








What are the key differences among the Epson ink solutions?

Key Differences	DURABrite® Ultra Pigment Ink	PictureMate® 200 Series Print Packs	Claria™ Hi-Definition Photo Ink	Epson UltraChrome Hi-Gloss® Ink	Epson UltraChrome K3™ Ink
Target Application	Home general purpose and photo—best text printing and great glossy photos in one ink set 	Better than lab quality prints at home—for photos of friends and family 	Everyday photos (vacation, weddings, parties, etc) and advanced amateur photography 	Photography, including commercial and advanced amateur; scrapbooking 	Commercial, fine art, black and white, and advanced amateur photography; pre-press proofing, posters, and signage 
Current Epson Printers	C88+/C120/ CX7400/CX8400, CX9400Fax	PictureMate Dash (PM260)/ PictureMate Zoom (PM290)	R280/R380/RX595/ RX680/1400	R800/R1800	R2400, Epson Stylus Pro 4800/7800/9800
Ink Characteristics	<ul style="list-style-type: none"> • 4-color pigment-based ink: Cyan, Magenta, Yellow and Black (CMYK) • Delivers exceptional text and image quality on plain and matte papers • Great glossy photos on Epson glossy photo papers • Water, smudge, and fade-resistant on plain, matte and glossy papers—prints last for generations • Highlighter-resistant prints—black and color inks won't smear (even on plain paper) • Only four-color all pigment ink set in its class 	<ul style="list-style-type: none"> • Professional quality photos printed at home—brilliant gloss, wide color gamut, deep, rich blacks and smooth skin tone quality • Smudge, scratch, water and fade-resistant prints • Long-lasting photos—as much as 2 to 4 times longer than those from a lab or kiosk¹ • Preserve precious moments—photos last over 200 years in an album² • Affordably priced, convenient Print Packs include photo paper and a photo cartridge 	<ul style="list-style-type: none"> • 6-color dye-based ink—Cyan, Magenta, Yellow, Black, Light Cyan and Light Magenta (CMYKcm) for wide color gamut and brilliant colors • MicroPiezo® print head with DX5™ technology produces up to five ink droplet sizes for smooth tonal gradations critical for photography • Smudge, scratch, water and fade-resistant photos on Epson photo papers • Widest media selection on glossy, matte and specialty papers (i.e. iron-on transfers) • The ultimate combination of quality and longevity 	<ul style="list-style-type: none"> • Pigment-based ink set using Cyan, Magenta, Yellow, Matte Black and Photo Black inks, plus Red and Blue inks and a Gloss Optimizer™ • First pigment-based ink set to deliver archival quality glossy and matte photos, with glossy quality comparable to dye-based inks • Best output quality on premium glossy papers and very good quality on matte papers 	<ul style="list-style-type: none"> • Pigment-based Cyan, Light Cyan, Magenta, Light Magenta, Yellow, Photo Black or Matte Black, plus Light Black and Light Light Black • Three-level black ink technology significantly improves overall gray balance, produces impressive midtones and highlights and reduces metamerism; best for black and white photography • Best output quality on matte and fine art papers, with very good output on glossy papers
Permanence	Yes, all supported papers including plain paper	Yes, using PictureMate Print Packs	Yes, on Epson photo papers	Yes, on all supported papers	Yes, on all supported papers
Fade resistance—under glass ²	Up to 105 years	Up to 96 years	Up to 98 years	Up to 200 years	Up to 118 years (color), over 200 years (B&W)
Fade resistance—dark storage ²	Over 300 years	Over 200 years	Over 200 years	Over 300 years	Over 300 years

¹ Ink fade resistance ratings based on accelerated testing of prints, on specialty media, displayed in a glass frame in indoor display conditions or in album storage. Actual print stability will vary according to media, printed image, display conditions, light intensity, temperature, humidity and atmospheric conditions. Epson does not guarantee the longevity of prints. For maximum print life, display all prints under glass, UV filter or lamination or properly store them. Visit www.wilhelm-research.com for the latest information.

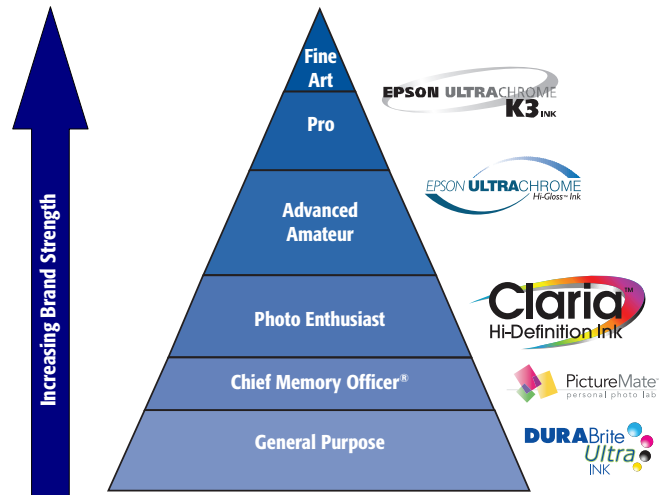


Frequently Asked Questions about the Epson ink solutions

Q: Why does Epson offer so many ink sets?

A: Epson continually innovates ink solutions tailored to the needs of specific users instead of offering a one-size-fits-all ink solution. Whether the customer is most interested in the everyday printing of documents, is an amateur photographer looking to primarily print photos with stellar image quality and durability, or is a professional photographer staking his reputation on breathtaking large format prints, Epson has the right ink for the job.

Epson has built a reputation of developing products that can perform the toughest printing capabilities, and that's why Epson is the brand overwhelmingly preferred by professional photographers. With a complete solution, Epson is able to satisfy customers with the image quality, versatility, and ink and paper solutions that meet their specific needs.



Q: What are the main differences among the Epson ink sets?

A: Each ink set satisfies the specific needs of different customers:

- DURABrite Ultra pigment inks are designed for general consumer and small office/home office customers. This customer prints everyday documents and wants laser-sharp quality, yet also wants to print photos. DURABrite Ultra Pigment delivers by providing all-purpose versatility: amazing text on plain papers and great photos on glossy papers. Prints are also smudge-, fade-, and water-resistant on plain, matte, and glossy papers.
- The PictureMate 200-Series printers are designed specifically for customers who want professional quality 4x6 prints in the comfort and convenience of home. The PictureMate Print Packs include a photo cartridge and photo paper in one convenient, affordably-priced package, and are available in glossy and matte configurations. The new PictureMate 200-series ink set delivers a wider color gamut, and the signature durability PictureMate has been known for: smudge, water, fade, and now scratch-resistant prints.
- Claria Hi-Definition Ink provides the ultimate combination of photo quality and longevity—a major breakthrough in ink technology. Claria Ink has the widest color gamut and produces gradation levels critical for photography. It's optimized for consumers who are most interested in printing photos and occasional text documents and delivers a compromise-free solution: Durability on Epson photo papers better than lab prints, but with color saturation and brilliance that surpasses the lab.
- Epson UltraChrome Hi-Gloss Ink is designed for photography and scrapbooking, and delivers archival quality glossy and matte photos. With an ink set that includes Cyan, Magenta, Yellow, Photo Black, Matte Black, Red, and Blue inks, plus a Gloss Optimizer, the Epson UltraChrome Hi-Gloss Ink produces a large color gamut. Plus, its archival properties make it ideal for commercial and advanced amateur photography. This ink set excels at producing uniform glossy prints similar to traditional photo labs but with more vivid colors.
- Epson UltraChrome K3 Ink is designed for photography and pre-press proofing, offering both a large color gamut and neutral black and white prints using the new Advanced Black and White Print Mode. With an 8-color pigment-based ink system, including three-level black ink technology, the ink produces significantly improved gray balance, impressive midtones and highlights for smoother tonal range. It also provides reduced metamerism and reduced gloss differential. The ink further offers improved scratch resistance with professional print permanence ratings for truly sellable quality prints and gallery displays.

Q: Why is the Claria ink referred to as Claria Hi-Definition Ink?

A: The Claria ink is one of the many components of the new Epson Ultra Hi-Definition printers that deliver what customers have come to expect from the lab—only better! Just remember the ABC's and DEF's of Ultra Hi-Definition printing:

- Auto Photo Correction—Automatically corrects poorly exposed photos, effortlessly; it's like having a lab technician inside the printer but better!
- Blazing Speed—Fast photo and text print speeds
- Claria Hi-Definition Ink—The ultimate combination of photo quality and longevity
- DX5 Technology—Five variable ink droplet sizes as small as 1.5 picoliters deliver smooth gradations and sharp detail
- Epson Papers—Epson papers are optimized to deliver the optimal output quality with Epson printers and inks
- Flexibility—Epson Ultra Hi-Definition printers offer the flexibility to print photos and documents, plus CD/DVD printing and much more!



Frequently Asked Questions about the Epson ink solutions (continued)

Q: How does the fade resistance of the Epson ink sets compare to a photo lab print?

A: All Epson ink sets produce prints that are as durable—or better—than prints from the lab: Wilhelm Imaging Research is a leading authority on display permanence and conducts specialized testing to determine fade resistance:

	Epson Ink Sets					Digital Mini-Lab Silver Halide Color Papers	
	DURABrite Ultra	PictureMate 200-Series Print Pack	Claria Ink	Epson UltraChrome Hi-Gloss	Epson UltraChrome K3	Fujicolor Crystal Archive	Kodak Edge Generations
Wilhelm Imaging Research Fade Resistance Rating (Under Glass)	Up to 105 years	Up to 96 years	Up to 98 years	Up to 200 years	Up to 118 years (Color); Over 300 years (B&W)	Up to 40 years	Up to 19 years

Unlike many competitive printers which offer long fade resistance only on one basic paper type, Epson ink sets provide good fade resistance on a variety of papers. See wilhelm-research.com for specific test results.

Q: What are the best papers to use with each Epson ink set?

A: Because the ink formulation differs, each ink set is optimized for different papers, and some specialized papers are designed specifically to be used with particular inks:

- DURABrite Ultra pigment ink uses a high-density, super-penetrating formula optimized for printing on plain and matte papers. The new ink formulation now also produces great output quality on glossy papers, including Epson Glossy Photo Paper, Epson Premium Glossy Photo Paper, and even the new Epson Ultra Premium Glossy Photo Paper.
- The PictureMate 200-Series Print Packs include a photo cartridge and photo paper sold together in one box and are available in traditional glossy or matte finishes, just like the options available at the photo lab.
- Claria Ink is compatible with the widest variety of papers, including plain papers, glossy papers, matte papers, and even specialty papers such as iron-on transfers. Additionally, Claria Ink delivers glossy prints on Epson photo papers that are scratch, smudge, water, and fade-resistant.
- Epson UltraChrome Hi-Gloss Ink is compatible with a wide variety of Epson glossy and matte and fine art papers. Because the print driver selects the Black ink (Photo or Matte) based on the paper selected in the printer driver, maximizing both color and density is automatic. Additionally, with the Gloss Optimizer, prints on glossy papers have uniform gloss level. This ink set produces its best output quality on premium glossy papers and very good quality on matte and fine art papers.
- Epson UltraChrome K3 Ink features user-interchangeable Matte Black and Photo Black inks. The Matte Black ink produces a higher optical density and the best quality prints on matte papers, including Fine Art papers. The Photo Black ink is encapsulated in a resin, allowing it to bond onto glossy and semi-glossy Photo Papers. The Photo Black is best for printing on glossy media, producing its best print quality when used with the Epson Premium Luster Photo Paper. Epson UltraChrome K3 Ink produces its best output quality on matte and Fine Art papers, with very good output on glossy papers.

Q: How does DURABrite Ultra pigment ink compare to the pigment black / dye color ink system used in many competitive printers?

A: Some competitive printers use pigment ink for black and dye ink for color and many offer optional photo ink cartridges for printing photos. Because DURABrite Ultra pigment ink uses pigment ink for both black and color, you get smudge-, fade-, and water-resistant benefits for everything you print. With DURABrite Ultra pigment ink, you get the benefit of crisper text and graphics for both black and color printing, plus great photos all in one ink set. With DURABrite Ultra pigment ink, there's no added expense to print photos, no need to buy special photo cartridges, and no added hassle to swap ink cartridges depending on what's being printed.

Note: Cartridge yields vary considerably based on images printed, print settings, paper type, frequency of use and temperature. For print quality, a variable amount of ink remains in the cartridge after the "replace cartridge" indicator comes on. The printer ships with full cartridges and part of the ink from the first cartridges is used for priming the printer. See www.epson.com/cartridgeinfo for more information about cartridges.

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