

Epson Knoware University Podcast
Featuring the Stylus Pro 3800 & 4800 Portrait Edition
February 2007
Transcript

(Jingle music)

Margaret: Welcome to the Knoware University podcast for February, 2007. Hello, everyone – this is Margaret from Epson headquarters in Long Beach, California.

On this month's podcast, we'll chat with Phil, Epson's expert on Professional Imaging products to hear about the new Stylus Pro 3800 and 4800 Portrait Edition products.

This month's featured course online at Knoware University is Epson's Multimedia photo viewers. When you take that course and then score a perfect 100% on this month's Knoware University quiz, you'll be entered to win a P3000 multimedia photo viewer. We're giving four P3000s away during February and no one has a better chance to win than you do. Just pay close attention to the information in this month's Knoware University course, then complete your quiz with a perfect 100%, and you'll be entered to win!

On this month's podcast we're featuring Epson's new Stylus Pro 3800 and 4800 Portrait Edition products and Knoware University podcast listeners have a special incentive. We'll be giving away an additional Epson P3000 multimedia photo viewer to a lucky podcast listener. Be sure to listen at the end of this podcast for how to qualify for that drawing.

One of the product experts on the Epson Professional Imaging products, Phil, is with me in the Knoware University studio today. Thanks for being here, Phil!

Phil: Hi, Margaret.

Margaret: So from what I've read, at the Professional Photographers of America trade show you announced a new portrait printing solution.

Phil: Correct. We're very excited. We do have a new solution specifically for wedding, event and portrait photographers. It's a very unique set of photographers that really rely on printing and the sale of prints to make their living.

Margaret: And I take it, they're using labs a lot at this point.

Phil: Well, most of them are. There's a mix, of course, of some that send some jobs to labs to be printed and some that are doing some in-house printing themselves. But what we're offering in our new Portrait Edition printers is a complete workflow solution that will allow them to print in-house and thereby save a lot of the money that they're spending on lab fees.

Margaret: And, of course, that's very important in that type of business.

Phil: It's very important, especially, you know, for photographers that are sole proprietors that own their own business. They're going to be seeing not only more profit but they're going to be giving their clients higher quality prints than anything that they can get from a lab, any type of silver halide print that they could purchase from a lab.

Margaret: Oh, that's great. Now, which model printers are in the package?

Phil: We are going to be offering the solution with two professional imaging printers, the Stylus Pro 3800 and the Stylus Pro 4800.

Margaret: Great. And those have been around – the 4800 has been around a little while. Now, the 3800 we announced this fall. Is that correct?

Phil: Yeah, just a couple months ago. It's brand new. It's our newest technology. All of our latest innovative achievements are actually in the 3800 now as we go to market.

Margaret: Great. So this is a portrait printing solution, not just a printer. What makes it a solution?

Phil: We use the word "solution" because basically the product is a complete photo business in a box. It has all of the software and components to allow a photographer to do not only in-house printing but also manage the workflow from the initial capture of the image from the camera all the way out to output to the printer.

Margaret: Wow!

Phil: It will also include – when we say complete, we really mean it. It will also have the ability for them to set up an online store on the Internet to begin selling prints on the Internet, taking those orders from the Internet and printing them locally in the studio with their Epson printer.

Margaret: Wow, that's big for these guys because they're not necessarily into the Internet.

Phil: Exactly, and if they wanted to do this separately without this complete solution, they'd have to take tools from different vendors, different manufacturers, and try to piece them all together. What we're giving them is a total solution from start to finish, from capture to output, to selling online, to selling in the studio.

Margaret: That's amazing. What's the cost differential between, say, a Pro 3800 and the Pro 3800 Portrait Edition?

Phil: The incremental cost of the Portrait Edition for the software is \$200, so normally the Stylus Pro 3800 is priced as a standalone at \$1,295. The Portrait Edition of the Stylus Pro 3800 will be \$1,495.

Margaret: That sounds like a bargain to me.

Phil: It's a great value.

Margaret: And what is the software that's included in the Portrait Edition?

Phil: What we're doing with the Portrait Edition is we're bundling software from Express Digital. This is their Core Edition, Darkroom Series software and the unique thing about the Express Digital software that is bundled with our printer is that the Core Edition, the Darkroom Core Edition, will be customized for Epson printers.

Margaret: Oh, wow.

Phil: By customized I mean that it will contain our driver, all of our color management capabilities. All of those printing capabilities will occur in the background, invisible to the user.

Margaret: That's great. So there's not a big learning curve on how to use this.

Phil: Exactly. When you press "print" in the software, all of the Epson technology for color management, printer settings, is all happening in the background for the user. It makes it very easy to print packages and actually customize print packages.

Margaret: Great. And if I'm not mistaken, the 3800 uses the Ultrachrome K3 inks.

Phil: Correct.

Margaret: Which have a great longevity as far as lightfastness and water resistance and smudge resistance and so on go.

Phil: Exactly. Actually, both printers – the 3800 and the 4800 – both use the Ultrachrome K3 ink set.

Margaret: Great. And it's got a wide flexibility on different medias that it can print on, right?

Phil: Exactly, exactly. Both of those printers will accept any of the media that we sell, which is a large variety of medias, and for the photographer, for the customer, what this means is that they're going to be able to offer prints on a wide variety of different medias, all the way from –

Margaret: Even something like canvas, right?

Phil: Glossy, semi-matte, luster, fine art papers, all the way up to canvas.

Margaret: I could imagine seeing a wedding portrait printed on canvas, framed in a nice frame, hung on somebody's wall.

Phil: Exactly.

Margaret: That would be phenomenal.

Phil: It gives the photographer more products to offer to their clients.

Margaret: Right. So, Phil, what has allowed Epson to get to the point where we can produce a product like this to offer to professional photographers?

Phil: Well, as you know, Margaret, Epson has a reputation in the industry as the vendor of choice for the professional photographer. By far and large, most professional photographers rely on Epson for their printing technology. We've come to be a leader both in the commercial segment as well as in the consumer segment for providing customers the best quality inkjet technology that's available in the industry.

Margaret: Great. So, are there any special computer requirements that the folks who might buy this would need to know about?

Phil: Yes. The Express Digital software is a Windows-only application, but for those that are using Macs, it will run beautifully on any of the newer Apple computers that have the dual Intel chip installed.

Margaret: Great.

Phil: Just boot up into Windows on your Macintosh and the software runs flawlessly.

Margaret: Great. So it really does work on both.

Phil: It works on both as long as the Mac has the new dual core chip.

Margaret: Great. Now, Phil, what would the typical workflow be at a very high level on these machines?

Phil: Well, just to give you a brief overview, the typical workflow for a wedding portrait or event photographer is they shoot an event, they come back to their studios, they load the images on the computer and they start to review them. What this software will allow is complete image management so that they can create specific events on their computer, they can categorize the image, they can also archive them with complete asset management capabilities.

Margaret: Oh, wow, that's big.

Phil: Once they've got the images on the computer, they can generate new photo products that they can sell to their clients. And by new photo products, I mean that they can take the images, they can put decorative frames around them, they could create greeting cards.

Margaret: Wow.

Phil: Specialty items. The software comes with over 200 templates that they can use to create these new photo products that they can then in turn sell to their customers.

Margaret: And these are things they haven't done in the past, I take it.

Phil: Exactly, exactly. And it's all, again, a way for them to increase their revenue.

Margaret: Great.

Phil: To allow them to sell more. Finally, the software has some presentation tools that will allow them to actually sit with their clients, whether it's the bride and the

groom or the bride and the bride's mom, they can sit at the computer and review the images, they can look at the images in different environmental settings such as a living room, hung over a fireplace. They can actually see how the images are going to look in different environments.

Margaret: Wow. That's very powerful.

Phil: And finally, again, as we said, it allowed them, the photographer, to take everything and export them up onto a Web store that's customized for the photographer. So each photographer will have a customized storefront that the bride and the bride's mom can then go home the next day and review them again and hopefully order more prints online.

Margaret: Yeah, that should generate a lot more prints for these portrait photographers.

Phil: Yep.

Margaret: So, Phil, when does the 3800 and 4800 Portrait Edition ship?

Phil: Both editions, for the 3800 and the 4800, the Portrait Editions of both printers, will start shipping mid-February. We're tracking to actually around February 15th to begin shipping.

Margaret: Okay, great. And where will professional photographers be able to find them?

Phil: They'll be able to purchase them at their authorized Epson professional imaging dealer.

Margaret: Great. Thanks very much for your time today, Phil.

Phil: You're very welcome, Margaret. It's a pleasure.

Margaret: As I mentioned earlier, four lucky Knoware University students will win an Epson P3000 multimedia photo viewer in the weekly product giveaways this month on Knoware University. To be eligible for the weekly drawings, just score

a perfect 100% in this month's quiz on multimedia photo viewers – and remember, the sooner you enter, the more weekly drawings you're in.

We're also giving away an extra Epson P3000 this month and only Knoware University Podcast listeners are eligible to enter. Here's how:

First, visit the final exams section located in the Student Center of Knoware University. On the final exams page you'll see a special quiz listed for the February 2007 podcast, right below the link for the regular quiz for the February course on the multimedia photo viewers. Score 100% on the five questions in the special podcast quiz, and you'll be entered to win the additional P3000 multimedia photo viewer being given away to one lucky Knoware University podcast listener.

Remember, you have a chance to win one of five Epson P3000 multimedia photo viewers being given away in February. Jump online today at knowareuniversity-dot-com – that's k-n-o-w-a-r-e-university – dot com.

Well, that's it for this month's Knoware University podcast. Be sure to tune in again next month for another new podcast with an Epson product expert and more chances to win Epson products.

Until then, this is Margaret from Epson. Thanks for listening in and thanks for selling Epson! (Music)

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