

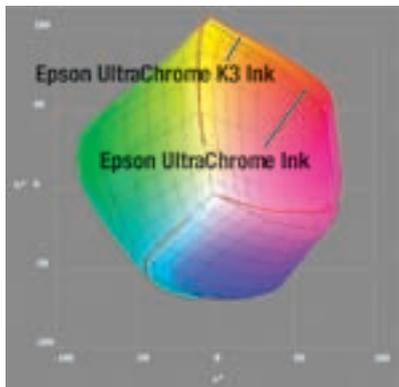
# Epson UltraChrome™ K3

## The New Standard In Professional Inkjet Printing

Whether you shoot digitally or with film, chances are you're refining your digital files on computer and printing them out. And chances are you've owned one or two inkjet printers over the last few years, so you have some experience with inkjet printing.

Well, Epson's new UltraChrome K3 eight colour inks are about to turn inkjet printing upside down. Compatible with four new, high-quality Epson photo printers, UltraChrome K3 pigment inks produce an incredible range of highly saturated but neutral colours with sensational lightfastness. Not only will UltraChrome K3 inks allow you to produce 'photographic' quality prints, you can experiment with a more adventurous range of new surfaces and media.

### More Colours With UltraChrome K3 inks



The new formulation in K3 inks provides improved red coverage.

### Wider Colour Gamut

The challenge for inkjet technology is to produce a print that has a wide range of colours and tones (the colour gamut) as well as excellent lightfastness (the life of the print).

In the past, dye-based inks have produced a wider colour gamut than pigment-based inks, but only pigment-based inks have provided satisfactory lightfastness for professional applications and fine art printing. The solution

is a pigment-based ink with the colour gamut of dye-based inks – and Epson has produced such an ink with UltraChrome K3.

The UltraChrome K3 ink set exceeds the colour gamut of the previous UltraChrome ink with increased coverage in red, which greatly improves the rendition of each colour, perfect for printing gallery quality colour photographs and fine art prints.

There's also a new formula resin in UltraChrome K3 ink which improves the glossiness of prints on gloss media for beautiful, photo quality colour and black and white prints, with a visibly smoother sheen over the total print surface for professional results.

In terms of lightfastness, Epson UltraChrome K3 inks produce colour prints that can last up to 70 years and black and white prints up to 200 years (depending on the paper type being used). This equals and generally exceeds the standards set by conventional photographic printing techniques.

### Perfect Black & Whites

A second challenge for inkjet printing has been to reproduce consistently neutral black and white prints that would impress the most discerning black and white photographer.

Colour twists and a short tonal range have greatly affected the quality of black and white prints from many colour inkjet printers.

Epson UltraChrome K3 ink substantially reduces these problems due to its three level black ink technology, which reduces the amount of colour ink used to create a black and white print, while noticeably extending

the tonal range so that shadow to highlight areas can be faithfully reproduced and shadow transitions are smoother.

The combination of Light Black ink and Light, Light Black (LLK) ink smooths out tone transition and further reduces visible grain and bronzing.

In short UltraChrome K3 inks significantly improve printer grey balance, eliminate any colour twist and produce amazing shadow to highlight detail. They also give photographers controllable colour toning, producing consistent neutral, warm, cool and sepia tones, all with up to 200 years lightfastness.

### Higher D-Max

It might be surprising to learn that an inkjet print can look better than a traditional fibre-base print. Many photographers even prefer the look of inkjet prints to traditional photos. Early inkjet prints were admittedly lacking in depth when it came to black reproduction.

Epson's first generation UltraChrome inks made huge

improvements and now in UltraChrome K3, there is an improved Photo Black ink that produces a high D-Max rating on glossy papers, increasing image contrast by producing a denser black on the final print.

Another issue with inkjet printing in the past has been metamerism – the phenomenon where a print viewed under one light source could look noticeably different under another. Typically, a photographer would make a beautiful print at night, only to find it possessed an unexpected colour cast the following morning in daylight.

### 8 Colour Pigment Inks



## Three Level Black Ink Technology



Compared to earlier six and seven ink sets, the introduction of Light Light Black ink produces more neutral transitions and pastel colours with no colour twist. This is done by reducing the amount of colour inks being used, replacing them with LLB ink.

## Reduced Metamerism

With a lower degree of metamerism than previous Epson UltraChrome inks and a delta E factor of less than 2, the new Epson UltraChrome K3 ink produces more constant tonal characteristics when viewed under a variety of light sources without major colour shifts, so there is no need to print numerous copies for viewing under different light sources.

Inkjet printing really has come of age. In fact, now that inkjet prints have matched and even surpassed

photographic prints, it's time for photographers to move on. Rather than trying to reproduce a particular style of print, let's have a look at what else is available with inkjet printing.

There are four new Epson photo printers that accept the new UltraChrome K3 inkset and a wide range of Epson print media. How good can they make your images look?

For further information about Epson's UltraChrome K3 inks and printers, visit [www.epson.com.au](http://www.epson.com.au) or contact Epson on 1300 131 928.

## Improved Neutrality for Colour and B&W



6 Colour Inkset



8 Colour Inkset

UltraChrome K3 allows for greater detail in the shadow to highlight areas and improved neutrality when compared to conventional six colour inksets.

## Lightfastness

| 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](http://www.wilhelm-research.com).

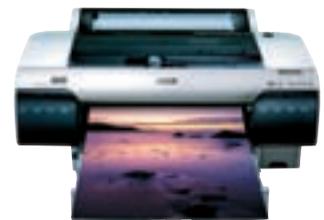
EPSON ULTRACHROME  
K3 INK

## 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+

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