

Epson Knoware University Podcast

Featuring the Stylus Photo 1400

March, 2007

Transcript

(Jingle music)

Margaret: Welcome to the Knoware University podcast for March, 2007. Hello, everyone – this is Margaret from Epson headquarters in Long Beach, California. On this month's podcast, we'll chat with Patrick, Epson's expert on thirteen-inch wide photo printers to hear about the new Stylus Photo 1400.

When you learn about the new Stylus Photo 1400 this month at Knoware University and then score a perfect 100% on this month's Knoware University quiz, you'll be entered to win an Epson Stylus Photo 1400 printer. We're giving four 1400s away during March 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! As a special incentive, we'll be giving away an additional Stylus Photo 1400 printer to a lucky podcast listener. Be sure to listen at the end of this podcast for how to qualify for that drawing.

Epson's product expert on thirteen-inch wide photo printers, Patrick, is with me in the Knoware University studio today. Thanks for being here, Patrick!

Patrick: Thanks for having me.

Margaret: So, I hear the Stylus Photo 1400 is the new replacement for the ever-popular Stylus Photo 1280.

Patrick: It's about time, too, isn't it?

Margaret: It is. That's been out for what, six years or something like that?

Patrick: Yeah, six to seven years.

Margaret: How many inkjets have a life like that?

Patrick: I think only one or two. Really, I think is a testament to Epson's technology and foresight to be able to design a printer that can hold up for six, seven years.

Margaret: Yeah, the 1280, we were still selling them like crazy even up to the time the 1400 came out.

Patrick: Right. It was the number three, number four photo printer.

Margaret: Great.

Patrick: So still strong.

Margaret: We love that. So what are some of the new features of the 1400 that the 1280 didn't have?

Patrick: Really, the newest, biggest, easiest feature is the CD/DVD printing.

Margaret: Right.

Patrick: But more than that, it's really an improvement in performance. You're looking at three times the print speed of the 1280, three times the ink longevity.

Margaret: Wow!

Patrick: Twenty-seven years was the 1280; we're up to 98 years with the Claria inks.

Margaret: Oh, that's great because it is Claria.

Patrick: Right. And because the 1280 had a multi-color cartridge.

Margaret: Right.

Patrick: The 1400 has individual cartridges.

Margaret: Oh, so much better ink yield.

Patrick: Three times the average color ink yield.

Margaret: Wow.

Patrick: So it's a big improvement for that class of customer.

Margaret: That's great.

- Patrick: Three times the speed, three times the ink yield and three times the longevity, as well as CD/DVD printing.
- Margaret: That's remarkable. And who is the customer for this product?
- Patrick: The customer is really more consumer compared to what we're used to.
- Margaret: Okay.
- Patrick: So instead of advanced amateur and professional photographers, not that they're not going to buy the 1400, but most of them are going to be photo enthusiasts, people who own high-end digital cameras, six megapixel, eight megapixel or higher, DSLRs or even point-and-shoots. Those are the customers.
- Margaret: Okay, so it could even be somebody who maybe went into the store looking for a 260 but decided they want to do enlargements.
- Patrick: Right, and that's the real benefit. If I could sum up one single benefit for the 1400 customer, it's the ability to make these big, beautiful enlargements.
- Margaret: Yeah. I know when I got an eight-and-a-half by eleven-inch printer, I was printing eight by tens, that was great, but you kind of get addicted and you want bigger prints.
- Patrick: Right, right. Well, the shame of it is, and another angle to look at it, is these customers have these great cameras and they're underutilizing technology.
- Margaret: That's true, and digital camera prices have dropped so dramatically over the last few years that really almost anybody can afford a fairly high-end camera.
- Patrick: Yeah. A six-megapixel DLSR is 300 to \$400 now, and six megapixels is really great for a thirteen by nineteen enlargement. You really don't have to lose detail with that rating.
- Margaret: Yeah. I know I have printed from a 4.8 megapixel photo at thirteen by nineteen and I could see where it wasn't perfect but it wasn't bad, and most of my friends couldn't even tell.
- Patrick: Right. And six megapixels is a little bit more megapixels, even better, and that technology is getting everywhere.

Margaret: That's great. So where does the 1400 fall in line with the R1800 and R2400 which, of course, are also thirteen-inch wide printers?

Patrick: It's really the little brother to the R1800 and the R2400.

Margaret: Okay.

Patrick: It's value priced at \$399.

Margaret: Wow.

Patrick: R1800 and R2400 are \$549 and \$849.

Margaret: Wow, that's a big difference.

Patrick: It is, but the 1400 is targeted at a much larger audience, the consumer photo enthusiast audience.

Margaret: Okay, so maybe not so much the professional photographers that would be looking at the R1800 and R2400.

Patrick: Right.

Margaret: Okay. What are some of the differences between, let's say, the 1400 and the 1800, for instance?

Patrick: Well, the 1400 is a fast machine. It's a blazing fast machine, especially when you compare it to the competition. But the R1800, you get a little more speed. You get twice the speed actually.

Margaret: Wow.

Patrick: In addition, you get a lot more media flexibility.

Margaret: Oh, really?

Patrick: You can print fine art medias through a rear paper path.

Margaret: Okay, so there is no rear paper path on the 1400.

Patrick: Correct.

Margaret: Gotcha.

Patrick: The 1400 produces as small as four by six, as large as thirteen by nineteen, but it's all cut sheet.

Margaret: Okay, and all through that top feeder.

Patrick: Correct.

Margaret: Okay.

Patrick: And then the R1800, you can do all of the cut-sheet media, you can also do fine art medias through the rear, as well as roll paper.

Margaret: Oh, and there's no roll paper holder on the 1400, I take it, okay.

Patrick: Right. The customers looking for panoramic printing, you really want to steer them towards the R1800.

Margaret: Okay, that's a good distinction between them, plus I guess the inks are different as well.

Patrick: Yes, thank you for reminding me. The R1800 has the pigment inks, so that jump for \$150 you get a great speed boost, great media versatility and you get the pigment inks.

Margaret: Great. So there is, even though there is a significant price difference, there's a big reason for it.

Patrick: Right. And a lot of the advanced users, advanced amateurs and professional photographers, they understand that so they're going to want to buy up.

Margaret: Yeah, understandably. And I understand the 1400 is Windows Vista compatible right out of the box. Is that correct?

Patrick: That's right.

Margaret: Great.

Patrick: Right in the box you get the Windows Vista drivers and it's one of the first that come in the box.

Margaret: Very good. So, now, what are some of the border-free sizes that you can print on the 1400?

Patrick: I'm glad you asked. There's actually quite a few. There is the regular four by six snapshots, five by seven snapshots, then you jump up to eight by ten and letter size.

Margaret: Okay.

Patrick: And then when you start getting into larger than letter you're looking at eleven by fourteen, twelve by twelve for the scrapbooking, and thirteen by nineteen.

Margaret: Wow, that is a lot of border-free sizes.

Patrick: It's a big variety.

Margaret: And certainly if you're walking in and you're buying a digital camera today, you're probably getting six or eight megapixels even on a point-and-shoot camera, and they can support that big, border-free size.

Patrick: Absolutely. Six megapixels is really the minimum for the full thirteen by nineteen enlargement. Eight megapixels are even better and there's so many – I would argue six megapixels is now the minimum of a really medium-end digital camera.

Margaret: That's true. I have got a five megapixel and it's about two years old, so it's a little bit older technology now.

Patrick: But I really do want to emphasize how great the enlargements are. I mean, you're talking about an enlargement that has so much impact. A lot of the customers that I've talked to who have bought the 1400, they're taking these enlargements and they're framing it on their walls.

Margaret: Right.

Patrick: They're telling me how much detail they can get when they blow it up to life size.

Margaret: And that's what I was thinking. Instead of producing something that you hold in your hand and you pass around, now you can produce something that you hang on your wall.

Patrick: Right. It's the difference between the four by six snapshot and a thirteen by nineteen work of art.

Margaret: That's remarkable. Well, what a great deal and at \$399 that's quite remarkable.

Patrick: It is. It's really going to be the hottest thirteen-inch photo printer on the market because of the price and the performance.

Margaret: Great. So, Patrick, you said the printer is really fast. How fast is the 1400?

Patrick: Well, you can get a four by six in under 45 seconds, an eight by ten enlargement in under two minutes and thirteen by nineteen in under three minutes.

Margaret: That is fast. Now, is that in draft mode?

Patrick: It is not. I do not believe in draft mode. It's very misleading. Those aren't usable speeds. That's not something you would want to put on your wall.

Margaret: Right.

Patrick: So we provide all of our print speeds at 720 by 720, the lowest minimum photo speed that we provide.

Margaret: And that's actually the resolution I print at most commonly.

Patrick: It's a beautiful resolution.

Margaret: And my old eyes can't see the difference, to tell you the truth.

Patrick: [Laughs] And that's what the customer is saying. A lot of times they'll print at photo speed 720 by 720, and then they'll try the high resolution – can't tell the difference. So again, you get eight by ten in under two minutes and a thirteen by nineteen in under three.

Margaret: That's remarkable.

Patrick: It's a blazing fast machine.

Margaret: It is. So, what are some of the other features that this customer will like and be looking for in a printer like this?

Patrick: I can think of two other standard features for the 1400.

Margaret: Okay.

Patrick: First is auto photo correction and the other one is Adobe PhotoShop Elements is included.

- Margaret: Okay, and what does auto photo correction do?
- Patrick: Well, let me tell you a story, if I may. I didn't know how bad of a photographer I was until I started shooting digital.
- Margaret: Really?
- Patrick: When I had my old SLR I would take my film to the lab and I'd get these beautiful prints back. When I switched to a DSLR and I started shooting and then printing, my prints didn't look quite as good. The technician took care of everything in the past. Well, auto photo correction is really like having a lab technician in the printer.
- Margaret: Okay.
- Patrick: The print driver itself automatically will look for skin tone, color casts, bad fill lighting and automatically fix it.
- Margaret: Wow. And you said Adobe PhotoShop Elements is included?
- Patrick: That's a huge feature.
- Margaret: That is.
- Patrick: The 1280 had Adobe PhotoShop Elements. We're still including it on the 1400, and it gives you a really great software package for not only organizing your photos but also doing additional corrections.
- Margaret: Right. I find PhotoShop Elements makes it easier to do things that the pros find very easy on Adobe PhotoShop.
- Patrick: I really enjoy using both, both the professional Adobe PhotoShop version as well as Adobe PhotoShop Elements. I really like Elements because I use it for all of my everyday shooting. I shoot a lot. I organize my photos. I can do quick corrections, red-eye removal. It's great.
- Margaret: Right, without having to learn all the tools in PhotoShop.
- Patrick: Right.
- Margaret: So has the 1400 shipped yet, Patrick?

Patrick: It started shipping in February.

Margaret: Oh, great.

Patrick: And it's available in a wide selection of retail stores.

Margaret: Great.

Patrick: Because it's really hitting a broader base of customers and more consumer photo enthusiasts.

Margaret: Right, that's true. Well, thank you very much for your time today, Patrick.

Patrick: Thank you very much for the opportunity to talk about my product.

Margaret: Well, we appreciate it.

Patrick: Anytime.

Margaret: As I mentioned earlier, four lucky Knoware University students will win an Epson Stylus Photo 1400 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 the 1400 – and remember, the sooner you enter, the more weekly drawings you're in! We're also giving away an extra Stylus Photo 1400 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 March 2007 Podcast, right below the link for the regular quiz for the March course on the Stylus Photo 1400. Score 100% on the five questions in the special podcast quiz, and you'll be entered to win the additional 1400 printer being given away to one lucky Knoware University podcast listener.

Remember, you have a chance to win one of five Epson Stylus Photo 1400 printers being given away in March. 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!

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