

LOOKING GOOD ON PAPER

The new Epson Stylus R3000 redefines expectations for studio printing

>> THE AWARD-WINNING EPSON Stylus Photo R3000 is a sophisticated and compact A3+ printer, perfect for medium print runs, limited edition prints, updating portfolios, proofing shots and making 13-inch-wide prints for sale.

"As a professional photographer you need simple, effective and often quick ways of output, where colour, tone and density are rendered correctly," says Simon Woolf of the Wellington photographic studio 'Photography by Simon'. "The R3000 achieves that."

One of the reasons is that Epson's nine-colour, eight-channel MicroPiezo AMC print head is at the core of advanced inkjet technology. Optimal placement and correct droplet size of each ink colour is crucial to image quality. The R3000 utilises Epson's proprietary look-up table (LUT) which precisely converts RGB or CMYK colour information to create the appropriate blend of inks.

With ink droplets as small as two picolitres, and a maximum resolution of 5670 x 1440 dpi, the R3000 dramatically reduces grain when compared with its predecessor the 2880, it produces superior colour consistency and incredibly smooth tonal changes with improved shadow and highlight detail.

The R3000 takes nine individual high capacity 25.9 ml cartridges of Epson UltraChrome K3 ink.

Relying on Epson's heritage of professional ink technology, this pigment ink set offers instant colour stability and longevity. The advanced magenta pigments provide more

dramatic blues and violets for an unprecedented colour gamut, while the three-level black technology delivers richer blacks, outstanding tonal range and an unprecedented grey balance ensuring outstanding black-and-white prints.

The intelligent linking technology enables the printer to automatically switch between Photo Black and Matte Black inks instead of having to swap the cartridges in and out each time you change print media; a feature of greatest benefit to those printing on both matte and gloss stocks.

For those who have experienced paper being ruined by the printer's loading mechanism, the R3000 comes with a front-loading paper feed for fine-art paper, in addition to the top-loading feeder to make inserting costly materials easier. While the front-feed also reduces the likelihood of paper damage, it keeps the printer's footprint relatively compact by reducing the need for space behind the printer.

Both ethernet and wireless networking means the user can print anywhere in the home. As Woolf says, "It's easy to use, totally intuitive, and the design of the printer means there is little, if no space wastage."

RRP \$1,899 (inc GST)
epson.co.nz

**EPSON STYLUS
PHOTO R3000**

R3000 KEY FEATURES

- Nine-colour eight-channel MicroPiezo AMC print head and ink-repelling coating
- Max resolution: 5670 x 1440 dpi
- Minimum ink droplet size: two picolitres
- Maximum paper width: 13 inches. Prints full bleed in popular photo sizes from 4" x 6" (10 x 15cm), to 13" x 19" (33 x 48cm)
- Nine individual high-capacity Epson UltraChrome K3 ink cartridges
- Top loading and front-in, front-out media feeders
- Auto-switching between matte black and photo black
- Supports a full range of professional media including fine art paper, 1.3mm thick art boards or ink jet printable CDs and DVDs
- Advanced black and white photo mode
- 100Mbit Ethernet and Wi-Fi
- Highspeed USB 2.0 and PictBridge for direct printing
- Built-in roll paper path allows printing panoramas up to 44 inches long

"The quality of printing is first-class. It displays accurate colours and contrast and prints out beautifully, for both colour and B/W prints."

MICHEL PERRIN, PRO PHOTOGRAPHER

