



How do the Epson DURABrite® Ultra printers outperform the competition?

It's easy to tell customers about how the Epson DURABrite Ultra printers outperform the competition—just remember the magic word: **PRESTO** — Powerful performance, Remarkable results, Easy to use, and Smart To Own.

Powerful Performance

The DURABrite Ultra printers and all-in-ones offer printing without compromise. DURABrite All-in-Ones print and copy both color or black and white documents at amazing speeds. They also preserve, organize and restore important documents with one touch.

The speeds for the Epson models are:



Print Speed²	C120 Printer	CX7400 All-in-One	CX8400 All-in-One	CX9400Fax All-in-One
Draft Black text	Up to 37 ppm	Up to 28 ppm	Up to 32 ppm	Up to 32 ppm
Draft Color text	Up to 20 ppm	Up to 28 ppm	Up to 32 ppm	Up to 32 ppm
Default black text	Up to 25 ppm	Up to 9 ppm	Up to 9 ppm	Up to 9 ppm
4 x 6 inch borderless photo	n/a	As fast as 27 seconds	As fast as 26 seconds	As fast as 26 seconds
Black copy	n/a	Up to 28 ppm	Up to 30 ppm	Up to 30 ppm
Color copy	n/a	Up to 28 ppm	Up to 30 ppm	Up to 30 ppm

Remarkable Results

DX3™ technology features efficient smart nozzles, which dispense ink droplets in 3 variable drop sizes, ensuring exceptional prints with remarkable color and detail, without compromising speed.

Epson DURABrite Ultra All-in-Ones printers feature Auto Photo Correction to automatically correct poorly exposed photos for perfect photos every time. Many competitive models offer a photo enhancement feature but not all deliver the same results:

Easy to Use

The DURABrite Ultra printers and all-in-ones set up in seconds. The all-in-ones make multiple copies effortlessly and offer PC-free photo printing from memory cards and PictBridge-enabled digital cameras or cell phones. The CX9400Fax is a productivity work horse with easy fax, copy, and scan ability aided by the auto document feeder and OCR software that turns scanned documents into editable text.

Smart To Own

Use one standard ink set with DURABrite Ultra all-pigment ink—for all your documents and photos. Replace only the color you need with individual ink cartridges. The DURABrite Ultra all-in-ones offer auto photo correction³ and photo restoration—it's like having a photo lab right at home.



Faded photo restored PC-free with the CX8400 All-in-One.

¹ Fastest black text printing, compared to ink jet printers under \$160 available as of April 2007; up to two times faster compared to ink jets under \$100. Based on independent test in Default Mode printing typical office documents.
 ² Pages/copies per minute (ppm/cpm) speed measured after first page, based on black text and color text patterns in Draft Mode on plain paper. Additional print time will vary based on system configuration, software application and page complexity. See www.epson.com/printspeed for more information about print speed.
 ³ Not available when printing using Mac OS X.

C120 Printer Advantages

The world's fastest document ink jet is up to two times faster than competitive models¹.

Precision prints

DX3™ print head technology gives you precision prints and fast speeds

Easy setup

Setup in seconds with convenient, compact design

Print longevity

Print plain paper documents that last—prints resist fading up to six times longer than leading competitive prints²



DURABrite Ultra Inks

Get smudge resistant, highlighter resistant prints and truly touchable photos with instant drying inks. Use one standard ink set for both documents and photos—no special cartridges required.

Dual Black

Print twice as much, twice as fast with dual black ink cartridges⁴

Documents—fast!

Black text up to 37 ppm³
Color text up to 20 ppm³
Laser quality black text up to 25 ppm
Laser quality color text up to 11 ppm

Quick-glance competitive comparison

Feature	HP D5360	HP Pro K5400	Canon iP3500	Lexmark Z1420	Epson C120	Epson Advantage
Photo printing requires specialty ink cartridges	Yes	Yes	No	Yes	No	No swapping cartridges
Maximum print resolution	4800 x 1200 dpi	4800 x 1200 dpi	4800 x 1200 dpi	4800 x 1200 dpi	5760 x 1440 optimized dpi	Finely detailed images, laser-quality text
Ink system	1 black, 1 tri-color (Vivera dye ink in opt. photo cart.)	Vivera dye inks 4-color individual inks	ChromaLife 100 inks pigment black, 3-color dye inks	Evercolor 1 black, 1 color cartridge (6-color optional)	DURABrite Ultra pigment 4-color individual inks	Smudge and highlighter resistance and instant drying ink
Smudge and smear resistant	On HP Premium Plus Photo Paper	n/a	n/a	n/a	On plain and photo papers	Touch your prints immediately
Display permanence rating on plain paper	(Wilhelm rating) Up to 9 years ²	(Wilhelm rating) Up to 9 years ²	(Canon rating) Up to 100 years	(Wilhelm rating) Up to 6 years ²	(Wilhelm rating) Up to 74 years ²	Long-lasting prints verified by leading print authority
Additional connectivity	Memory cards	Built-in Ethernet	PictBridge	Built-in 802.11g wireless	No	
Selling price	\$99	\$149	\$79	\$79	\$89	Great value

¹ Fastest black text printing, compared to ink jet printers under \$160 available as of April 2007; up to two times faster compared to ink jets under \$100. Based on independent test in Default Mode printing typical office documents.

² Ink lightfastness ratings are based on accelerated testing of prints on specialty media, displayed indoors, under glass; claim that documents resist fading up to six times longer is based on accelerated testing of unframed color prints on plain paper in indoor display conditions. Actual print stability will vary according to media, printed image, display conditions, light intensity, humidity and atmospheric conditions. Epson does not guarantee the longevity of prints. For maximum print life, display all prints under glass or properly store them. Visit www.wilhelm-research.com for the latest information.

³ Pages/copies per minute (ppm/cpm) speed measured after first page, based on black text and color text patterns in Draft Mode on plain paper. Additional print time will vary based on system configuration, software application and page complexity. See www.epson.com/printspeed for more information about print speed.

⁴ Two Black cartridges allow about twice as much black printing, at about twice the speed, as compared to printing with a single Black cartridge.



CX7400 All-in-One Advantages

Making ordinary projects extraordinary.

Precision prints

DX3™ print head technology gives you precision prints and fast speeds

High-quality scanning

Preserve, organize and restore important documents with one-touch copying and scanning

PC-free

Print directly from your camera or memory card

Print longevity

Print plain paper documents that last—prints resist fading up to six times longer than leading competitive prints¹



DURABrite Ultra Inks

Get smudge, fade, and water resistant prints. Use one standard ink set for both documents and photos—no special cartridges required.

Documents and photos

Print color and black-and-white at the same speed—no compromises.

Quick-glance competitive comparison

Feature	HP F4180	Canon MP210	Lexmark X3550	Brother DCP-130c	Epson CX7400	Epson Advantage
Photo printing requires specialty ink cartridges	Yes	No	Yes	No	No	Great photos, automatically
Maximum print resolution	4800 x 1200 dpi	4800 x 1200 dpi	4800 x 1200 dpi	6000 x 1200 dpi	5760 x 1440 optimized dpi	Finely detailed, sharp prints
Ink system	1 black, 1 color inks (opt. 6-color)	ChromaLife 100 inks pigment black, 3-color dye inks	Evercolor 1 black, 1 color inks (opt. 6-color)	Innobella 4-color individual inks	DURABrite Ultra pigment 4-color individual inks	Smudge, fade and water resistant prints
Maximum scan resolution	48 bit, 1200 x 2400 dpi	48 bit, 600 x 1200 dpi	48 bit, 600 x 1200 dpi	36 bit, 600 x 2400 dpi	48 bit, 1200 x 2400 dpi	Sharp, accurate scans
Display permanence rating on plain paper	(Wilhelm rating) Up to 9 years ¹	(Canon rating) Up to 100 years	(Wilhelm rating) Up to 6 years ¹	n/a	(Wilhelm rating) Up to 74 years ¹	Long-lasting prints verified by leading print authority
Selling price	\$99	\$79	\$79	\$79	\$69	Best value

¹ Ink lightfastness ratings are based on accelerated testing of prints on specialty media, displayed indoors, under glass; claim that documents resist fading up to six times longer is based on accelerated testing of unframed color prints on plain paper in indoor display conditions. Actual print stability will vary according to media, printed image, display conditions, light intensity, humidity and atmospheric conditions. Epson does not guarantee the longevity of prints. For maximum print life, display all prints under glass or properly store them. Visit www.wilhelm-research.com for the latest information.

CX8400 All-in-One Advantages

Picture-perfect productivity.

Precision prints

DX3™ print head technology gives you precision prints and fast speeds

2.5-inch, tilt LCD
Select, copy and print photos, PC-free

High-quality scanning

Archive documents and photos and automatically correct digital image with Auto Photo Correction²

DURABrite Ultra Inks

Get smudge, fade, and water resistant prints. Use one standard ink set for both documents and photos—no special cartridges required.

PC-free

Print directly from your camera or memory card

Print longevity
Print plain paper documents that last—prints resist fading up to six times longer than leading competitive prints¹

Multiple color copies
One-touch copying; reduce and enlarge copies 25 to 400 percent



Quick-glance competitive comparison

Feature	HP C4280	Canon MP470	Lexmark X5470	Brother DCP-350c	Epson CX8400	Epson Advantage
Photo printing requires specialty ink cartridges	Yes	Yes	Yes	No	No	Great photos, automatically
Maximum print resolution	4800 x 1200 dpi	4800 x 1200 dpi	4800 x 1200 dpi	6000 x 1200 dpi	5760 x 1440 optimized dpi	Finely detailed, sharp prints
Ink system	1 black, 1 color 4-color inks (Vivera dye ink in opt. photo cart.)	1 pigment black, 1 color 4-color inks	1 black, 1 color 4-color inks (opt. 6-color)	Innobella 4-color individual inks	DURABrite Ultra pigment 4-color individual inks	Smudge, fade and water resistant prints
Maximum scan resolution	48 bit, 1200 x 2400 dpi	48 bit, 2400 x 4800 dpi	48 bit, 600 x 1200 dpi	36 bit, 600 x 2400 dpi	48 bit, 1200 x 2400 dpi	Sharp, accurate scans
Display permanence rating on plain paper	(Wilhelm rating) Up to 9 years ¹	n/a	n/a	n/a	(Wilhelm rating) Up to 74 years ¹	Long-lasting prints verified by leading print authority
Copy feature	50-400% enlargement	25-400% enlargement	25-400% enlargement	25-400% enlargement	25-400% enlargement	
Color LCD	1.5 inch	1.8 inch	2-line	2 inch tilt	2.5 inch tilt	Easy to view LCD
Selling price	\$99	\$99	\$99	\$99	\$99	Great value

¹ Ink lightfastness ratings are based on accelerated testing of prints on specialty media, displayed indoors, under glass; claim that documents resist fading up to six times longer is based on accelerated testing of unframed color prints on plain paper in indoor display conditions. Actual print stability will vary according to media, printed image, display conditions, light intensity, humidity and atmospheric conditions. Epson does not guarantee the longevity of prints. For maximum print life, display all prints under glass or properly store them. Visit www.wilhelm-research.com for the latest information.

² Not available when printing using Mac OS X.

CX9400Fax All-in-One Advantages

Every feature you want. Every function you need.

Precision prints

DX3™ print head technology gives you precision prints and fast speeds

High-quality scanning

Archive documents and photos and automatically correct digital image with Auto Photo Correction²

2.5-inch, tilt LCD

Select, copy and print photos, PC-free

PC-free

Print directly from your camera or memory card

Print longevity

Print plain paper documents that last—prints resist fading up to six times longer than leading competitive prints¹

High-speed fax and 30-page ADF

Fax, copy, or scan documents in seconds

DURABrite Ultra Inks

Get smudge, fade, and water resistant prints. Use one standard ink set for both documents and photos—no special cartridges required.

Multiple color copies

One-touch copying; reduce and enlarge copies 25 to 400 percent



Quick-glance competitive comparison

Feature	HP J5780	Canon MX310	Lexmark X6570	Brother MFC-440CN	Epson CX9400Fax	Epson Advantage
Maximum print resolution	4800 x 1200 dpi	4800 x 1200 dpi	4800 x 1200 dpi	Up to 6000 x 1200 dpi	5760 x 1440 optimized dpi	Finely detailed, sharp prints
Ink system	Vivera dye inks 1 black, 1 color 4-color inks	1 black, 1 color 4-color inks	1 black, 1 color 4-color inks (opt. 6-color)	4-color individual inks	DURABrite Ultra pigment 4-color individual inks	Smudge, fade and water resistant prints
Maximum scan resolution	48 bit, 2400 x 4800 dpi	48 bit, 1200 x 2400 dpi	48 bit, 1200 x 2400 dpi	36 bit, 600 x 2400	48 bit, 1200 x 2400 dpi	Sharp, accurate scans
Display permanence rating on plain paper	(Wilhelm rating) Up to 9 years ¹	n/a	n/a	n/a	(Wilhelm rating) Up to 74 years ¹	Long-lasting plain paper prints verified by leading print authority
Color fax	33.6 Kbps	33.6 Kbps	33.6 Kbps (black only)	14.4 Kbps	33.6 Kbps	
Color LCD	No	No	2.36 inch	2 inch	2.5 inch tilt	Easy to view LCD
Automatic document feeder	35 sheets	30 sheets	50 sheets	10 sheets	30 sheets	
Selling price	\$149	\$129	\$149	\$129	\$149	Great value

¹ Ink lightfastness ratings are based on accelerated testing of prints on specialty media, displayed indoors, under glass; claim that documents resist fading up to six times longer is based on accelerated testing of unframed color prints on plain paper in indoor display conditions. Actual print stability will vary according to media, printed image, display conditions, light intensity, humidity and atmospheric conditions. Epson does not guarantee the longevity of prints. For maximum print life, display all prints under glass or properly store them. Visit www.wilhelm-research.com for the latest information.

² Not available when printing using Mac OS X.



Overcoming Objections

Q: Some HP models now feature a touchscreen. How can I sell my customer an Epson model without a touchscreen?

A: While HP's touchscreen is going to be new, the reality is that it's not going to make the printers that much easier to use or improve the quality of the printed photo. With the touch screen you are paying more for a novelty that will not improve print quality. Epson printer models have easy-to-use menus, simple buttons, and are very intuitive.

Q: Some of the competitive HP all-in-ones have higher resolution scanning, 4800 dpi, versus the 1200 dpi optical resolution of the Epson DURABrite Ultra all-in-ones. How can I explain this to my customer?

A: The resolution at which you need to scan depends on the intended use of the image. For screen use, you only need to scan at 90-120 dpi to match the resolution of the monitor. When scanning a photo, the optimum resolution for printing is 300 dpi. Even if you want to enlarge a 4x6 print to an 8x10 (roughly a 2x enlargement), you still only need 600 dpi resolution. Scanner optical resolution of 4800 dpi and greater is of greatest value when enlarging filmstrips or negatives to 13x19 inch prints. The DURABrite Ultra all-in-ones (and competitive models) are designed to print up to letter-size prints and don't scan transparent media. For customers who have this requirement, sell them one of the Epson stand-alone consumer class scanners with professional level features, plus a photo printer with 13x19 inch printing capability.

Q: Epson was first to market with many features, such as Photo restoration. Now many competitors offer these features. Does Epson have an advantage anymore?

A: Although competitive models now have many features pioneered on Epson printers, the answer is that they're not all created equal. With Auto Photo Correction, the Epson printers analyze the photo and automatically compensate for over- or under-exposed photos, while maintaining natural skin tones. You can even enhance based on landscape or night scene. The competition might say they have it, but they just don't work as well as ours. Print the same file on our printers and on a competitor and put them through the test yourself! They don't even come close! With Photo Restoration, Epson models don't just restore color to faded photos, they create deep rich blacks and realistic flesh tones.

Q: Some HP models feature built-in Ethernet or WiFi and Epson doesn't. How can I sell the Epson models to a customer who has a home network?

A: Out of the box, the Epson DURABrite Ultra printers can work on a network by using the printer sharing feature. To use this feature, connect the printer to one PC on the network, set it up as a shared printer, and then all computers on the network can print to it. Additionally, there are third-party wireless print servers that are compatible with Epson printers. Please check with the printer server manufacturer to verify compatible models.