

DISCOVER THE NEW BLACK

PROFESSIONAL, FLEXIBLE AND
SUPERIOR-QUALITY PRINTING



SureColor SC-P800

EPSON ULTRACHROME
HD INK

EPSON®
EXCEED YOUR VISION

SureColor SC-P800

PROFESSIONAL, FLEXIBLE AND EFFICIENT SUPERIOR-QUALITY IMAGE PRINTING

When you rely on breath-taking visuals to attract, engage and excite your clients or visitors to an exhibition or event the new SC-P800 delivers both superior image quality and enhanced print media flexibility for professional photographers and fine artists thanks to:

- **UltraChrome HD ink** – a new nine-colour ink-set which creates a wider colour gamut and an increased black density for better gradation and the deepest blacks on the market¹
- **Roll paper option** – print stunning images on a wider range of media including panorama, banners and gallery wrap canvas, making it the smallest A2 printer on the market with this feature¹
- **Intuitive technology** – simple, easy-to-use functionality with a 2.7-inch colour touch panel which is unique in the market sector¹
- **Advanced connectivity** – the first 17-inch photo printer on the market with wireless functionality¹ enabling printing from anywhere in the world using a tablet, smartphone or other internet-enabled devices



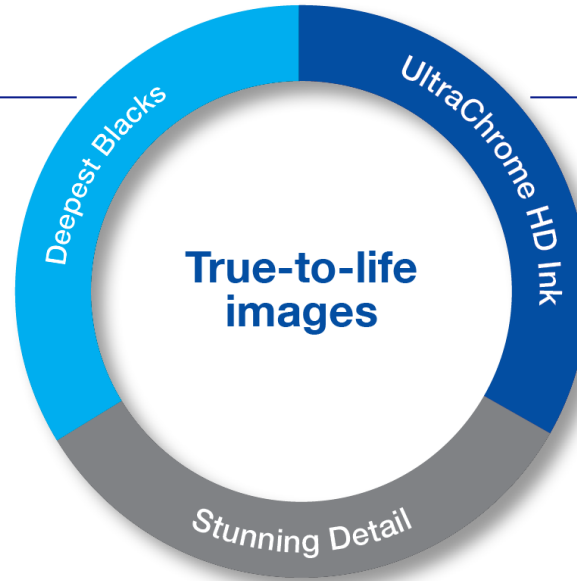
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OUTSTANDING, PROFESSIONAL-QUALITY, TRUE-TO LIFE IMAGES

Increased black density for better gradation and the deepest blacks on the market with a Dmax of 2.86



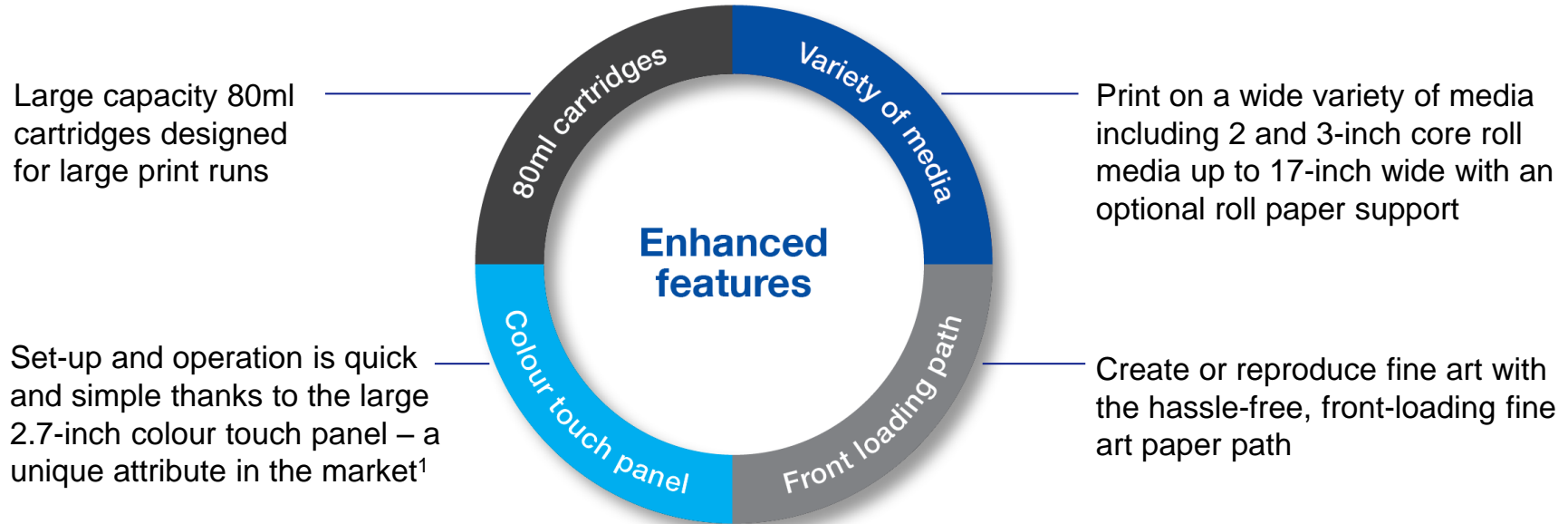
Superior quality prints with our new nine-colour UltraChrome HD ink-set with improved lightfastness for enhanced durability²



Achieve stunning levels of detail in both colour and black and white

SureColor SC-P800

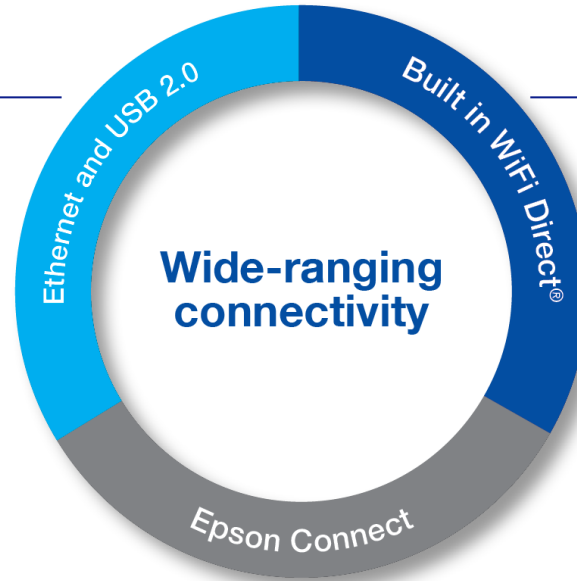
ENHANCED FEATURES DESIGNED FOR GREATER VERSATILITY AND EASE-OF-USE



SureColor SC-P800

SIMPLE, ACCESSIBLE AND WIDE-RANGING CONNECTIVITY OPTIONS

Additional connectivity options via Ethernet and USB 2.0 connections



Built-in Wi-Fi Direct® for direct wireless printing from smartphones, tablets and PCs

Supports Epson Connect, Apple AirPrint 1.4 and Google Cloud Print 2.0



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WHO ARE WE TARGETING?



Professional photographers and photo studios

- Superior image reproduction
- Wide media compatibility
- Longer-lasting, more durable prints



Designers, agencies and architects

- Brighter, more vibrant presentations
- Architectural and CAD drawings
- Modern design, compact footprint



Artists

- Fine art creation and reproduction
- Gallery wrap canvas compatibility
- Long-lasting exhibition and design materials

SureColor SC-P800

Vivid colour – nine-colour UltraChrome HD for an exceptionally wide colour gamut

Unrivalled quality – better gradation, the deepest blacks on the market¹ and improved lightfastness

Greater versatility – print on non-standard formats, including panoramic and gallery wrap canvas

Exceptional connectivity – Epson Connect, Apple AirPrint, Google Cloud Print



Enhanced convenience – direct, wireless printing from smartphones, tablets and PCs with Wi-Fi Direct®

High capacity – designed for long print runs with high-capacity 80ml ink cartridges

Simple operation – unique, large 2.7-inch colour touch panel

Compact size – small footprint for flexible positioning in the studio or office

SC-P800



SureColor SC-P800

HOW THE SC-P800 MEASURES UP TO KEY COMPETITORS



Better quality

The highest black density in the sector (Dmax 2.86) and a nine- colour UltraChrome HD ink-set for a larger colour gamut and improved lightfastness for greater durability



More Compatible

Wi-Fi Direct® and cloud print connectivity



Greater flexibility

Roll media compatible and able to print on a wide variety of media from fine art paper to thicker card



More convenient

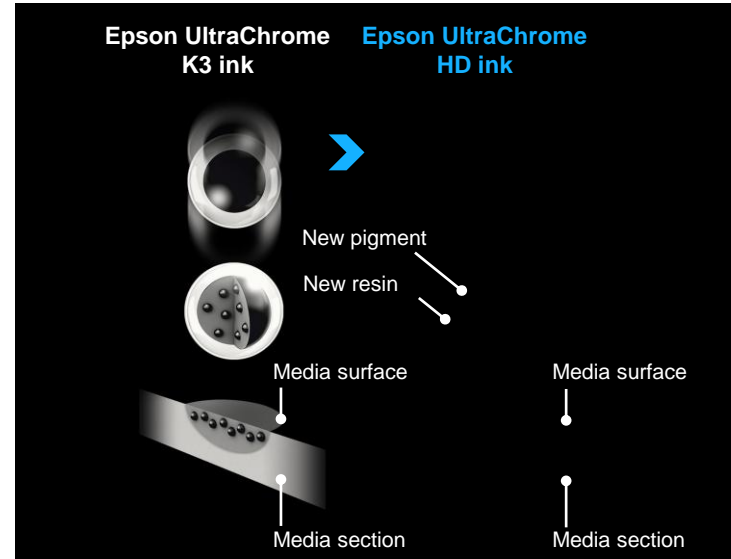
New, contemporary design and small footprint enhances and easily fits into any modern workspace

SureColor SC-P800

ULTRACHROME HD INK

Epson UltraChrome HD Inks are pigmented inks with high pigment density and resin coating for more stability, an even surface and gloss, delivering sharp and true-to-life colour on a wide variety of media.

- Reproduces a larger colour gamut and deeper blacks
- Higher colour accuracy, greater subtlety and smoother gradations
- Superb water and light resistance
- Excellent level of stability with improved lightfastness for greater durability for professional use and displays



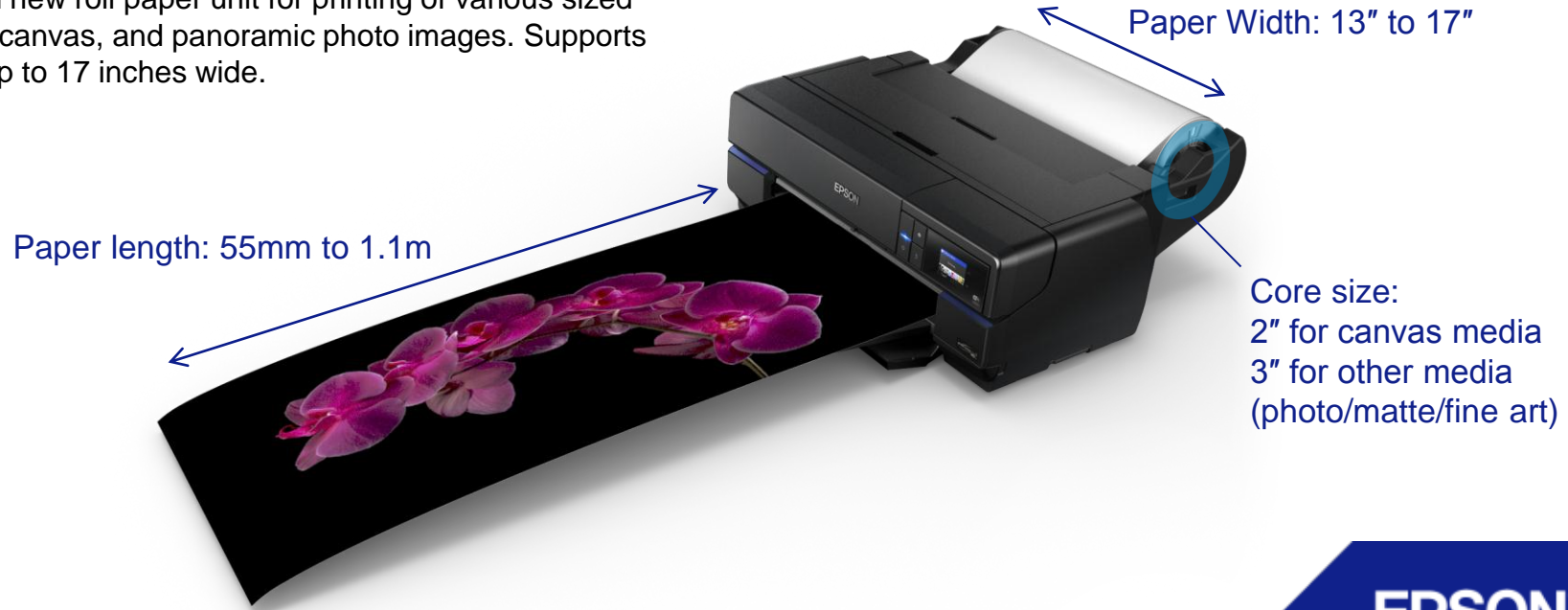
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ROLL PAPER SUPPORT

Optional new roll paper unit for printing of various sized fine art, canvas, and panoramic photo images. Supports media up to 17 inches wide.



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EPSON CONNECT

Epson's mobile and cloud printing services mean you can print anywhere from tablets, smartphones and other mobile devices.

At home... Print your photos and documents no matter where you are

Apple AirPrint – Print emails, photos, web pages and documents straight from your iPad or iPhone; your Apple device automatically connects to AirPrint-enabled Epson printers

Google Cloud Print™ – Print from your smartphone or tablet using your Gmail or Google Docs account; print from Chromebooks and Google Chrome without installing drivers or cables



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FEATURES

New 9-colour UltraChrome HD technology

Exceptionally wide colour gamut and highest black density¹ on the market (2.86 Dmax on PGPP)

Improved lightfastness of ink for more durable prints²

Roll paper option for printing 2-inch and 3-inch core roll media up to 17-inch width (optional extra)

Frontloading fine art paper path for easy loading of fine art media and rigid media

Supports Epson Connect. Support for Apple AirPrint and Google Cloud Print

Wi-Fi Direct[®] for direct wireless printing from tablets, PCs and smartphones

Large 2.7-inch colour touch panel for simple set-up and management

Generous 80ml cartridge size ideal for large print runs of professional-quality photo prints

Compact footprint - fits well where space is an issue, at home or in the studio

New modern design for high-quality look and feel

Ethernet, Wi-Fi and USB 2.0 connection

FOOTNOTES

- ¹ Compared against competitors' A2 photo printers with a 6-colour or greater ink-set available as of January 2015
- ² Compared to Epson UltraChrome K3 ink. Lightfastness of UltraChrome HD ink determined as approximately 60 years when tested in conditions based on JEITA CP-3901A standard (A4 glossy paper, temperature 23°C and humidity 50%)

Wi-Fi and Wi-Fi Direct® is a registered trademark of Wi-Fi Alliance®

THANK YOU

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