is using a true 5 picoliter droplet vs. HP's 12 picoliter
- **When printing on Glossy Papers, the EPSON Stylus Pro 10000 with Archival Ink can print up to 29% faster than HP's DJ-5000 with UV ink**
- **When printing on Tyvek, the EPSON Stylus Pro 10000 with Archival Ink can print up to 50% faster than HP's DJ-5000 with UV Ink**
- **When using pigmented inks, not only is the EPSON faster than HP when printing on Glossy or Tyvek media types, but the final print quality is superior!**
 - Again, the HP DJ-5000UV suffers from slow print and dry times along with poor 'grainy' image quality



How Does HP's DesignJet 5000 UV Model Compare to EPSON's Stylus Pro 10000 Archival Model?

- **The HP DJ-5000UV requires a 'pause' of ~105 seconds between printed pages and nozzle checking vs. only ~50 seconds for the EPSON SP10000**
 - Depending upon how many prints are being produced, this time adds up!
 - Again, the EPSON Stylus Pro 10000 Archival Model is more productive
- **Media 'skewing' problems frequently occur on the HP DJ-5000UV**
 - User must open cover and re-set the media type
 - The EPSON Stylus Pro 10000 rarely has media 'skewing' problems
- **HP has significant Metamerism problems with their UV ink**
 - HP's DJ-5000UV model has a metamerism value as high as 6 delta E!
 - The EPSON Stylus Pro 10000 with Archival Ink has a metamerism value under 3 delta E
- **EPSON's Archival Ink Technology produces a wider color gamut than HP's UV ink**
 - EPSON's Archival Ink Technology is perfect for demanding outdoor signage as well as photographic and fine art output, while HP's UV ink can only be used for signage.

PRIMARY COMPETITION



FEATURE

Max. Media Width

Print Head Technology

Ink System

Highest Resolution

Nozzle Configuration

Smallest Droplet Size

Variable Size Droplet Technology

Photo Accelerator Technology

Nozzle Verification Technology

Automatic Cut Sheet Loading

EPSON Ink Technology

Ink Cartridge Size

Photo Quality Opinion

Max. Media Weight

Max. Print Speed (SFPH)

Slowest Print Speed (SFPH)

Equal Image Quality (SFPH)

Standard Connectivity

Optional Connectivity

Page Description Language

Standard Driver Support

Optional RIP Support

Standard Warranty

Estimated Street Price

STYLUS PRO 10000

44"

Variable Droplet Micro Piezo DX3

6 Color

1,440 x 720 dpi

180 nozzles X 6

5 picoliter

Yes - 3 sizes

Yes

Yes

Yes

Archival or Photographic Dye

500 ml x 6 (Intelligent)

Astonishing Quality - Better than a Lab

Up to 1.5 mm Posterboard

~231 (Economy Mode)

~25 (1,440 x 720 dpi)

~125 (360 x 360 HS dpi)

USB, FireWire, Parallel, Epson Expansion

10/100 BaseT

Epson ESC/P2 & HP-GL/2 ZEH Driver

Macintosh & Win 95,98,Me,NT,2000

EFI Fiery Spark Professional

1 Year EPSON Preferred

On-Site Next Business Day

\$9,995

HP DJ 5000

42"

Thermal

6 Color

1,200 x 600 dpi

512 nozzles X ?

12 picoliter

No

No

No

No

Dye & UV

680 ml x 6

Almost when using Best Photo Mode

~80 lb. Bond

~up to 499 (Draft Mode)

~up to 60 (Photo Mode)

~60 (Best Quality Mode)

Parallel & 10/100 BaseT

USB Available on PS version only

HP-GL/2, HP RTL, PS3 on PS Model Only

Win 95,98,Me,NT,2000 (Mac w/PS Only)

EFI Fiery X4-W

1 Year On-Site

Next Business Day

\$8,999 or \$11,990 with PS & Mac Support



TARGET MARKETS & APPLICATIONS



Target Markets & Applications

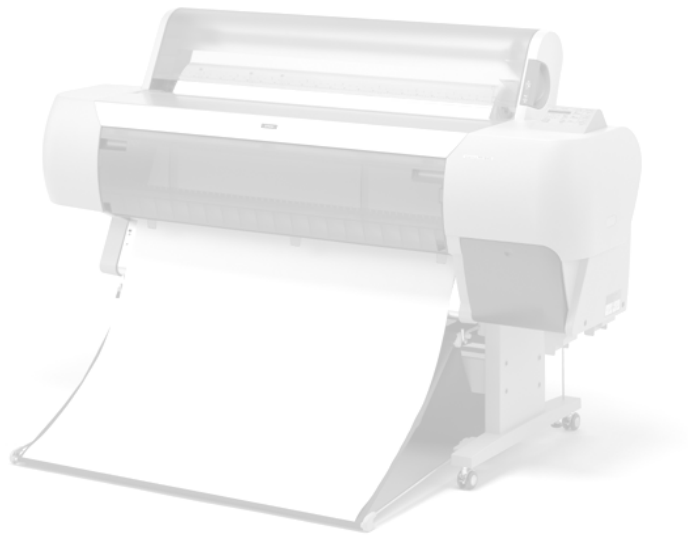
Although, the EPSON Stylus Pro 10000 will find many applications that it will excel at, EPSON has targeted the following markets as our highest priority.

PRIMARY MARKET SEGMENTS ARE:

- **Print-for-Pay / Service Bureaus** – Indoor & Outdoor Signage, Tradeshow Exhibits, Photographic Backlight Displays, Fine Art Printmaking & Photography, etc.
- **Commercial Photography** – Photo Labs, Service Bureaus, Photo Studios, etc.
- **Pre-Press Proofing** – Commercial Printers, Color Studios, Pre-Press Shops, etc.
- **Graphic Design** – Ad Agencies, Design Studios, Corp. G.A. Depts., etc.

SECONDARY MARKETS ARE:

- **Engineering Scientific** – GIS Mapping, Scientific Visualization, CAD, etc.
- **Corporate Business Graphics** – Business Presentation Graphics, Excel, etc.



APPENDIX

Product Ordering Information

Product Pricing Information

Ink Cost Competitive Comparison

Driver Connectivity Matrix

Footnotes

Legal Notices

Product Pricing Information

DESCRIPTION

EPSON PART NO.

EST. STREET*

EPSON Stylus Pro 10000 Print Engine with Archival™ Ink C362111ARC \$9,995.00

EPSON Stylus Pro 10000 Print Engine with Photographic Dye Ink C362111DYE \$9,995.00

EFI FierySpark Professional RIP C842721EA \$2,995.00

Internal 10/100 BaseT Ethernet Card **(NEW HIGH SPEED!)** C12C823912 \$239.00

Automatic Take-up Reel System C815172 \$1,199.00

Replacement 44" Take-up Reel Core C815121 \$43.00

Paper Roller Spindle (High Tension) – 2" C811134 \$169.00

Paper Roller Spindle (High Tension) – 3" C811122 \$169.00

Replacement Media Cutter Blade C815131 \$88.00

Manual Media Cutting System C815182 \$499.00

Replacement Manual Cutter Blade C815192 \$99.00

Additional 1-Year EPSON Preferred Plus Service EPP10B1 \$1,199.00

Additional 2-Year EPSON Preferred Plus Service EPP10B2 \$2,199.00

Photo Dye / Archival

Black Ink Cartridge T499201 / T511201 \$169 / \$199

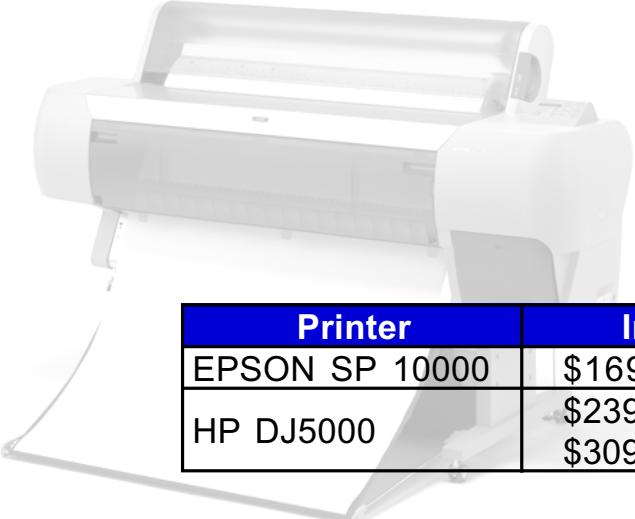
Yellow Ink Cartridge T500201 / T512201 \$169 / \$199

Magenta Ink Cartridge T501201 / T513201 \$169 / \$199

Cyan Ink Cartridge T502201 / T514201 \$169 / \$199

Light Magenta Ink Cartridge T503201 / T515201 \$169 / \$199

Light Cyan Ink Cartridge T504201 / T516201 \$169 / \$199



Ink Cost Competitive Comparison

HP DesignJet 5000 vs. EPSON Stylus Pro 10000

Dye Based Inks

Printer	Ink List Price	Capacity	Ink Cost/Bicycle Print 24 x 36*
EPSON SP 10000	\$169.00	500cc	\$1.34
HP DJ5000	\$239.99 (Ink) \$309.99 (Ink & Head)	680cc	\$1.60**

**Print head cost is included. Print head should be changed every 3 cartridge changes.

*Cost/Bicycle Print 24" x 36" is calculated on the following conditions:

EPSON - DPI:720 x 720, Media: Epson Premium Luster Photo Paper, Epson Dye Ink

HP - DPI:600 x 600, Media: Photo Imaging Gloss, HP Dye Ink

Pigment Based Inks

Printer	Ink List Price	Capacity	Ink Cost/Bicycle Print 24 x 36*
EPSON SP 10000	\$213.00	500cc	\$2.02
HP DJ5000	\$335.99 (Ink) \$405.99 (Ink & Head)	680cc	\$2.18**

**Print head cost is included. Print head should be changed every 3 cartridge changes.


*Cost/Bicycle Print 24" x 36" is calculated on the following conditions:

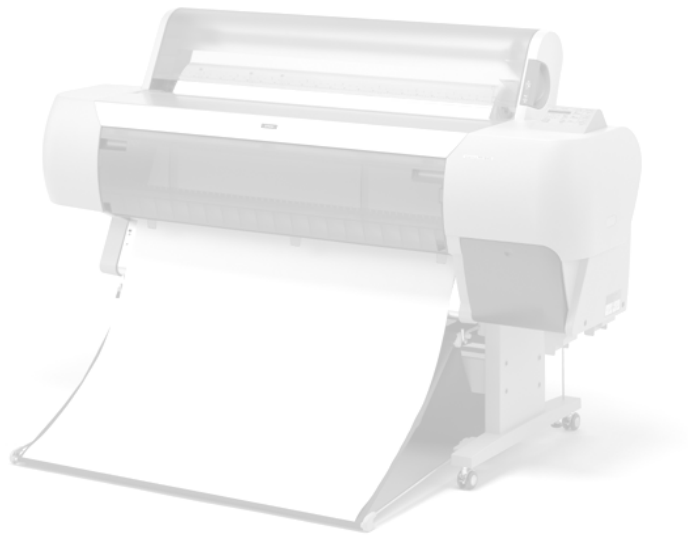
EPSON - DPI:720 x 720, Media: Premium Luster Photo Paper, Epson Pigment Ink

HP - DPI:600 x 600, Media: Photo Imaging Gloss, HP Pigment Ink

Driver Connectivity Matrix

Connectivity matrix form the EPSON Stylus Pro 10000 Standard Software Drivers								
	Windows Computers Minimum System requirements (see note 1) PII 400 MHz or higher with 256MB RAM					Macintosh Computers Minimum System requirements (see note 1) PowerPC G3 350 MHz or Higher with 256MB RAM		
	95	98	ME	NT	2000	8.51	8.6	OS X
Parallel <i>(Standard)</i>	If slow, confirm the printer is in ECP mode, and that the computers LPT port is set to ECP w/DMA in the BIOS.			Very slow throughput. Not recommended. These OS's do not support ECP-DMA mode				
USB <i>(Standard)</i>		Must be clean install of 98, not upgrade from 95				iMAC, G3, G4		Epson PG driver not support in the initial release
Ethernet 10/100 BaseT <i>(Optional)</i>						iMAC, G3, G4		Epson PG driver not support in the initial release
FireWire <i>(Standard)</i>							iMAC DV, G3, G4	Not support in the initial OS release
Legend	Approved connectivity method			Caution - See comment		Not supported by the Operating System		
NOTE 1	The EPSON Stylus Pro 10000 includes a new Photo Accelerator Technology that "off-loads" complex processing from you computer, allowing you to use a slower processor and still get full print engine speeds. However, selecting the appropriate interface method is crucial to making sure you optimize your printer workflow. FireWire is best, followed by the USB port. Dedicating a Mac or PC as a Photographic server via either of these ports will yeild the best workflow when using the standard Epson driver technology.							

- 
- 1** = Lightfastness rating of up to 200 years, based upon accelerated testing of prints on specialty media, displayed indoors, under glass. Actual print stability will vary according to image, printer engine, 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.
 - 2** = Engine speed only. Total throughput time for any output device depends on various factors, such as paper size, print resolution, ink coverage, host CPU and printer interface.
 - 3** = Due to the nature of all printed materials, lighting conditions can effect the appearance of the printed output. Care should be taken that the prints are produced for the lighting conditions in which they will be displayed. For example, a print viewed under daylight may appear to have a slightly different color balance when viewed under tungsten lighting. The EPSON driver was designed to represent color accurately when prints are illuminated with a D50 (daylight) light source. For optimum results, understand your output display conditions before printing.
 - 4** = EPSON America's Delta-of-Error Schedule: 1= Perfect Color Repeatability, 2= Spectrophotometer hardware can detect a change in color, expert trained eye cannot, 3= Expertly trained eye can detect a change in color, normal graphics user cannot, 4= Normal graphics user user can detect a change in color, everyone else cannot, 5= Everyone can see a change in all colors



Specifications and terms are subject to change without notice. EPSON, EPSON Stylus and Micro Piezo are registered trademarks of Seiko Epson Corporation. EPSON Archival, EPSON Photographic Dye and DX3 are trademarks, and EPSON Preferred Protection Plan is a service mark of Epson America, Inc. All other product brand names are trademarks and/or registered trademarks of their respective companies. EPSON disclaims any and all rights in these trademarks. © Epson America, Inc. 2001. MR 11.01.2001