A new Era in Photo Printing: The Epson SureLab D3000

Superior quality, low cost per print, improved flexibility and simpler maintenance: SureLab D3000 leverages Epsonâ€™s core technologies and original inks to deliver high-quality print production on glossy, matte and lustre media.

Ideal for traditionalmini-lab environments, the Epson SureLab D3000 also offers new businessopportunities for print shop owners, school photographers, photographic studios,and professional photographers. It can print on glossy, matte and lustre mediaup to 30.5cm wide to produce professional photographs, greetings cards,invitations, flyers, banners, landscapes and promotional leaflets.

The D3000 uses Epsons proven Micro Piezo printheadtechnology with Epsons newly developed ink formulation for commercialuse and sophisticatedLook Up Table (LUT) to deliver accurate reproduction at a maximum resolution of1440 x 1440dpi.

Epsons new UltraChrome D6 six-colour high capacity700ml/cartridge photo ink-set achieves a wide colour gamut that exceeds that ofsilver halide, yielding prints that are vivid and lifelike with excellent blackdensity. Enhanced granularity and tone gradation is achieved through advancedimage processing; blue skies are brilliant while skin tones are subtle and greybackgrounds are soft.

Craig Heckenberg, EpsonsBusiness Unit Manager, said Epson has supplied professional photographicprinters for the past 15 years and the D3000 has all the benefits that comewith that experience and expertise.

Epson is synonymous withthe highest quality in professional photo printing, and now is the right time tointroduce an Epson-branded digital dry lab with Epson innovations - includingthe newly developed UltraChrome D6 photo ink - that brings added value to themarket, said Craig.

The power-efficient D3000uses significantly less energy than a wet lab, and does not need a watersupply, air filter or chemicals, reducing impact on the environment and thetotal cost of ownership. Further lowering the cost per print, the printhead andLUT are carefully configured to use ink economically while maintaining the bestprint quality.

Precision rollers ensureaccurate paper handling while an automatic nozzle check system ensuresconsistent, high quality output. The D3000 supports banner and panoramicprinting on gloss and high lustre media.

The D3000 begins printingquickly without the need to warm-up chemicals, and can automatically movefinished prints to an optional A4 job sorter. The only regular maintenancerequired is consumables replacement.

The Epson SureLabactively monitors performance and provides direct feedback to the operator. Asimple front panel enables operation of key features while PC software providesadvanced options and intelligent help.

The D3000 has beendesigned for operation within a studio environment. It requires minimalperiodic maintenance and service support. On-screen support helps step staffthrough problems and cleaning is undertaken through the insertion of a simplecleaning sheet.

For placement flexibilityand easy installation, the D3000 has wheels for easy mobility and a smallfootprint for studios that have limited floor space. All key functions,consumable loading and output delivery ports are at the front. It can bepositioned in a corner to save space, as it is operated from two adjacent sides,and can be operated as a stand-alone device with direct PC connect or in a bankvia a Print Server.

The dual-roll modelallows two different media types and/or two different roll widths to be loadedsimultaneously for versatility and improved productivity. A single-rollconfiguration will also be available.

The D3000 will be available in Australia in August 2012.Pricing information will be available nearer the release date.

Epson SureLab D3000 keyfeatures:

6-colour, compact digital dry lab for high-quality photoproduction

Prints on glossy, lustre and matte paper at up to 30.5cm (12inches) wide

Epson professional UltraChrome D6 ink-set (C,M,Y,K,Lm,Lc)

Resolution of up to 1440 x 1440dpi

Produces up to 650 4 x 6inch (10.2 x 15.2cm) prints per hour

Supports roll media from 4 to 12 inches (10.2 to 30.5cm) wide

Dual-roll model allows two different media types and/or twodifferent roll widths to be loaded

Optional A4 job sorter for convenient job collection

Easy to operate virtually no maintenance required exceptconsumables replacement

Convenient, power-efficient printing with no chemicals

Can be positioned in a corner and operated from two adjacentsides

Small footprint and wheels for convenient installation

High resolution images of Epson products are available at:http://www.channel.epson.com.au/ where you can log in using the email addressmedia@epson.com.au and password <media>.

To discuss a personal demonstration of this product or aproposed media review please contact Bob Pritchard at CommunEcom StrategicCommunications on 02 9949 9788 or 0413825552 or by email at Bob.Pritchard@communecom.com.au.

About Epson

Epson is a global imaging and innovation leader whose productlineup ranges from inkjet printers and 3LCD projectors to sensors and othermicrodevices. Dedicated to exceeding the vision of its customers worldwide,Epson delivers customer value based on compact, energy-saving, andhigh-precision technologies in markets spanning enterprise and the home tocommerce and industry.

Led by the Japan-based Seiko Epson Corporation, the EpsonGroup comprises more than 75,000 employees in 97 companies around the world,and is proud of its ongoing contributions to the global environment and thecommunities in which it operates.

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About Epson Australia

Epson offers an extensive array of award winning imagecapture and image output products for the consumer, business, photography andgraphic arts markets, and is also a leading supplier of value-addedpoint-of-sale (POS) solutions for the retail market. Epson is the market leaderworldwide in sales of data projectors [DTC Consulting Limited figures]. Epson'sproducts meet consumer and business customer needs for superior quality colourimage reproduction (printers), projection (projectors) and capture (scanners)devices with high-level functionality, compactness, systems integration andenergy efficiency. Epson Australia, founded in 1983 is headquartered in NorthRyde NSW and is a subsidiary of the Epson Group headquartered in Japan.