

**EPSON LAUNCHES A3+ PRINTER, DELIVERING
PROFESSIONAL -QUALITY PHOTOS WITH STUNNING
VIBRANCY**



Singapore, 28 December 2015 – Epson, a leader in digital imaging and printing solutions, announces the launch of the Epson SureColour™ P407, which combines next generation pigment inks with the industry-proven MicroPiezo printhead to deliver unprecedented print quality and creative photographic output.

Offering the highest level of media versatility of any printer in its class, the SC-P407 prints on a wide variety of media types including glossy, luster, matte, canvas and fine art papers. Also, the improved roll paper support allows for breathtaking panoramas of over 10 feet long for both Windows and Mac users.

Designed for photography enthusiasts, advanced amateur photographers and creative hobbyists, this A3+ pro-printer delivers professional-quality prints with smooth colour transitions and gradations.

The compact and lightweight 13-inch SureColour P407 utilises Epson's advanced UltraChrome™ HiGloss 2 ink, which includes Red and Orange inks for deeper reds and true-to-life colors. In addition, the dedicated channels for both Matte and Photo Black inks provide deep, rich blacks on matte, fine art and photo papers.

The SureColour P407 features enhanced AccuPhoto™ HD imaging technology and a unique Gloss Optimizer chemistry providing consistent output with vibrant tones and exhibition-quality prints with a professional-lab look and feel. The inks delivered onto the page by the Micro Piezo™ printhead creates the smallest ink droplet size of any A3+ photo printer on the market, ensuring incredibly accurate prints.

"We have worked to bring together a host of features into our latest SureColour professional quality desktop printers. The SC-P407 brings incredible versatility to advanced amateur photographers, enabling them to create professional results on a variety of paper types. Apart from offering advanced connectivity, it comes with very affordable pigment ink-set to help users keep costs down," said Ms Tan May Lin, General Manager (Sales Division), Epson Singapore.

The SureColour P407 retails at S\$899, and is available at major IT resellers.

KEY FEATURES

- Flexible media handling — prints cut-sheet and roll paper in sizes up to 13" wide, including borderless; supports photographic and fine art paper, canvas, 1.3 mm thick board and inkjet-printable CD/DVDs
- Advanced image processing – Smoother color transitions and outstanding highlight and shadow detail with AccuPhoto HG imaging technology
- Industry-leading pigment ink technology – UltraChrome HG2 pigment ink for prints that are highly water, smudge and fade resistant
- Industry-proven eight-channel print head technology – MicroPiezo AMC print head with a 1.5 pl minimum droplet size and ink-repelling coating for more accurate dot placement and reduced maintenance

- Individual, high-capacity ink cartridges- affordable 14ml ink cartridges¹
- Professional connectivity - Hi-Speed USB 2.0, wireless 802.11n2 and 100 Mbit Ethernet support. Print wirelessly from smartphone or tablet PC with Epson i-Print support
- Lightweight (12.3kg) design and compact footprint (622x324x219mm) □ 5760x1440 optimized resolution

About Epson

Epson is a global technology leader dedicated to driving innovations and exceeding customer expectations in printing, visual communications, quality of life and manufacturing. Epson's lineup ranges from inkjet printers, printing systems and 3LCD projectors to industrial robots, smart glasses and sensing systems and is based on original compact, energy-saving, and high-precision technologies.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises nearly 72,000 employees in 93 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental burdens.

<http://global.epson.com/>

About Epson Southeast Asia

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters, Epson Singapore Pte Ltd., Epson Southeast Asia spans an extensive network of 10 countries, and is responsible for delivering and supporting Epson's cutting-edge consumer and business digital imaging products to the customers of these markets through its comprehensive infrastructure of over 360 service outlets, 10 Epson solution centres and 8 manufacturing facilities. <http://www.epson.com.sg>.

¹ As compared to the Epson Stylus® Photo R2000 inkjet printer.

About Epson Singapore

Epson is the world's leader in digital imaging solutions. The company's Singapore operation is also the Regional Headquarters of Seiko Epson Corporation. The company markets and supports Epson printers, scanners, projectors, electronic devices including liquid crystal displays, semiconductors and system devices in South East and South Asia. <http://www.epson.com.sg>