

'No Limits' Inkjet Printing

Epson's Extended Range of Media

Photographers in the past were limited to a narrow range of photographic papers - gloss, matte and, if you were lucky, semi-gloss, semi-matte and maybe a stipple. They had little choice over the palette of colours or the image's contrast and it was generally left up to someone they didn't know in a lab to decide how light or dark the print would be.

In comparison, digital photographers using Epson printers, inks and media have no limits. Gone is the narrow range of papers, replaced with a wide variety of different media - and the ability to create the image exactly as you see fit. Today, inkjet printing with Epson's Ultrachrome K3 inks and Epson media has never been so exciting.

Be Traditional

For photographers still making the transition to digital, or those who simply love what conventional photography offered and see no need to change, Epson has a range of beautiful photographic media that look and behave like conventional photographic prints. There are five premium photo papers including **Premium Glossy Photo Paper 250**, **Premium Semigloss Photo Paper 250**, **Premium Semimatte Photo Paper 250** and **Premium Luster Photo Paper 250** all of which are well weighted at 250gsm. Epson's premium range will have wedding, portrait, school and landscape photographers feeling right at home because each media produces vivid, lifelike images that rival those of traditional silver halide prints. For the photographer who wants a low cost glossy paper for check proofing and contact sheets, Epson's **Photo Paper Gloss 250** will fit perfectly...



Premi Gloss Photo is a great emulsion that looks and feels like conventional photographic paper

Be An Artist

Once you've proved to yourself that inkjet printing can be as good as conventional photographic prints, take a deep breath and open yourself to new possibilities. You'll find finishes and results that are wonderfully creative and thrilling.

To start, try some of your more atmospheric images on a matte paper for a special look. While Epson offers **Singleweight** and **Doubleweight Matte Paper** for general print work, you may prefer its **Enhanced Matte Paper** for special photographs or exhibition prints. It is fast becoming a favorite amongst professionals because it yields highly saturated images with excellent highlight and shadow detail.



Above left: Epson's HeavyWeight Matt has a remarkable feel. Above right: Watercolor Radiant White will have your art and portrait images singing

Another increasingly popular approach in the fine art tradition is inkjet on watercolour and fine art papers. Although photography is a visual art, people love to hold and feel a photographic print, and they will fall in love with Epson's watercolour and fine art range of media.

Epson offers **Smooth Fine Art Paper** and **Textured Fine Art Paper**, both

Epson's Canvas media looks simply sensational.



thick, heavyweight, acid-free, 100% cotton based fine art papers, while **Watercolor Paper Radiant White** is also a heavyweight stock with a textured matte surface. However, without doubt Epson's **Velvet Fine Art Paper** is a favourite of photographers and artists alike, offering a unique museum quality feel.



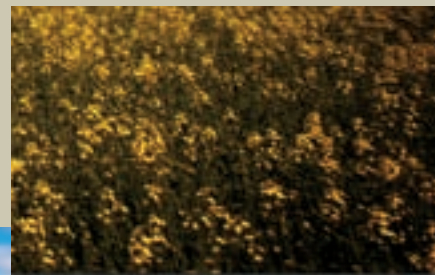
Canvas Cloth from Epson comes in rolls

Create A Masterpiece

One area in which inkjet printing really excels is on canvas. It's so easy to create 'modern masterpieces' with Epson's **Canvas**, a heavyweight, artist-grade canvas made from the highest quality 100% cotton duck fabric.

Epson Canvas uses a tight weave that is ideal for photographic and fine art reproductions, yet the high resolution coating is pliable enough to withstand stretching on frames. Combined with incredible colour reproduction, a medium gloss finish, and an acid free archival quality base, this canvas is versatile enough for all applications that require the highest image quality and an archival display life.

While many people still like looking at photographs framed behind glass, a



SIMULATED EFFECT



Grenville Turner's landscape albums are lovingly printed on Epson's Velvet Fine Art media.

modern approach is canvas stretched across a frame and the photographic image wrapped around the edges. Even better, canvas prints can be printed larger than other media, so 'large and bold' can look great on your walls.

Create An Album

One of the beauties of inkjet printing is our ability to create a huge variety of 'products'. For instance, we're not limited to the standard print sizes offered by photo labs and can create any format print – and at virtually any size – our hearts desire. It's ideal for creating individual prints for an album, portfolio or for framing.

However, inkjet printing lets us take the photographic print a step further, such as creating our own albums and portfolios. Instead of sticking photos into albums, our printed inkjet media becomes the pages of a photo book. You only have to look at the exquisite photo books produced by professional photographers Grenville Turner and David Williams to see the creative potential.

Grenville is one of Australia's leading landscape photographers and, using Epson UltraChrome K3 inks and Epson Velvet Fine Art media, created an impressive volume of his work, one image to a page. David in contrast is a wedding photographer. His exquisite designs of brides and grooms are interleaved with a vellum paper, also printed, which creates a multi-dimensional effect within the album's pages.

There is a host of ideas available with inkjet printing, such as concertina displays folded from larger sheets of



David William's Vellum Opus album designs look simply superb on Epson media.

paper, miniature albums for handbags and pockets, framed canvases for hanging on walls, or special box frames with a delicate watercolour suspended under glass. It's certainly worth having a closer look!

Make It Last – Make It Epson

Epson has spent millions of dollars researching and developing its inks and media to produce prints that look fantastic, dry quickly, provide hassle-free operation with Epson printers and that will last a lifetime.

In inkjet printing, lightfastness is a factor of both ink and paper. Epson has carefully designed its inks and papers to not only produce the best looking results, but to produce the industry's leading archival inkjet qualities. However, these results are only achieved by using both Epson's inks and Epson's media. Combinations with non-Epson inks or non-Epson media may not match the Epson product in either quality or longevity.

The archival quality of your inkjet prints is important for many reasons, not the least that you want your work to last. Professionals will certainly appreciate the confidence given by the Lightfastness data supplied through the Wilhelm Institute, showing that inkjet printing with Epson media and, just as importantly, Epson inks, can last up to 200 years (see accompanying list).

For further information, visit www.epson.com.au.

Epson Media Lightfastness with UltraChrome K3 Inks

Media Type	Colour	B&W
Premium Glossy Photo Paper (250)	70 years	150 years
Premium Luster Photo Paper (250)	25 years	150 years
Enhanced Matte Paper	75 years	200 years
UltraSmooth Fine Art Paper	60 years	200 years
Velvet Fine Art Paper	45 years	200 years

For additional lightfastness data, please refer to www.wilhelm-research.com.



Epson Ultrachrome K3 Inkjet Printers



Epson Stylus Photo 2400

- Media Handling up to A3+



Epson Stylus Pro 4800

- Media Handling up to A2+ Wide



Epson Stylus Pro 7800

- Media Handling up to A1+



Epson Stylus Pro 9800

- Media Handling up to B0+

