








What are the key differences among the Epson ink solutions?

Key Differences	DURABrite® Ultra Pigment Ink	PictureMate® 200 Series Print Packs	Claria® Hi-Definition Photo Ink	Epson UltraChrome Hi-Gloss® 2 Ink	Epson UltraChrome K3® with Vivid Magenta
Target Application	Home general purpose and photo—best text printing and great glossy photos in one ink set	Better than lab quality prints at home—for photos of friends and family	Everyday photos (vacation, weddings, parties, etc) for the photo enthusiast	Advanced amateur photography and layouts for graphic designers and scrapbookers	Fine art color and black and white photography for professional and advanced amateur photographers
					
Current Epson Models	Epson Stylus® C88+/Epson Stylus NX Series, WorkForce® Series	PictureMate Dash, PictureMate Zoom	Epson Stylus Photo R280/1400, Artisan® Series	Epson Stylus Photo R1900	Epson Stylus Photo R2880, Epson Stylus Pro 4880/7880/9880/11880
Ink Characteristics	<ul style="list-style-type: none"> • 4-color pigment-based ink: Cyan, Magenta, Yellow and Black (CMYK) • Delivers exceptional text and image quality on plain and matte papers • Great glossy photos on Epson glossy photo papers • Water, smudge, and fade-resistant on plain, matte and glossy papers—prints last for generations • Highlighter-resistant prints—black and color inks won't smear (even on plain paper) • Only four-color all pigment ink set in its class 	<ul style="list-style-type: none"> • Professional quality photos printed at home—brilliant gloss, wide color gamut, deep, rich blacks and smooth skin tone quality • Smudge, scratch, water and fade-resistant prints • Long-lasting photos—as much as 2 to 4 times longer than those from a lab or kiosk¹ • Preserve precious moments—photos last over 200 years in an album¹ • Affordably priced, convenient Print Packs include photo paper and a photo cartridge 	<ul style="list-style-type: none"> • 6-color dye-based ink—Cyan, Magenta, Yellow, Black, Light Cyan and Light Magenta (CMYKcm) for wide color gamut and brilliant colors • MicroPiezo® print head with DX5™ technology produces up to five ink droplet sizes for smooth tonal gradations critical for photography • Smudge, scratch, water and fade-resistant photos on Epson photo papers • Widest media selection on glossy, matte and specialty papers (i.e. iron-on transfers) • The ultimate combination of quality and longevity 	<ul style="list-style-type: none"> • Pigment-based ink set using Cyan, Magenta, Yellow, Matte Black and Photo Black inks, plus Red and Orange inks and a Gloss Optimizer™ • Features a larger color gamut, improved vibrancy with warmer facial tones, and unprecedented glossy look and feel • Durability of pigment inks with glossiness and vibrancy that matches dye-based inks • Best output quality on premium photo papers and excellent quality on matte and fine art papers, even canvas 	<ul style="list-style-type: none"> • Pigment-based Cyan, Light Cyan, Vivid Magenta, Vivid Light Magenta, Yellow, Photo Black or Matte Black, plus Light Black and Light Light Black • Three-level black ink technology achieves an astounding tonal range • Advanced Black-and-White Photo Mode produces neutral or toned black-and-white prints • Prints astounding reds, blues and purples with advanced magenta pigments • Best output quality on matte and fine art papers, with very good output on glossy papers
Permanence					
Water and smudge-resistant	Yes, on all supported papers including plain paper	Yes, using PictureMate Print Packs	Yes, on Epson photo papers	Yes, on all supported papers	Yes, on all supported papers
Fade resistance—under glass ¹	Up to 105 years	Up to 96 years	Up to 98 years	Up to 200 years	Over 200 years
Fade resistance—dark storage ¹	Over 300 years	Over 200 years	Over 200 years	Over 300 years	Over 300 years

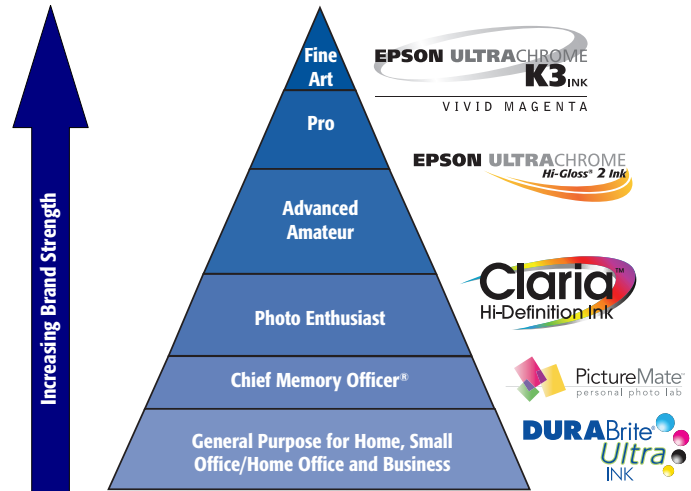
¹ Ink fade resistance ratings based on accelerated testing of prints, on specialty media, displayed in a glass frame in indoor display conditions or in album storage. Actual print stability will vary according to media, printed image, display conditions, light intensity, temperature, humidity and atmospheric 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.

Frequently Asked Questions about the Epson ink solutions

Q: Why does Epson offer so many ink sets?

A: Epson continually innovates ink solutions tailored to the needs of specific users instead of offering a one-size-fits-all ink solution. Whether the customer is most interested in the everyday printing of documents, is an amateur photographer looking to primarily print photos with stellar image quality and durability, or is a professional photographer staking his reputation on breathtaking large format prints, Epson has the right ink for the job.

Epson has built a reputation of developing products that can perform the toughest printing capabilities, and that's why Epson is the brand overwhelmingly preferred by professional photographers. With a complete solution, Epson is able to satisfy customers with the image quality, versatility, and ink and paper solutions that meet their specific needs.



Q: What are the main differences among the Epson ink sets?

A: Each ink set satisfies the specific needs of different customers:

- DURABrite Ultra pigment inks are designed for general consumer and small office/home office customers. This customer prints everyday documents and wants laser-sharp quality, yet also wants to print photos. DURABrite Ultra Pigment delivers by providing all-purpose versatility: amazing text on plain papers and great photos on glossy papers. Prints are also smudge-, fade-, and water-resistant on plain, matte, and glossy papers.
- The PictureMate 200-Series printers are designed specifically for customers who want professional quality 4x6 prints in the comfort and convenience of home. The PictureMate Print Packs include a photo cartridge and photo paper in one convenient, affordably-priced package, and are available in glossy and matte configurations. The new PictureMate 200-series ink set delivers a wider color gamut, and the signature durability PictureMate has been known for: smudge, water, fade, and now scratch-resistant prints.
- Claria Hi-Definition Ink provides the ultimate combination of photo quality and longevity—a major breakthrough in ink technology. Claria Ink has the widest color gamut and produces gradation levels critical for photography. It's optimized for consumers who are most interested in printing photos and occasional text documents and delivers a compromise-free solution: Durability on Epson photo papers better than lab prints and color saturation and brilliance that surpasses the lab.
- Epson UltraChrome Hi-Gloss 2 Ink is designed for photography, graphic design and scrapbooking, and delivers the durability of pigment inks with glossiness and vibrancy that matches dye-based inks. With an 8-color ink set including Red and Orange Inks, plus a new Gloss Optimizer, it delivers a dramatic color difference you can see and a dramatic glossy difference you can feel. This ink set not only excels at producing uniform glossy prints, but also excels with its enhanced media versatility—supporting glossy, luster, matte, and fine art papers.
- Epson UltraChrome K3 with Vivid Magenta ink technology is designed for fine art and professional photography, offering both a large color gamut and neutral black and white prints using the new Advanced Black and White Print Mode. With an 8-color pigment-based ink system, including three-level black ink technology, the ink produces significantly improved gray balance, impressive midtones and highlights for smoother tonal range. Advanced magenta pigments print astounding reds, blues and purples. The ink also features professional print permanence ratings for truly sellable quality prints and gallery displays.

Q: Why is the Claria ink referred to as Claria Hi-Definition Ink?

A: The Claria ink is one of the many components of the new Epson Ultra Hi-Definition printers that deliver what customers have come to expect from the lab—only better! Just remember the ABC's and DEF's of Ultra Hi-Definition printing:

- A) Auto Photo Correction**—Automatically corrects poorly exposed photos, effortlessly; it's like having a lab technician inside the printer but better!
- B) Blazing Speed**—Fast photo and text print speeds
- C) Claria Hi-Definition Ink**—The ultimate combination of photo quality and longevity
- D) DX5 Technology**—Five variable ink droplet sizes as small as 1.5 picoliters deliver smooth gradations and sharp detail
- E) Epson Papers**—Epson papers are optimized to deliver the optimal output quality with Epson printers and inks
- F) Flexibility**—Epson Ultra Hi-Definition printers offer the flexibility to print photos and documents, plus CD/DVD printing and much more!



Frequently Asked Questions about the Epson ink solutions (continued)

Q: How does the fade resistance of the Epson ink sets compare to a photo lab print?

A: All Epson ink sets produce prints that are as durable—or better—than prints from the lab, as tested by Wilhelm Imaging Research, a leading authority on display permanence.

	Epson Ink Sets					Digital Mini-Lab Silver Halide Color Papers	
	Home/Business/Creative			Creative/Professional			
	DURABrite Ultra	PictureMate 200-Series Print Pack	Claria Ink	Epson UltraChrome Hi-Gloss 2	Epson UltraChrome K3 with Vivid Magenta	Fujicolor Crystal Archive	Kodak Edge Generations
Wilhelm Imaging Research Fade Resistance Rating (Under Glass)	Up to 105 years	Up to 96 years	Up to 98 years	Up to 200 years	Over 200 years	Up to 40 years	Up to 19 years

Unlike many competitive printers which offer long fade resistance only on one basic paper type, Epson ink sets provide good fade resistance on a variety of papers. See wilhelm-research.com for specific test results.

Q: What are the best papers to use with each Epson ink set?

A: Because the ink formulation differs, each ink set is optimized for different papers, and some specialized papers are designed specifically to be used with particular inks:

- DURABrite Ultra pigment ink uses a high-density, super-penetrating formula optimized for printing on plain and matte papers. The new ink formulation now also produces great output quality on glossy papers, including Epson Photo Paper Glossy, Epson Premium Photo Paper Glossy, and even the Epson Ultra Premium Photo Paper Glossy.
- The PictureMate 200-Series Print Packs include a photo cartridge and photo paper sold together in one box and are available in traditional glossy or matte finishes, just like the options available at the photo lab.
- Claria Ink is compatible with the widest variety of papers, including plain papers, glossy papers, matte papers, and even specialty papers such as iron-on transfers. Additionally, Claria Ink delivers glossy prints on Epson photo papers that are scratch, smudge, water, and fade-resistant.
- Epson UltraChrome Hi-Gloss 2 Ink is compatible with a wide variety of Epson glossy, matte and fine art papers. Customers can achieve rich blacks on any media because the black ink (Photo Black or Matte Black) is automatically selected based on the paper type specified in the printer driver. The auto-switching black ink also optimizes color and density. This ink set produces its best output quality on premium glossy papers and very good quality on matte and fine art papers.
- Epson UltraChrome K3 with Vivid Magenta ink technology features user-interchangeable Matte Black and Photo Black inks. The Matte Black ink produces a higher optical density and the best quality prints on matte papers, including Fine Art papers. The Photo Black ink is encapsulated in a resin, allowing it to bond onto glossy and semi-glossy Photo Papers and is best for printing on glossy media. Epson UltraChrome K3 Ink produces its best output quality on matte and Fine Art papers, with very good output on glossy papers.

Q: How does DURABrite Ultra pigment ink compare to the pigment black / dye color ink system used in many competitive printers?

A: Some competitive printers use pigment ink for black and dye ink for color and many offer optional photo ink cartridges for printing photos. Because DURABrite Ultra pigment ink uses pigment ink for both black and color, you get smudge-, fade-, and water-resistant benefits for everything you print. With DURABrite Ultra pigment ink, you get the benefit of crisper text and graphics for both black and color printing, plus great photos all in one ink set. With DURABrite Ultra pigment ink, there's no added expense to print photos, no need to buy special photo cartridges, and no added hassle to swap ink cartridges depending on what's being printed.

Note: Cartridge yields vary considerably based on images printed, print settings, paper type, frequency of use and temperature. For print quality, a variable amount of ink remains in the cartridge after the "replace cartridge" indicator comes on. The printer ships with full cartridges and part of the ink from the first cartridges is used for priming the printer. See www.epson.com/cartridgeinfo for more information about cartridges.

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