



EPSON
EXCEED YOUR VISION

EPSON AUSTRALIA AND EPSON NEW ZEALAND CORPORATE PROFILE

“Epson is a progressive company, trusted throughout the world because of our commitment to customer satisfaction, environmental conservation, individuality and teamwork.

We are confident of our collective skills and meet challenges with innovation and creative solutions.”

EPSON, WORLDWIDE





“At every level and in every area of operations, Epson and our partners strive to exceed the expectations of Epson technology users”

Epson is a name that has become synonymous with quality, technological innovation, reliability, excellence and success.

Success of a company is a direct reflection of the professionalism, pride and dedication exhibited and practised by its staff and partners. At every level and in every area of operations, Epson and our partners strive to exceed the expectations of Epson technology users. It is a philosophy captured in the Epson “Exceed Your Vision” tagline.

As a brand, Epson is widely recognised in the field of colour inkjet printing as being one of the foremost names. This position has been attained as a result of continued research and innovation together with an unwavering focus on delivering products of the highest quality.

Experiences gained in the inkjet market along with the technologies that have developed as a result of those experiences are now being applied to colour laser printing.

Epson’s strengths are not just with inkjet. Pioneering the development of Liquid Crystal Displays the company is now at the forefront of 3LCD technology. We introduced the first Epson LCD projector for sale in 1989 and today enjoy the number 1 market share worldwide in the micro-device market for projection systems. Epson is also one of the leading suppliers of advanced Point of Sale technology solutions and services for a wide range of industries including retail, banking, hospitality and supermarkets.

Aside from the leadership in a variety of product categories, we have also worked to become leaders in active conservation of the environment. We are very proud of the achievements we have made in working to protect the earth’s environment.

Bruno Turcato,
Managing Director

Since opening for business in 1983, Epson Australia and Epson New Zealand have emerged as a leading supplier of quality imaging products to the colour printing, imaging and photography markets.

Underpinning that leadership position is a focus on providing technically innovative products backed by highly regarded, professional pre and post sales support and service.

The Company and its 3i Business Strategy

As part of the Seiko Epson Group of companies – 85,000 employees in 116 companies around the world – Epson Australia and Epson New Zealand have the support of a strong global network.

Led by the Japan-based Seiko Epson Corporation, which is listed on the Tokyo Stock Exchange, the group reported consolidated sales of \$1479.7 billion yen for the fiscal year ending 31 March, 2005.

The group's success is testament to its great strides in developing unique and ground breaking technologies that have had enormous impact in so many areas. In the world of imaging, Epson's commitment to continue this trend is evidenced in the Epson 3i Business Strategy:

i1: Imaging on paper. Aimed at the key areas of photography, copying, printing and publishing. Epson's key Micro Piezo™ print head technology for inkjets, laser engine technology, colour management technologies, ink and toner development has been a critical success factor in this area.

i2: Imaging on screen. Epson is the world's leading LCD projector engine manufacturer. Building on this lead is the development of new and advanced projector applications including uses in mobile markets, on-board vehicle units and in a range of office and educational markets.

i3: Imaging on glass. Epson is a leading supplier of energy-efficient, high resolution mobile colour displays, which exhibit excellence in the three areas of quality, reliability and cost-performance. A prime example of this is the Epson P-2000 Multimedia Storage Viewer. Moving even further ahead, Epson is pioneering development in technologies such as organic light emitting diode (OLED), enabling the creation of 'the displays of the future'.



Epson Australia and Epson New Zealand consists of more than the company, staff, products and technology. They encompass a broad community of users from all walks of life, government departments, businesses of all sizes and partners who work alongside Epson to provide the critical backing in sales, systems integration and technical support.

Demand for Absolute Quality

In many cases Epson is the hidden name. Purchasers of Ken Done special edition prints, for example, actually receive high quality prints from an Epson large format printer. Customers of many of the largest retailers, such as Woolworths and Coles Myer Limited are handed receipts that have been printed using Epson's advanced POS receipt printers. Students at leading tertiary and secondary education institutions, such as Ivanhoe Grammar School and La Trobe University benefit from Epson projectors. It is a user community that has one thing in common... a demand for absolute quality.

“What it really boils down to is that this [Epson AcuLaser 9100] is a printer that has been enthusiastically embraced by students, is used extensively by staff, has low running costs, and is hassle free. It's the ideal print solution in the education environment!”

Martin de Koning, System Administrator, Trinity College Gawler, South Australia

“Given that I'm always looking to push my photography in new directions that will set me apart from the crowd, I can now do this in my black-and-white as well as colour work. Epson has certainly redefined black-and-white photography with these new [8-colour Stylus PRO] printers.”

Robin Sellick, Internationally renowned celebrity photographer

“top3 has been trading for around four years and during that time we have been running Epson retail technology virtually non-stop. During that time, we've been able to say what very, very few other retailers are able to say; and that is that we've never had any downtime arising from the Epson equipment.”

Terri Winter, Owner, top3 by design

“To be totally frank, where some companies are absolutely clear leaders in specific areas such as digital still camera technology, Epson is undoubtedly at least two steps ahead of the nearest rivals when it comes to high quality photographic printing.”

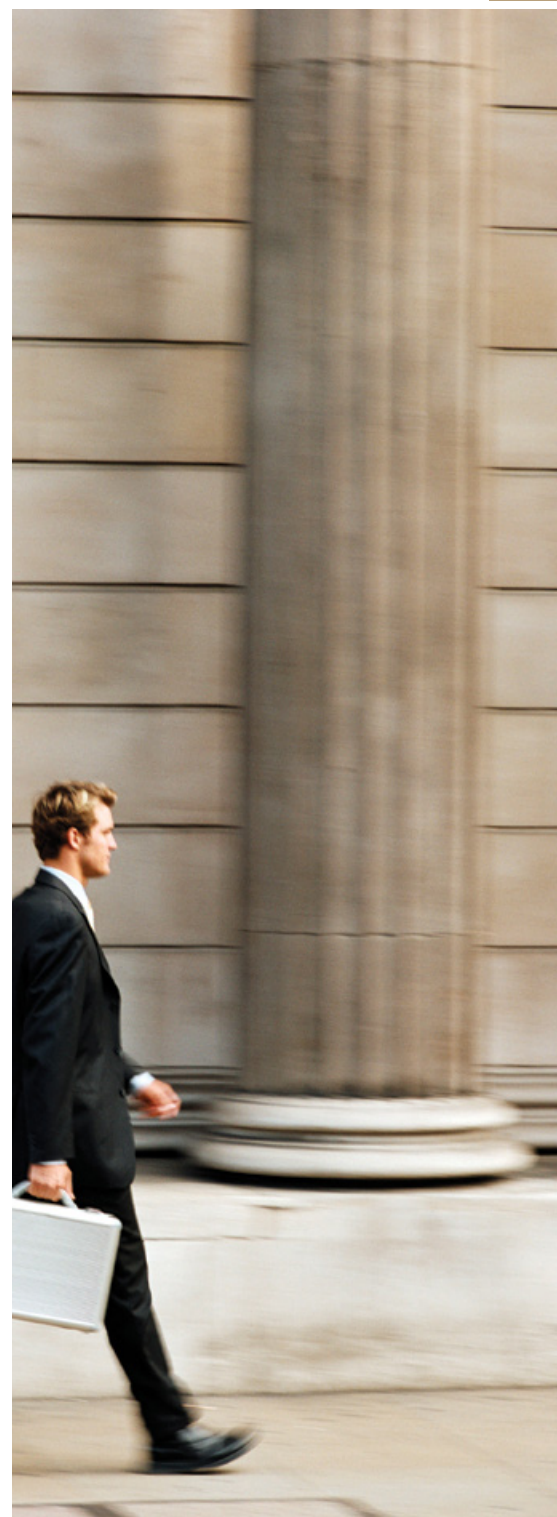
Marcus Bell

2004 International Wedding Photo Journalism Print of the Year

2004 International Portrait Print of the Year

2004 AIPP Queensland Wedding Photographer of the Year

2003 AIPP Australian Wedding Photographer of the Year



Quality and reliability are integral features within each Epson Laser Printer.



Epson has created a range of industry leading laser printers by building on technology breakthroughs made by research scientists and engineers. These innovations have been in diverse fields such as toner chemistry, printer engine design and high volume image data processing.

Multi Function, Colour and Monochrome Laser Printers

Designed to meet the increasingly complex imaging needs of today's businesses of all sizes, Epson laser printers deliver outstanding versatility, quality and reliability in either standalone or high demand network environments.

Epson laser printers incorporate advanced technologies that set them in a class of their own.

Intelligent Line Screening Technology

Epson's Intelligent Line Screening Technology distinguishes between photographic images, text and line drawings and then alters Line Screening and Colour Correction to ensure optimum results for each component.

Versatile Printer Configurations

Using an innovative system of toner cartridge management, the Epson AcuLaser 2600N features an inter-changeable printer configuration. The printer can be upgraded from Monochrome (1 Black cartridge) to High Volume Monochrome (4 Black cartridges) to Full Colour (1 Black cartridge, plus Cyan, Magenta and Yellow cartridges).

ASIC (Application-Specific Integrated Circuits)

ASICs utilise advanced colour print data processing software to enhance print image data processing speed.

Epson AcuBrite Toner

A unique, specially formulated toner that delivers prints with improved glossiness and wider colour gamut.



Globally, Epson is recognised as being at the very forefront of superb inkjet colour printing. Innovations in technology, research and development, product design and market understanding have produced one of the world's most comprehensive ranges of high quality, high performance colour inkjet printers.

Large Format Printers

Epson's large format printers are the choice of professional artists, photographers, commercial printers, production managers, pre-press houses and designers. Delivering brilliant image quality on a broad range of general and specific-purpose media, Epson large format printers maximise productivity and quality.

Multi-Function and Colour Inkjet Printers

Versatility, reliability and quality underpin an impressive range of compact, easy to use inkjets and all-in-one printers. Incorporating Epson's award-winning Micro Piezo™ technology and the Epson PerfectPicture™ Imaging System, these printers continue to set the standard for desktop printing quality.

Micro Piezo™ Print Head Technology

The key technology that underpins the outstanding quality and resolution of Epson inkjet printers is the Epson Micro Piezo print head technology, which utilises advanced solid-state technology to afford precise control over ink droplet size and placement.

Variable Sized Droplet Technology

Utilising the ink control precision achieved by means of the Micro Piezo print head, Epson's proprietary and unique Variable Sized Droplet Technology enables printers to vary ink droplet sizes, thereby optimising print speed without sacrificing quality.

Ink Technologies

In the critical field of ink development, Epson is an absolute leader, developing a range of inks that meet the specific requirements of different applications. Inks, such as Epson's UltraChrome™, UltraChrome™ K3, DURABrite™ and DURABrite Ultra are critically acclaimed and deliver outstanding results.



“A few years ago, I wouldn't have considered in-house colour and black-and-white professional photographic printing to be a reality. Now, with the Epson Large Format Printers, I'd be hard pressed to consider any alternative.”

Grenville Turner,

Award-Winning Professional Photographer

From the global leader in projector technology and LCD manufacturing, Epson projectors are the choice in corporate, government, education and the home.



Installation, Desktop and Portable Multimedia Projectors

High quality presentation projectors designed to suit all presentation situations, needs and locations. The ultimate in power, flexibility, networkability and control.

Home Theatre Projectors

Epson home theatre projectors are changing forever the face of home entertainment. With a range of projectors that feature technologies such as in-built DVD-players and high fidelity speakers, Epson has brought the cinema experience to today's homes.

3LCD Technology

Image quality and colour brilliance – two key features that set one projector apart from another. Epson's sophisticated 3LCD technology is the prime differentiator, delivering unrivalled projector brightness, contrast, colour and video integrity.

E-TORL Lamps

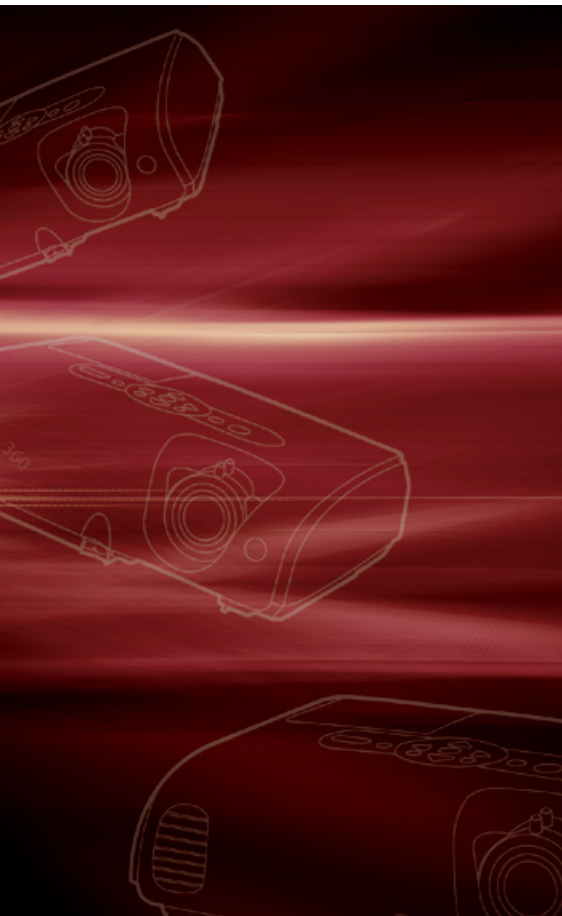
Light is the most critical element in any projector; and Epson's E-TORL (Epson Twin Optimised Reflection Lamp) technology is the leader in light. These small and highly efficient lamps are designed to eliminate light leakage and minimise light diffraction.

Wireless Connectivity

With Epson projector wireless technologies there is absolute freedom from the physical projector-to-computer connection.

"At the end, it was the Epson 3LCD projectors that really showed they had what it takes to work in this [tertiary education] type of environment; and I seriously doubt there is one more taxing on projectors."

Paul Materazzo, Audio Visual (AV) Systems Manager, La Trobe University



In almost countless numbers of restaurants, hotels, retail outlets, self-service kiosks and supermarkets across Australia, Epson Business Systems work quietly and reliably behind the scenes and at the front counter to provide users with optimal performance.

System Hardware Platforms

A range of incredibly innovative Point Of Sale (POS) terminals and registers, Epson System Hardware Platforms represent industry leading levels of performance and reliability combined with stylish design.

Receipt Printers

A comprehensive range of black-and-white and colour mini-printers used broadly in POS, utility, banking and label applications.

Customer Displays

Capitalising on Epson's advances in LCD technology, Epson customer information displays are the choice of many of Australia's leading POS system designers and integrators.

OEM Printers

Epson OEM printers utilise proven impact and thermal printing technologies to function faultlessly in self-service kiosk and ATM environments where reliability is of paramount importance.



“The ultimate goal of our technology overhaul was to bring in the very best of technology for our main office and retail operations. And every bit of that technology had to embody reliability, ease-of-use, versatility to cater to a growing and evolving business...it was a case of Epson stays!”

Paul Lacy, General Manager, kikki.K

“The most straightforward reason [for choosing Epson Business Systems] is that it was undoubtedly the one solution that afforded us the best quality, functionality and even with that, the best price by almost 40 per cent.”

Stewart Koziara,

Wagamama Australia Restaurant chain



As divisions of Seiko Epson Corporation whose corporate roots are in “co-existence with nature”, Epson Australia and Epson New Zealand fully support our corporate parent company’s philosophy of protecting the earth’s environment and in cooperating with the local community.

As part of its Environmental Management System, Epson Australia and Epson New Zealand are currently engaged in a number of environmental activities.

We have achieved and continue to achieve our energy reduction targets. Our energy supply contains 30% ‘green’ energy.

As a recognition of Epson’s efforts in the energy domain, we were awarded a Silver Energy Smart Green Globe Milestone award in November 2004 by the NSW Dept of Energy, Utilities and Sustainability.

As a founding partner in the Cartridges for Planet Ark program we are now recycling close to 800kg of ink and toner cartridges that otherwise would end up in landfill.

In an effort to further reduce our impact on resource use, Epson Australia became a signatory to the National Packaging Covenant in 2004, demonstrating a further commitment to divert as much packaging waste from landfill as possible.

Just as our parent does, Epson Australia and Epson New Zealand take corporate social responsibility very seriously and strive to do everything possible to preserve the environment for future generations.

Epson’s diversification began in earnest with the launch of the hit product EP-101, the world’s first miniprinter. Incorporating the ultrafine, high precision processing technologies developed in watchmaking, this revolutionary product led to the creation of the printer market we know today.

May 1942 - Nov 1998

May 1942 Daiwa Kogyo Ltd. (the predecessor of Seiko Epson Corporation) is established.	Dec 1961 Shinshu Seiki Co. Ltd (name changed to Epson Corporation in 1982), is established.	Oct 1964 The Seiko Group is selected as the official timekeeper for the Olympic Games in Tokyo. The compact tabletop quartz clock, Crystal Chronometer QC-951, and printing timer play important roles at the event.	Sept 1968 EP-101 the world’s first mini printer is launched.	June 1975 The Epson brand is established.	Oct 1980 MX-80 printer for computers is launched. This printer series is a sensational hit, especially in the United States.	Nov 1983 Epson Australia Pty Ltd is opened.	Nov 1985 Suwa Seikosha Co. Ltd, and Epson Corporation merge to establish Seiko Epson Corporation.
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Mar 1999 - Dec 2005

Mar 1999 Epson achieves success in completely eliminating chlorine-based organic solvents from its operations.	May 2000 Epson announces its large format colour inkjet printer Epson STYLUS™ Pro 9500 at the Drupa exhibition in Germany.	Mar 2001 Announcement of “PRINT Image Matching,” a new technology for optimal printing of digital camera images.	May 2001 ISO 14001 certification obtained for environmental management systems at all the Company’s 68 major business sites around the world.	Mar 2002 Sales of Epson STYLUS™ Photo 950/ 960 inkjet printer, which provides the highest image resolution in the world (2880dpi), begin.	Apr 2002 Epson develops the Crystal Fine Display for use in fourth-generation, high-image-quality (sRGB), high definition (200dpi) mobile units.	Oct 2002 Epson celebrates the shipment of the 10 millionth high-temperature polysilicon TFT liquid crystal panel (HTPS) for use in projectors.	June 2003 Epson is listed on the First Section of the Tokyo Stock Exchange.
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With the EP (standing for electric printer) name serving as the base, the Epson brand name was born in 1975 in the hope that a series of son's would inherit the DNA of that first electric printer. In subsequent years, the successors to this product have continued to outperform all initial expectations.

<p>Apr 1987 The Epson PC -286 personal computer is launched.</p>	<p>Oct 1992 Complete elimination of CFC's from the manufacturing process is achieved.</p>	<p>Mar 1993 Monsieur, the world's smallest microrobot (listed in the Guinness Book of World Records), is launched.</p>	<p>June 1994 The Epson STYLUS™ Colour inkjet printer is simultaneously introduced into worldwide markets. This product is a big hit around the world.</p>	<p>Dec 1994 The small, lightweight ELP-3000 multimedia projector is introduced to the market.</p>	<p>Apr 1997 The Epson STYLUS™ Photo inkjet printer is launched and becomes a huge hit around the world.</p>	<p>Oct 1998 The Epson STYLUS™ Colour 800 becomes the first colour printer to be flown to space on the Space Shuttle Discovery.</p>	<p>Nov 1998 The EPL-C8000, Epson's first colour laser printer, is launched.</p>
<p>Oct 2003 Launch of the Epson STYLUS™ Photo R800 printer, using the newly developed 8-colour UltraChrome™ ink, capable of producing high-clarity photo-quality prints.</p>	<p>Feb 2004 Epson enters TV Market with LCD projection TV, known as Livingstation.</p>	<p>Apr 2004 Epson rolls out PictureMate Personal Photo Lab for home use with direct-print capabilities.</p>	<p>May 2004 Epson creates the world's first large full-colour OLED display using original inkjet technology.</p>	<p>Nov 2004 Epson inkjet technology is used to fabricate world's first ultra-thin multi layer circuit board.</p>	<p>May 2005 Epson raises the standard of black and white photography with the introduction of UltraChrome™ K3 ink sets.</p>	<p>Sept 2005 Epson develops a postcard size mini projector using LED light source.</p>	<p>Dec 2005 Epson develops voltage controlled temperature compensated crystal escalators for the next generation of mobile phones.</p>

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ABN 91 002 625 783

EPSON AUSTRALIA
CUSTOMER SERVICE LINE
Tel: 1300 361 054

VISIT OUR WEBSITE:
www.epson.com.au

HEAD OFFICE SYDNEY
3 Talavera Road
North Ryde, NSW 2113
Tel: (02) 8899 3666

MELBOURNE
Tel: (03) 8823 9200

BRISBANE
Tel: (07) 3360 0219

PERTH
Tel: (08) 9480 0418

ADELAIDE
Tel: (08) 8237 0518

EPSON NEW ZEALAND
CUSTOMER SERVICE LINE
Tel: 0800 23 77 66

VISIT OUR WEBSITE:
www.epson.co.nz

AUCKLAND
245 Hobson Street
Auckland NZ
Tel: (09) 366 6855

WELLINGTON
Tel: (04) 473 3494