



New Epson Artisan 1430 adds wireless mobility to wide format gallery quality prints

the Artisan 1430 is designed for a wide range of creative and professional projects including photo books, scrapbooking, brochures and posters, graphic illustrations and design rendering.

Sydney,

1 February 2012: Epson Australia released today the Artisan 1430 wide format printer for photo enthusiasts and advanced amateurs who want to print gallery quality images up to A3+, and graphic designers and CAD users who need finely detailed large format prints.

With Ultra High Definition

prints, superior media handling capabilities including borderless print sizes from 4x6 to A3+, CD/DVD printing, convenient wireless networking and easy to use mobile printing apps, the Artisan 1430 is designed for a wide range of creative and professional projects including photo books, scrapbooking, brochures and posters, graphic illustrations and design rendering.

Epson Claria photographic ink

in six high capacity individual cartridges (Cyan, Magenta, Yellow, Black, Light Cyan and Light Magenta) is matched with Epsons exclusive Advanced MicroPiezo print head and Variable Sized Droplet technology in the Artisan 1430 to deliver highly accurate placement of ink droplets in as many as five sizes down to a tiny 1.5 picolitres, while optimising print speed on the selected print mode.

The result is gallery quality

prints with super smooth colour and tone gradations and vital skin tones.

Epson Claria Photographic ink

supports a wider colour gamut than traditional photo printing technologies and is far more resistant to fading than earlier dyebased inks, having been strengthened at a molecular level to resist fading caused by light and oxidised gasses such as ozone. Claria ink photo prints retain their vibrant beauty longer under a wide range of conditions and have a potential album storage life estimated at up to 200 years.#

Built-in Wi-Fi CERTIFIEDn (802.11n)

wireless networking ensures multiple users can easily share the Artisan 1430, and Epson Connect including Epson iPrint allows printing of web pages, documents, and photos on-the-go from a smartphone, iPhone, iPad, or other mobile device, with remote printing also possible via email print.

The Artisan 1430 is also

PictBridge compatible allowing direct printing via cable from enabled cameras and other storage devices.

With a range of up to 60

different recommended Epson media types and finishes the Artisan 1430 is versatile, supporting diverse image printing needs with speed and ease.

Epson

Artisan 1430 high-performance features:

Ultra High Definition photos

that are smudge, scratch and water resistant on recommended Epson photo papers

PC-free printing and sharing

documents and photos from a smartphone, iPhone, tablet or other mobile devices* with Epson Connect and Epson iPrint

Images last up to 200 years

in storage and up to 98 years on display under glass#

Included image enhancement

tools automatically evaluate and correct digital images for colour and lighting, while the advanced face detection software adjusts the colour to ensure beautiful natural skin tones and removes red-eye.

The Epson Artisan 1430 (RRP \$399)

is available through major computer, office and electronic superstores, a variety of retail stores nationwide and at www.shoponline.epson.com.au. For more information including detailed specifications, please visit www.epson.com.au

* See

www.epson.com/mobileprinting for a list of supported/compatible devices and apps.

Because actual print

stability will vary according to media, printed image, display conditions, light intensity, temperature, humidity and atmospheric conditions Epson cannot guarantee the longevity of prints. For maximum print life, display all prints under glass or UV filter or properly store them.

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About Epson

Epson is a global imaging and innovation leader that is dedicated to exceeding the vision of customers worldwide through its compact, energy-saving, high-precision technologies, with a product lineup ranging from printers and 3LCD projectors for business and the home, to electronic and crystal devices.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises nearly 78,000 employees in 99 companies around the world, and is proud of its ongoing contributions to the global environment and the communities in which it operates. <http://global.epson.com/>

Environmental Vision 2050

Building on its

history of environmentally-conscious activities, Epson is now striving

to achieve

its challenging Environmental Vision 2050. For more details on Epson's sustainability initiatives,

see <http://eco.epson.com>.

About

Epson Australia

Epson offers an extensive

array of award winning image capture and image output products for the consumer, business, photography and graphic arts markets, and is also a leading supplier of value-added point-of-sale (POS)

solutions for the retail market. Epson is the market leader worldwide in sales of data projectors [DTC Consulting

Limited figures]. Epson's products meet consumer and business customer needs

for superior quality colour image reproduction (printers), projection

(projectors) and capture (scanners) devices with high-level functionality,

compactness, systems integration and energy efficiency. Epson Australia,

founded in 1983 is headquartered in North Ryde NSW and is a subsidiary of the

Epson Group headquartered in Japan.