

Epson:

Professional quality for sharper images

Epson is the professional's choice when it comes to gallery-quality prints. In fact, the new Epson Stylus Photo R3000 was just named the Technical Image Press Association (TIPA) 'Best Expert Photo Printer' for 2011, the second year in a row an Epson printer has won the award. The Epson Stylus Pro 4900 was also named 'Best Large Format Printer' and the Epson Perfection V33 Photo picked up the TIPA award for 'Best Photo Scanner'.

"These awards are especially gratifying," says Nika Maltseva, Marketing Manager at Epson NZ, "because they are bestowed by professionals in the industry who follow the technology closely and understand how innovation leads to enhanced capabilities. With these endorsements, Epson is clearly the leader when it comes to providing the competitive edge for professional designers, photographers and graphic artists."

TIPA, with 29 member magazines from around the world, is one of the largest and most influential photographic and imaging press associations. TIPA editors select the best new products each year and judge on innovation, cutting-edge technology, design, ease-of-use and the price / performance of the products. And they have made it a habit to select Epson for their 'Best' awards.

Supporting the community

In addition to providing high-quality printers for exquisite prints, Epson supports professional photographers in New Zealand by sponsoring the Institute of Professional Photography (NZIPP) Awards. This year's awards attracted over 900 entries from professional photographers with the largest numbers occurring in the landscape, portrait, wedding and student categories. Organised by the NZIPP for more than 30 years, these annual awards celebrate the excellence of New Zealand's professional photographers, providing a platform for recognition within the industry and the wider public.

"We like to support the people who represent the market for products like the new Epson Stylus Photo R3000," says Maltseva. "The continued development of digital imaging has given traditional photographers – and those resellers who specialise in photography, design and graphic arts – a whole new set of tools to capture, process and create exceptionally high quality art. While we manufacture a full range of printers for consumers, SOHOs and enterprises, it is the high-end digital market that

NZIPP Infocus Promotion

Epson's NZIPP Infocus Promotion, running until the end of September, offers generous bonuses with every purchase of the TIPA Award winner Epson Stylus Photo R3000 as well as the Epson Perfection V700 scanner and Epson Stylus Photo R2000 printer. See https://www.epson.co.nz/competitions/data/2011_900035/promotion.asp for details.

really sets us apart from the rest. And the quality and innovation that we build into our high-end printers means that our mid-range printers, scanners and data projectors all incorporate the very latest technology to produce superb results for every day use."

25 years of innovation and excellence

This dedication to quality – and a similar talent for attracting top people – has given Epson an on-going reputation for business success in New Zealand. Twenty-five years to be exact. Epson New Zealand has just celebrated their 25th year of operations in New Zealand. A quarter century of continued innovation, quality and success for their resellers. "We've continued to invest in research and development," says Maltseva. "The results speak for themselves: 25 years of leading the market for professional printers, scanners and data projectors. In this industry companies come and go so for us to hit the 25-year mark is a real accomplishment. But we're not even stopping to pat ourselves on the back. We're in the midst of developing and releasing more leading-edge printers so that next year's professionals will have even better tools to create the very best images possible."

The Epson Stylus Photo R3000

Epson's new Stylus Photo R3000 A3+ printer is designed for advanced amateur, semi-professional and professional photographers. With nine high capacity cartridges of Epson UltraChrome K3 with Vivid Magenta pigment ink, networking and wireless connectivity and advanced front-in front-out fine art media handling, the R3000 produces gallery-quality black-and-white prints plus vivid colour prints with breathtaking blues and violets.

Combining Epson's innovative MicroPiezo printhead, Advanced Black-and-White Photo Mode, Auto Switching of Photo and Matte Black inks, ink droplets as small as 2 picolitres to dramatically reduce grain and produce incredibly smooth tonal changes and a 2.5" colour LCD control panel, the R3000 is a sophisticated, easy-to-use printer designed to inspire creativity.

Individual high-capacity ink cartridges of Epson UltraChrome K3 with Vivid Magenta Ink provides more dramatic blues and violets for an impressive colour gamut. Its three-level black technology delivers richer blacks, outstanding tonal range and an unprecedented grey balance, ensuring outstanding black-and-white prints.

"This is a real milestone for us," says Maltseva. "The Stylus Photo R3000 has a variety of innovative features that provide unprecedented flexibility for printing on different types of fine art media including banners and matte board up to 1.3mm thick. We have also just released the Epson Stylus Photo R2000 which has many of the features of the R3000 but is geared towards the 'prosumer' market. It utilises the UltraChrome Hi-Gloss 2 inks that are optimised for use with Epson's exclusive glossy photo papers."

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Works of art



Epson Stylus® R3000 A3+

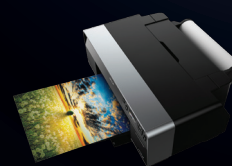


Epson Stylus® R2000 A3+



Epson Stylus® R1410 A3+

Epson Stylus® Photo Printer leaving nothing to be desired



Advanced, simple media handling



Unsurpassed quality

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