

Epson – Innovation Proof

Over the course of several years, Epson has emerged as a global leader in proofing; and it is a leadership becoming increasingly evident as a growing number of companies (across many industries) move to standardise on Epson Proofers to meet their entire proofing requirements

WHEN Epson entered the large format printer market in 1998, it was with a specific focus on the proofing application. This focus was – and remains – borne out by means of printers, inks and papers that have been engineered and developed to achieve the exacting levels required in this colour critical application.

It is quite common today to hear the term 'Epson Proof'. So just what is it about an Epson Proof that is making it so much in demand? Well, essentially it comes down to the following key points, each of which is nothing short of crucial in achieving the highest quality proofs.

Epson Proof's utilising Epson UltraChrome/UltraChrome K3 inks with genuine Epson media, exhibit:

- **Wide colour gamut:** Epson Proofs display an extremely wide colour gamut due to the resin coated pigments developed for use in Epson UltraChrome and UltraChrome K3 ink sets. Each ink colour has been formulated to ensure the largest and most vibrant colour gamut possible – a gamut that easily emulates worldwide proofing standards.

- **Excellent short term colour stability:** With Epson UltraChrome and UltraChrome K3 inks, Epson Proofs deliver outstanding short term colour stability,

virtually eliminating any noticeable colour shift over a short period of time. Rather than waiting hours or even days, Epson Proofs achieve colour stability in a matter of minutes, thereby ensuring high precision contract proofing and a speeding up of operations.

- **Unmatched neutral greyscale:** One of the most important aspects of Epson Proofs is their neutral greyscale, which results in a proof with superior colour accuracy and an absence of colour twists.

- **Accurate shadow and highlight detail:** Epson Proofs have extremely high levels of detail in both the shadow and highlight areas, ensuring every aspect of the proof is faithfully and accurately reproduced.

- **Reduced metamerism:** Even when viewed under a variety of different light sources, Epson Proofs exhibit a greater consistency in tonal characteristics. This reduction in the effect of metamerism is critical for those organisations implementing a remote proofing workflow or lack optimum viewing conditions – such as a light box – under which to view their proofs.

- **High black ink density:** The formulation of Epson UltraChrome and UltraChrome K3 Photo black inks guarantees Epson Proofs will display a

very high black D-Max (up to 2.3 when using UltraChrome K3 Ink) for a depth and richness never before seen in proofs of this type.

- **Excellent image quality:** The image quality of Epson Proofs is such that it is now widely regarded as the benchmark by which others are measured. This excellence in quality is due largely to the Epson Micro Piezo print heads, which have proven to be the ideal print head technology for incredibly precise control of dot shape, size and placement.

- **High image durability:** Epson Proofs have very high degrees of water and scratch resistance, which enables them to withstand the rigours of shipping and handling.

Proofing revolution

In achieving the high levels of proofing quality as demonstrated above, Epson has essentially brought about a revolution in the proofing market by:

- **Simplifying integration:** Epson collaborates with all the major software companies to ensure that each proofing solution is finely tuned to deliver the best possible results when used in conjunction with an Epson Proofer and genuine media. This collaboration enables Epson Proofers to be used in many different proofing environments, while offering customers a greater choice of proofing solution.

- **Lowering the cost of ownership:** In comparison to other proofing devices, Epson Proofers have very low purchase, operation and maintenance costs. This ensures that many more businesses are now able to enjoy the benefits from implementing their own leading-edge proofing solution.

- **Improving production capacity:** The combination of high print speed, short term colour stability and other Epson advances has resulted in a range of high performance fast proofing devices. With this increase in speed, proofing operations are benefiting through improved turnaround times and greater revenue opportunities.

- **Ensuring colour consistency across multiple locations:** Epson is meeting the needs of companies that want to introduce a remote proofing network by being the only vendor to provide a complete range of proofing devices that ensures consistent quality proofs across multiple on-site and/or remote proofing locations.

Ultimately, Epson's commitment to proofing excellence and innovation is yet to be fully appreciated within the market. Epson stands out as the vendor optimum for the proofing environment and is one of the very few that works in close collaboration with proofing software solution developers and users to develop increasingly sophisticated and niche-specific proofing solutions. **AP**



Innovation: the Epson Stylus Pro 9800