

Claria Hi-Definition Ink is a breakthrough ink that delivers brilliant and long-lasting photos. It's optimized for consumers who are most interested in printing creative projects and photos, with the added flexibility to print everyday documents.

Claria offers a number of benefits:

- Quality without compromise — get beautiful photos made to last
- Better quality than the lab
- High capacity cartridges available that provide about 60% more prints than a standard cartridge
- Individual ink cartridges that allow the customer to take control of ink usage

Claria is currently available on the Epson Stylus® Photo R280/1400 and the Artisan™ Series printers.

Durability equivalent to or better than lab prints

Claria Hi-Definition Ink offers a major improvement in longevity versus previous dye-based inks. Claria Hi-Definition Ink will stand up to display, album storage, and handling, with these enhanced durability benefits:

Smudge-Resistant Photos

The quick-drying formula allows photos on Epson photo papers to be handled immediately after printing. Many competitive dye-based printers require one specific paper for quick drying properties.

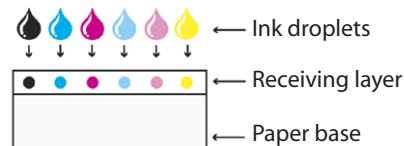


On photo papers, Claria ink won't smudge like this competitor's print

Scratch-Resistant Photos

Because Claria Hi-Definition Ink is a dye-based ink set where ink is absorbed into the receiver layer of photo papers, photos on Epson photo papers are resistant to scratches caused by handling.

Cross-section of coated ink jet paper



Water-Resistant Photos

Claria ink photos resist smudging related to high levels of humidity, moisture and water spillage on Epson photo papers. With competitive photos, this isn't the case, posing a danger for customers who don't save digital files.



Look at the smudge on the girl's face on this competitive print, caused when wiping spilled water from the print

Fade-Resistant Photos

Claria ink has fade resistance more than 2-4 times longer than photo lab prints. Claria photos resist fading up to 98 years in a glass frame and about 200 years in an album.*



Claria ink is smudge, scratch, water, and fade resistant on Epson photo papers. For CDs/DVDs, the ink is resistant only on specially-treated discs.

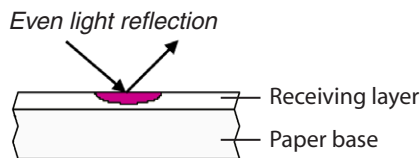
* Ink fade resistance ratings based on accelerated testing of prints, on specialty media, displayed in a glass frame in indoor display conditions or in album storage. Actual print stability will vary according to media, printed image, display conditions, light intensity, temperature, humidity and atmospheric conditions. Epson does not guarantee the longevity of prints. For maximum print life, display all prints under glass, UV filter or lamination or properly store them. Visit www.wilhelm-research.com for the latest information.

Great output quality

Claria Hi-Definition Ink provides vivid, true-to-life colors with a wide color gamut that's ideal for printing your best shots, offering these quality advantages:

High color saturation and brilliance

Claria ink delivers a wide color gamut because ink is absorbed into the surface coating of Epson photo papers, allowing light to reflect evenly off the surface. This results in the best quality photographic prints.



Smooth gradations

The six-color ink set including Light Magenta and Light Cyan inks allows tonal gradations critical for photography.



Precise color and shadow detail

A high-density black ink optimized for photography delivers:

- Rich, deep blacks in photos and text
- Superior contrast in printed photos
- Incredible shadow detail
- More vivid colors
- Superior highlight and shadow detail



Some competitive printers don't use true black ink in photos and instead use composite black (combining three color inks to produce black). This results in bluish/brownish blacks and images with lower contrast.

The high-density black ink is ideal for photos, yet also produces rich, dark text and graphics, making it suitable for everyday printing, too.

Convenience and flexibility

Claria ink is designed for the home or business customer who wants to print incredible creative projects or photos, yet also wants the flexibility to produce everyday documents. Claria ink offers convenience to this customer with:

- Convenient individual ink cartridges*—With individual ink cartridges, customers take control of ink usage, replacing only the color that's needed.
- New, easier to identify packaging—Cartridges are now numbered, so all a customer needs to remember is the ink number.
- High-capacity cartridges available—High-capacity cartridges are ideal for higher volume users.

Claria also has flexible media choices. It produces its best output quality on glossy and matte papers, and good output quality on plain paper. It's optimized for these Epson papers:

Presentation and Plain Papers	Photo Papers	Specialty Papers
<ul style="list-style-type: none"> • Ultra Premium Presentation Paper Matte • Premium Presentation Paper Matte / Premium Presentation Paper Matte Double-sided • Presentation Paper • High Quality Ink Jet Paper • Bright White Paper 	<ul style="list-style-type: none"> • Ultra Premium Photo Paper Glossy • Ultra Premium Photo Paper Luster • Premium Photo Paper Glossy • Premium Photo Paper Semi-gloss • Photo Paper Glossy 	<ul style="list-style-type: none"> • Iron-on Transfer Paper • Photo Quality Self-adhesive Sheets • Ink Jet Transparencies • PremierArt™ Matte Scrapbook Photo Paper for Epson

* Cartridge yields vary considerably based on images printed, print settings, paper type, frequency of use and temperature. For print quality, a small amount of ink remains in the cartridge after the "replace cartridge" indicator comes on. See www.epson.com/cartridgeinfo for more information about cartridges.

Summary

The six-color dye-based Claria Hi-Definition Ink is ideal for photos, iron-on transfers, photo greeting cards and other creative projects. Get beautiful photos without going to the lab. Enjoy brilliant photos for generations to come.



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