



Artisan™ 800

Print | Copy | Scan | Fax | **ULTRA HD** Photo | Wi-Fi®

The Artisan 800 is the master of all-in-ones with power and performance that's matched only by its sleek and chic appearance. This five-in-one printer (Print, Copy, Scan, Fax, Ultra Hi-Definition Photo) with Wi-Fi fits the lifestyle and decor of the creative individual for personal and business needs.

There are three key elements you should demonstrate for all customers:

1. Large, 7.8-inch Touch Panel

The large, 7.8-inch touch panel only lights up the buttons needed so customers can get what they need fast—without error—the first time. Here are some suggested ways to show its functionality:

Tilt Feature: Tilt the panel up and adjust it to the proper angle to eliminate glare. To lower it, press and hold the **Unlock** button until the screen is in the desired position.

Photos: Insert a memory card into the printer's card slot. From the **Home** screen (press **Home** if the printer is not already there), select **View and Print Photos**. Point out these features:

Large 3.5-inch LCD: Easily view photos and settings



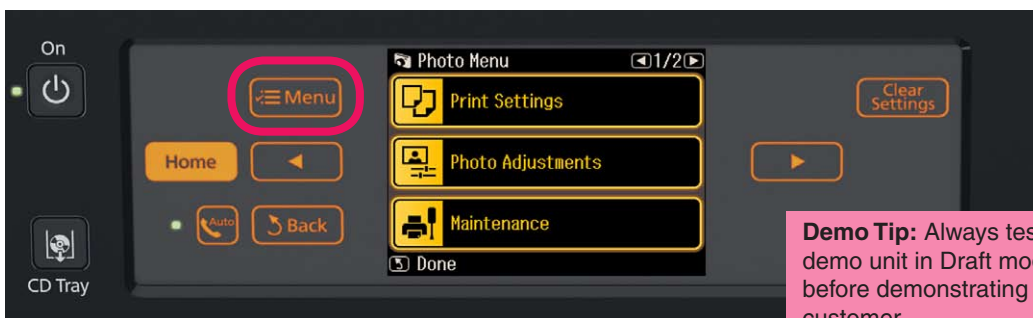
Side panels display only the relevant selections.

Auto Photo Correction: Auto Photo Correction will automatically correct the lighting in poorly exposed photos. With the photo displayed, press the **View Auto Correct** button to show the customer how he/she can preview the corrections on-screen. To print the photo, load 4x6 photo paper in the photo tray (glossy side face-down), then:

1. Press **+** to select 1 copy.
2. Press **OK** to confirm print settings, then press **Start** to print.

Draft Photo: The Artisan 800 is the first product Epson has made that can produce a draft photo that's as good as what you'd get from a traditional photo lab. It can print a 4x6 photo in draft mode in as fast as 10 seconds!*

So, for even more dazzle, show off this incredible speed. To set the printer in Draft Mode, after selecting the photo, press **Menu** to bring up the Photo Menu. Then select **Print Settings** and change the Quality from Standard to **Draft**.

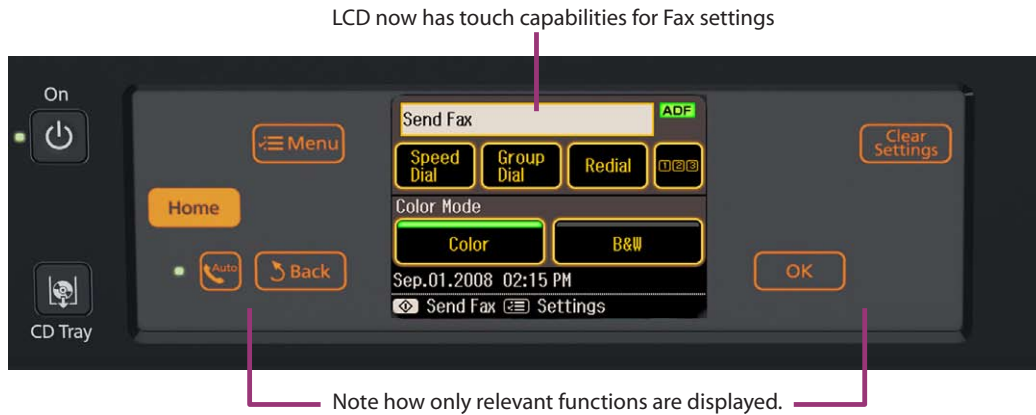


Demo Tip: Always test the demo unit in Draft mode before demonstrating for a customer.

* Color photo in Draft Mode on Premium Photo Paper glossy measured from start of paper feed. 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.

1. Large 7.8-inch Display (Continued)

Fax Display: Many customers won't even realize the Artisan 800 has fax capability unless you specifically show them. Press **Home** to return to the main display, then press **Fax**. Point out these items:



Press  to show the customer how the LCD will change to manually dial and send a fax.

2. Personalized Note Paper

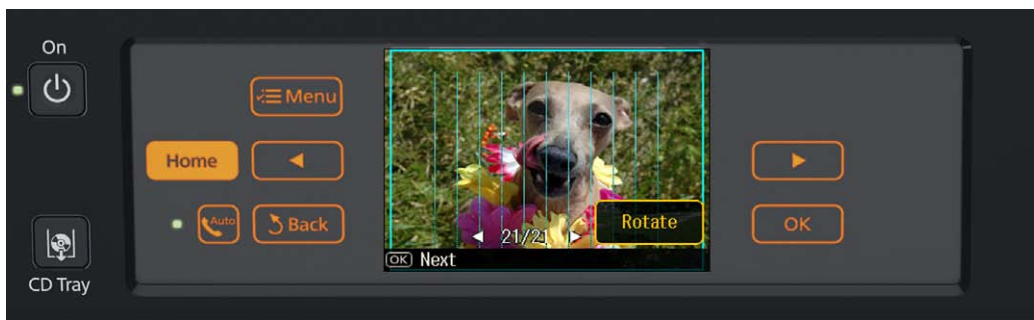
One of the unique features of the Artisan line is the ability to print lined or unlined stationery with a photo in the background. Explain to customers the many uses of this feature:

- Personalized stationery for thank you notes
- Custom stationery for shopping lists, to-do lists, and more
- Great gifts for teachers, grandparents, and more

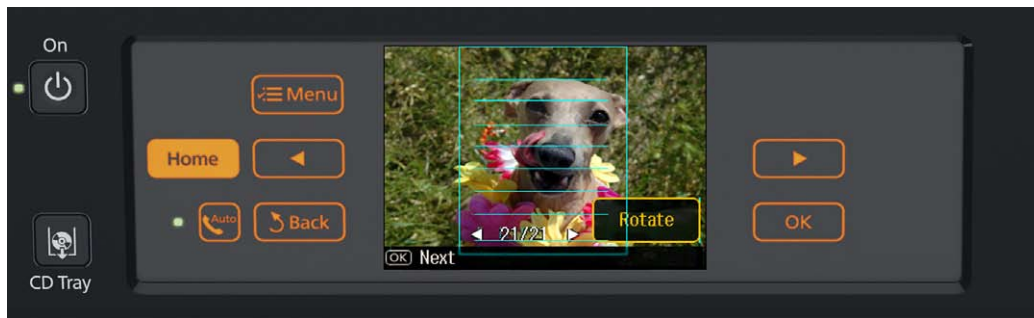
You can create personalized note paper on A4 or letter-size paper from any photo on a memory card. Load Bright White Paper into the paper tray and insert a memory card in the printer's slot before you begin.

Lined Stationery with Photo: From the **Home** screen, scroll to select **Print Ruled Papers**. Use the arrow keys to select **Note Pad Ltr. Size**, selecting the icon with the lines. Follow the on-screen instructions to select a photo from the memory card. A preview box will show how the photo will appear on the paper.

For a landscape-oriented photo, the preview will show how the lines will print to take advantage of the full photo:

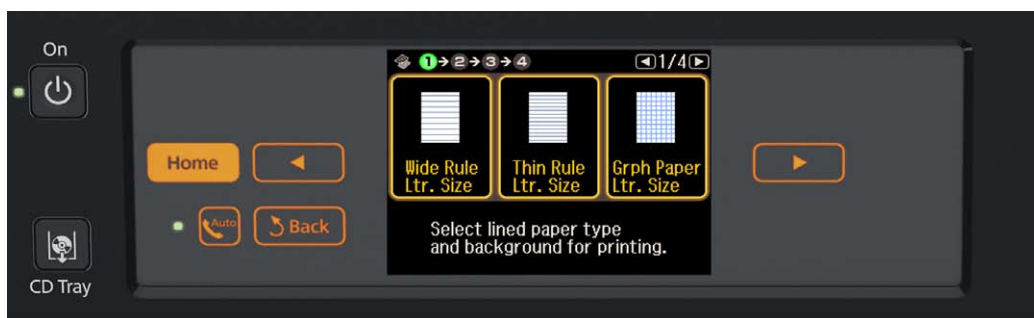


Press **Rotate** to change the orientation of the lines. Photos with centered subjects work best for creating lined paper as the center of the photo is automatically selected and the photo area can't be adjusted.



Unlined Stationery with Photo: To create stationery with a photo only, and no lines, follow the same instructions as above, except select the icon without lines for **Note Pad Ltr. Size**.

School Papers: For customers with students, also point out the Wide Rule, Narrow Rule and Graph papers that can be printed without a computer. Students (and their parents) will love this feature because they can print their own paper in a crunch.



3. Coloring Book Pages

One final feature to demo for customers is the unique Coloring Book Page feature of the Artisan 800, where you can turn any photo or drawing into a coloring book page. Customers will be wowed by this feature.

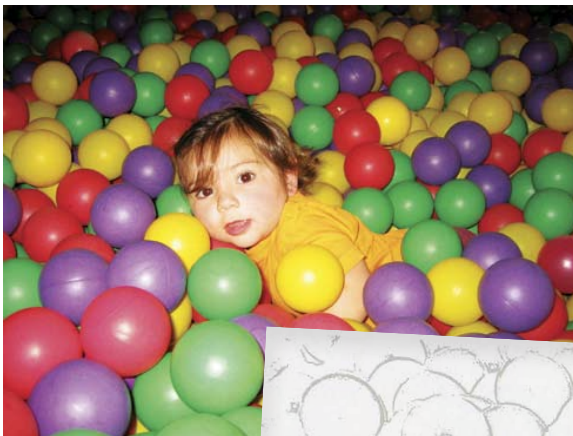
Coloring book pages can be printed on letter (or A4) size plain paper, Epson Presentation Paper Matte or Epson Premium Presentation Paper Matte, all of which provide a great surface for crayons. This feature also provides a good way to SPICE up your sale with one of the Presentation Papers that will provide more sturdy output for gift ideas, framing or simply displaying a colored page on the refrigerator.

Use one of the provided photos to demonstrate this feature. You can't create coloring book pages from digital photos on a memory card but will have to place a photo on the scanning bed.

Coloring Book Page: Follow these easy instructions to demo:

1. From the **Home** screen, scroll to select **Coloring Book**.
2. Follow the on-screen instructions to place the photo or drawing fade-down on the scanning bed.
3. Select the type of photo or drawing: People, Scenery or Line Drawing. Press **OK**.
4. Select the paper size and type.
5. Press **Start** to print.

Turn this photo...



Demo Tip: 4x6 photos will produce a coloring book page with a border. To print a coloring book page without a border, use a letter-size photo.

...into this coloring book page!

