

Which Epson Printer For You?

Epson's Stylus Pro Inkjet Printers

Most photographers are blown away by the quality produced on Epson's new Stylus Pro 4800, 7800 and 9800 Inkjet Printers with the new Epson Ultrachrome K3 inks. Assuming you're starting with a correctly calibrated and profiled computer monitor and using Epson ink, Epson paper and Epson's supplied print drivers, it is amazingly easy to produce superb quality inkjet prints first go.

It really is simple.

And the quality is simply superb.

So how do you fit an Epson Stylus Pro inkjet printer into your workflow? Will it replace your photo lab or supplement it? Will you use it for large format canvas prints or small proofs? Epson's printers can deliver whatever you're comfortable with and most photographers start small, but quickly increase the Epson printer's workload once they see how easy it is to operate and how impressive the prints look.

Three Great Pro Models

Epson has once again advanced its printing technology into new territory for professional photographers with the **Epson Stylus Pro 4800**, **Epson Stylus Pro 7800**, **Epson Stylus Pro 9800**, and importantly its new Epson Ultrachrome K3 ink technology. The combination of these new printers and archival inks not

only gives the widest gamut of archival colour inkjet printing to date, but an almost infinite degree of black and white printing control that rivals even a fibre-based print from the darkroom

The Epson Stylus Pro 4800 is for printing images as wide as 17 inches, while the Epson Stylus Pro 7800 and Epson Stylus Pro 9800 are for printing up to 24 inches and 44 inches in width, respectively. In addition to cyan, magenta, yellow, light cyan and light magenta, the Epson Ultrachrome K3 inks designed for these printers feature an innovative three-level



Epson Stylus Pro 9800

black ink system that simultaneously uses black, light black and light-light black inks. The result is really professional neutral and toned black and white prints without colour crossover or colour casts.

It also reduces the effects of metamerism and bronzing often associated with basic pigment chemistry.

In addition to the three black inks, the Epson Stylus Pro 4800, 7800 and 9800 offer two black ink modes – Photo Black and Matte Black – that are designed to optimise the level of black ink density on different types of media. The Photo Black ink mode can be selected to help maximise the deepness and richness of black tones on glossy/luster media such as Epson's Premium Luster, while the Matte Black mode uses a different black density to maximise the deepness and richness of black tones on fine art surfaces such as Epson's Velvet Fine Art, Enhanced Matte and UltraSmooth Fine Art. The results are nothing short of breathtaking.

Increased Speed

Mindful that in a professional studio time is money, these new Epson printers feature a one-inch wide print head using 180 nozzles per channel to produce resolution levels up to 2880x1440 dpi with variable-sized ink droplets as small as 3.5 picoliters.

The Epson Stylus Pro 4800 is also one of the fastest inkjet printers ever made by Epson, capable of printing a 16x20" photo lab-quality print (using 1440x720 dpi – HS mode) in as little as 6 minutes, 41 seconds. That's a lot quicker than sending your work to a lab!

The Epson Stylus Pro 7800 and 9800 offer print speeds approximately two times faster than their predecessors (the Epson Stylus Pro 7600 and 9600). Photo lab-quality 24x30" prints can be printed as quickly as 14 minutes, 18 seconds, and same-quality 44x60" prints can be printed in approximately 42 minutes, 30 seconds (all using 1440x720 dpi – HS mode).

Epson has enhanced its manufacturing process to include Colorimetric Calibration Technology™ which evaluates each printer's output during the manufacturing process and automatically fine tunes each printer's settings to ensure consistent colour output from one printer to the next.

Set-up time is also greatly reduced thanks to a built-in auto head alignment feature which uses a built-in white beam



Epson Stylus Pro 7800

sensor that automatically scans printed alignment patterns created by the printer and then makes automated adjustments if necessary. The same white beam sensor is also used to detect clogged nozzles and automatically activate head cleaning cycles when and if necessary.

Which Model?

So which model is ideal for your studio? If you don't produce a lot of large prints, the Epson Stylus Pro 4800 can handle virtually any type of media, either in rolls up to 17 inches wide or cut sheets between 8x10" (20x25 cm) and 17x22" (43x56 cm).

There are four ways to load media on the Pro 4800, which include an adjustable roll feed for 2-inch and 3-inch cores, a high-capacity cut-sheet tray for up to 50 sheets of photographic media, top manual feed, and straight-through front manual feed capable of handling

up to 1.5-millimeter-thick poster board. The Epson Stylus Pro 4800 also supports printing on both sides of the media without damaging the previously printed side and has a built-in media cutter that automatically trims top and bottom edges of roll media safely and accurately to produce full-bleed images on all four sides.



Epson Stylus Pro 4800

If you're producing proof prints for commercial and advertising clients, proofs and album prints for weddings, or small format portraits for families and schools, the Pro 4800 is ideal.

On the other hand, if you'd like to produce bigger prints when needed, the Epson Stylus Pro 7800 and 9800 offer nearly all of the same advanced media handling capabilities as the Epson Stylus Pro 4800, but in sizes up to 24 and 44 inches wide (respectively). Both cut-sheet and roll media are loaded via the printers' straight-through media path and there's an optional automatic take-up reel system available exclusively on the Epson Stylus Pro 9800 for unattended production of large print runs.



The Enthusiast Solution

Not a professional yet? Happy just to print out your own images, but you want to match the quality produced by the Epson Stylus Pro printers?

You can with Epson's Stylus Photo R2400 inkjet printer. Capable of printing up to A3+ sheet sizes, the R2400 features the same Ultrachrome K3 inkset with the three black inks and the choice of Photo Black or Matt Black depending on the media you're using.

The R2400 can print at up to 5760x1440 dpi with a one-inch, multi-layered piezo print head, accepts roll paper as a standard feature and can produce border-free prints for a professional finish. Media up to 1.2 millimetres can be printed on, meaning you can choose canvas and other specialty papers, just like the Stylus Pro models.

If you're looking for a pigment-ink solution with superb archival qualities, it's hard to pass the Epson Stylus Photo R2400.

If you're thinking of producing canvas prints, very popular with the portrait market at present, then the 9800 will allow for the extra canvas area around the print needed for stretching.

Epson Prints Are Affordable!

How expensive are Epson prints? Here are the estimated costs per square metre for printing the sample bike image (shown here) on the Epson Stylus Pro 7800 or 7900 with UltraChrome K3 ink.

Media Setting / Cost per square metre 110ml Cartridge 220ml Cartridge

Premium Luster Photo Paper 250	\$22.04	\$20.27
Premium Glossy Photo Paper 250	\$27.13	\$25.09
Premium Semimatte Photo Paper 250	\$21.82	\$20.05
Premium Semigloss Photo Paper 250	\$25.31	\$23.26
Photo Paper Gloss 250	\$21.05	\$19.89
Canvas	\$60.87	\$58.32
Epson Proofing Semimatte Paper	\$21.50	\$20.27
Enhanced Matte Paper	\$18.06	\$16.01
Smooth Fine Art Paper	\$48.58	\$46.60
Watercolor Paper - Radiant White	\$25.13	\$23.25



All costs are estimates, based on the above image, printed at 1 square metre media at 720 x 720 dpi, under standard operating temperatures and conditions. Prices used for EPSON UltraChrome K3 ink cartridges and genuine media are recommended retail prices in April 2006. The costs in this table are estimates only. Actual ink consumption and cost per square metre will vary based on many factors, such as image printed, frequency of cleaning cycles, frequency of ink cartridge swapping, and frequency of printer use. Yields from the first cartridge used in the printer may be less as some ink is used for the initial charging of the printing system. Visit the Epson download site <http://tech.epson.com.au> for the most recent firmware version.

