

Why does Epson use permanent printheads instead of throw-away printheads like other manufacturers?

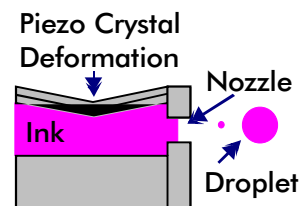
Epson builds a high-quality, permanent printhead into every Stylus printer. Epson's Micro Piezo printheads are designed to last the life of the printer.

- ▶ Micro Piezo printheads use dozens of high-precision mechanical pumps to produce ink droplets, and no heat is involved in printing. The same high print quality is maintained over the life of the printer, from the first page to the last.
- ▶ Thermal print heads used by other printer manufacturers have a very short life compared to Epson's Micro Piezo printheads. In thermal printheads, each nozzle has a chamber that contains a tiny heater. This heater gets less efficient over the life of the ink printhead, and corrosion forms on the heating element, causing the heat transfer to become weaker, thus reducing print quality.

Did You Know?

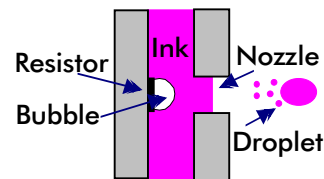
Epson's Micro Piezo Technology

- ▶ Precise electrical pulses cause the ink reservoir wall to deflect inward, projecting ink through the nozzle.
- ▶ Epson's Micro Piezo technology results in consistent droplets with no satellites or misting.



Thermal ink jet technology

- ▶ Heat produces a vapor bubble in the ink reservoir, which expands and is ejected through the nozzle.
- ▶ Some thermal printers produce more inconsistent droplets with satellites and misting.



Hewlett Packard® uses a permanent printhead in their newest high-end DesignJet professional-series ink jet printers. If permanent printheads are the best for demanding professional printing on HP's costliest models, then why doesn't HP use the same permanent printhead technology in their consumer models? Only Epson builds a high-quality permanent printhead into every Stylus model, from consumer through professional.

Epson's Micro Piezo printhead technology won PC Magazine's Technical Excellence Award for peripheral products in 1997. Every Epson Stylus model uses this award-winning printhead technology. No other basic ink jet technology from any other manufacturer has ever even been nominated for this distinction.

Notable Quotes

“The Photo 1280 utilizes Epson's Micro Piezo Variable Sized Droplet method of ink management ... the clarity and saturation of color simply has to be seen to be believed. Unlike other photo printers that show banding and aliasing in finely detailed photos, the Photo 1280 was so perfectly clear that we couldn't find a single imperfection even with a magnifying glass. Thanks to this new droplet management technology, the Photo 1280 maintains precise and consistent placement of pigment on the page for increased sharpness and resolution.” (*ZDNet.com 03/13/01*)