

Epson Knoware University Podcast
Featuring the P3000 & P5000 Multimedia Photo Viewers
October, 2007
Transcript

(Jingle music)

Paul: It gives the sales person a great selling point to say, “Hey, not only are you going to be able to get this premium product but also you’re going to get a free travel pack, which is essentially an \$80 value.”

Margaret: One lucky podcast listener will win a special prize just for listening to this podcast and scoring 100% on the podcast quiz. That’s this month on the Knoware University podcast.

From Epson Knoware University in Long Beach, California, I’m Margaret with the Knoware University podcast for October, 2007. And on this month’s podcast, you’ll learn all about the Epson P3000 and P5000 Multimedia Photo Viewers and learn how you can win a very special prize. That’s coming up at the end of today’s show, so keep listening for all the details.

As one of the inventors of LCD technology in the 1970s, Seiko Epson has long been an industry leader in that technology. In fact, Seiko was the very first company to use LCD displays, as opposed to the red LED displays, in watches. That experience and leadership is of course incorporated into Epson’s LCD projectors and multimedia photo viewers. The Epson P3000 and P5000 photo viewers are extremely popular among professional photographers, partly due to the incredible quality of their LCD screens.

To find out more about them, I spoke to Paul, Epson’s photo viewer expert. Welcome to the Knoware University podcast, Paul!

Paul: Thank you.

Margaret: So, Paul, the P3000 and the P5000 have been out for a little while. Tell me a little bit about them.

Paul: The Epson Multimedia Storage Viewers have truly become an essential tool for the on-the-go digital photographer. They've become a great solution for a photographer who needs a backup storage and viewing solution without having to lug a cumbersome laptop with them while they're on location.

Margaret: Right.

Paul: So while at the shoot, while traveling, these products allow the photographer to take the memory card out of their digital SLR or digital camera, for that matter, and pop them right into the storage viewer, allowing them to instantly back up their photos, store them onto these portable hard-drive devices, and view them on a beautiful, high-quality, 4-inch LCD screen. It enables them to really check the composition of their photos, check the focus, check the lighting, check the color, allowing them to confirm while they're still on location that they've captured the photos they need to capture. And it just has become a wonderful solution for them and has really been renowned and well-accepted in the industry as the essential part of their workflow.

Margaret: Okay, great. So it really allows them to know what photos they've gotten without having to load it onto a computer and check them out there.

Paul: Definitely. It's a high-speed item. It's a product that really allows them to download their images very quickly – averages to about 4 to 6 minutes per gigabyte.

Margaret: Wow!

Paul: There's two versions. Again, there's a P3000 and P5000. The P3000 is a 40-gig hard drive. The P5000 has an 80-gig hard drive.

Margaret: Wow!

Paul: And one of the great, noteworthy things about this is just the screen quality. It's absolutely superb. These really are the premium product on the market.

Margaret: Right. As I understand, other LCD screens only show a couple hundred thousand colors but these show a lot more than that, is that right?

Paul: Right. This is Epson has developed the first 4-color LCD screen which shows over 16 million colors.

Margaret: Wow!

Paul: And the clarity and detail and focus that one is viewing is stunning.

Margaret: So really, it's showing you the same number of colors that you would probably view on a computer monitor.

Paul: That's right.

Margaret: So, in addition to being able to display all those colors, I understand that these LCDs have higher resolution than competitive products?

Paul: Yeah. Most competitive models are around 100 dots per inch and the Epson photo viewers are 191 dots per inch, almost 200 dots per inch. And along with the 480 by 720 resolution, this makes the screen quality on these products far and away superior to any of the competitors.

Margaret: Right. That makes it not only a bigger screen but a sharper screen as well.

Paul: Much sharper, stunning quality – I mean, something you'd really have to see. And this is really reflected by all the great response that we've gotten through the media for all the press coverage just praising these products as the premium product in the market.

Margaret: Great.

Paul: And not only does this have JPEG support but also raw file support as well.

- Margaret: Oh, great. So which raw file formats do these products support?
- Paul: They support raw file formats from all the major DSLR manufacturers such as Nikon and Canon, but for a full list go to Epson.com.
- Margaret: Great, thank you. So I travel a lot on business, Paul, and I am always listening to music and watching movies on the airplane. Can I do that on the P3000 and the P5000?
- Paul: Absolutely. That's actually why they're called the multimedia storage viewers because they do have the flexibility to be able to show video files and play audio files as well.
- Margaret: Great.
- Paul: The video files that it supports are MPEG4 and DivX.
- Margaret: Okay.
- Paul: And then the audio files would be MP3 files and AAC files.
- Margaret: Oh, great. So people could then use one of our multimedia photo viewers to listen to the AAC version of the podcast.
- Paul: That's right.
- Margaret: Excellent. We'll hear more of our interview with Paul telling us about the Epson multimedia photo viewers in just a minute.

(Jingle music)

Remember to listen carefully at the end of this podcast for instructions on how to enter this month's drawing for great Epson gear. And be sure to take the online course this month at Knoware University. During October you can learn all about Epson's new DuraBrite Ultra printers and All-in-Ones. Four lucky Knoware University students will win an Epson CX9400 Fax just by taking the Knoware

University course and scoring 100% on the quiz. One lucky podcast listener will also be entered in a drawing to win an awesome Epson product prize this month. Stay tuned to the end of this podcast for details on how to enter that drawing.

(Jingle music)

So we've talked about the fact that there is two models and one is 40 gigabytes and the other one is 80 gigabytes, and we've talked about the fact that you can play music and movies on this. What else does that give me with these products?

Paul: Well, it really gives the photographer a digital portfolio, a very portable way for them to display, to showcase their work to prospective clients. You can set up custom slide shows. You can actually play a play-list of MP3s of music files along with those slide shows, giving you a way to tailor how you present your work. And with the stunning quality of the LCD screen it's just a fantastic way to take all your work with you and win over prospective business.

Margaret: Great. And I suppose if you wanted to show them to a big audience, you could hook them up to a projector or a TV?

Paul: Yes, that's right. You can play those slide shows, play your work onto a projector, onto a big-screen TV. There is actually an accessory that you can buy that will output the video into a TV or projector.

Margaret: Great. I assume that's just a cable?

Paul: Yes, it's just a cable.

Margaret: Great. So of course these units are very popular with professional photographers and they like as much control over their images as they can get and as much information as they can get from them. Do the P3000 and the P5000 give them any advantages in that?

Paul: Definitely. They're in several different display modes actually. One option is you can look at the histogram to represent the data from your image. You can also

check the exposure. There is a feature that actually highlights the overexposed and underexposed areas of the image.

Margaret: Okay.

Paul: There's actually Adobe RGB color space support.

Margaret: Wow!

Paul: There's even a file ranking or an image ranking system where you can rank how great your images are by the number of stars you label it with. And then after that there's a filtering process where it allows you just to look at, okay, I just want to look at images that have 4 stars or more, etc.

Margaret: Oh, okay. Excellent. So I hear there is a new accessory to go along with the P3000 and the P5000. Tell me a little bit about that.

Paul: Yeah. The Multimedia Storage Viewer Travel Pack has just launched. It's actually a collection of travel accessories to accompany the photo viewers. Each one of these accessories really enhances the portability of the photo viewer for the on-the-go, traveling photographer while they're on location or while they're traveling. Each one of these pieces really helps out to just supplement the photo viewers.

Margaret: Okay, and what does it include?

Paul: It includes a protective carrying case that actually holds many different of the accessories inside, along with the photo viewer. There is an attachment to part of the carrying case that allows you to attach the case to your belt or to your backpack.

Margaret: Oh, okay.

Paul: It also comes with a viewing stand which folds up and fits neatly into the case; a battery charger.

Margaret: Wow!

Paul: Which charges actually two batteries simultaneously; a car adapter.

Margaret: Wow!

Paul: A film that protects the LCD screen from being scratched, and finally a micro-fiber cleaning cloth for cleaning the screen.

Margaret: Wow! And how much does that cost?

Paul: It's actually selling on Epson.com for \$79.99. If all these pieces are actually sold separately, it would probably run over \$100, so that's a pretty good price.

Margaret: It sounds like a great deal. So if it's selling on Epson.com, how does that help our dealers out?

Paul: Well, the dealers, actually there's another great way that we are distributing this and it's via a free promotion with the P5000.

Margaret: Oh!

Paul: Which is an excellent value-add for retailers. It'll really help them sell through the P5000 at their stores. It gives the sales person a great selling point to say, "Hey, not only are you going to be able to get this premium product but also you're going to get a free travel pack, which is essentially an \$80 value."

Margaret: Wow, excellent. So our retail sales reps should remember that when they're selling these, they can offer the customer the P5000 and let them know that they are going to be able to get this travel pack for free with that.

Paul: Absolutely. And the way that the customer gets it, they purchase a P5000 and there's a coupon inside for a free travel pack. They just mail that in with their proof of purchase and they get the free travel pack sent directly to them.

Margaret: Great. So that should really help the dealers upsell to the P5000, I think.

Paul: Definitely. I mean, not only is it 80 gig, the bigger hard drive a big part of that, but now coupled with the travel pack just makes a great offer.

Margaret: Excellent. So, Paul, is that travel pack compatible with any of the other photo viewers that we've made?

Paul: Yeah. Actually it's compatible with the current P3000 and P5000, and also the P2000 and P4000, so basically all of the photo viewers.

Margaret: Great. So in addition to the free travel pack for a P5000 purchaser, is there anything else going on in the way of rebates?

Paul: Definitely. There is a DSLR bundle mail-in rebate on the P5000. If the customer purchases a P5000 along with any DSLR camera, they'll receive \$100 back in the form of a mail-in rebate.

Margaret: Wow, that's great.

Paul: Definitely.

Margaret: Excellent. And Paul, I don't know if you're aware of this, but every month we give away a prize to one lucky Knoware University podcast listener. This month that winner will get an awesome P5000 photo viewer, plus the great new Photo Viewer Travel Pack, just for scoring 100% on the Knoware University podcast quiz. That prize is valued at almost \$800!

Paul: That's great.

Margaret: Yeah. We're pretty excited about that.

Paul: That's a great prize.

Margaret: Well, thanks so much for your time today, Paul. We really appreciate it.

Paul: Thank you. I appreciate it.

(Jingle music)

Margaret: Remember, you still need to take this month's podcast quiz in order to qualify for the drawing for the Epson P5000 Multimedia Photo Viewer and Travel Pack for podcast listeners.

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 October 2007 podcast, right below the link for the regular Knoware University quiz on Epson's DuraBrite Ultra printers and All-in-Ones. Score 100% on the podcast quiz and you're entered to win the great photo viewer prize package that's just for podcast listeners.

Well, that's it for this month's Knoware University podcast. Join us next month for another new Knoware University podcast with another Epson product expert and more chances to win great Epson products.

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

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