

Epson Knoware University Podcast Featuring Printers & All-in-Ones January, 2008 Transcript

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Craig: We had a great holiday season and we're very much excited about what's coming up in the back-to-business time.

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Margaret: By scoring 100% on the Knoware University podcast quiz, you'll receive one entry into the weekly drawing for a \$500 Epson Store gift card, just for taking this month's podcast quiz on Knoware University.

From Epson Knoware University in Long Beach, California, I'm Margaret with the Knoware University podcast for January, 2008. And this month, because we're all getting back to work after the holidays, you'll learn all about Epson's Back-to-Work products, and learn how you can enter to win a \$500 Epson Store gift card. That's coming up at the end of today's show, so keep listening for all the details.

Epson has long been a provider of printers and all-in-ones designed to help customers be as productive as possible. Now that we've closed the door on another year, it's time to get back to work and Epson has products designed to help customers do just that. To find out more about those products, I spoke to Craig, Epson's printer and all-in-one expert.

Happy New Year and welcome to the Knoware University podcast, Craig!

Craig: Oh, I'm glad to be here. I have to apologize right off the bat. I had a great party last night.

Margaret: Oh, good. Glad to hear it.

Craig: So I'm a little tired.

Margaret: Oh, well, we'll try to keep you awake.

Craig: Great, thanks.

Margaret: (Laughs) So, it's the first of the year, we're all getting back to work.

Craig: Yep.

Margaret: What kind of products does Epson have for that?

Craig: Well, that's a great question. We have come up with a complete line of products geared towards the working professional.

Margaret: Okay.

Craig: Working professional and the home user. I'd like to start off with, we have this one product I think is really exciting. It's the world's fastest document printer, document inkjet.

Margaret: Oh, that's the C120, right?

Craig: The C120, we talked about it before, but it really fits in this marketplace. You can print those tax forms faster than anybody. Faster than the IRS takes money out of your pocket.

Margaret: That's right. (Laughs)

Craig: We can really get these things out of there. And so you're really going to be able to have more productivity, be able to do a lot more things, get through this trying time very quickly, with the taxes and whatnot.

Margaret: That's right. So I know the C120 is the world's fastest document inkjet printer. There's got to be something else that's interesting about that product.

Craig: Well, I'm glad you asked that. There is one other feature that's really exciting about the C120. The great minds at Epson in Japan were able to come up with a configuration to help you print late into the night.

Margaret: Wow.

Craig: It has two black ink cartridges which doubles your yield of your normal printer.

Margaret: Okay.

Craig: So you can keep on printing, keep on printing, keep on printing those tax forms until they're all done.

Margaret: So then, Craig, that means that I don't have to baby that printer and watch to see if it needs a new cartridge all the time.

Craig: That's absolutely correct.

Margaret: Great.

Craig: We also have another product called the CX9400 Fax.

Margaret: Okay.

Craig: It's our fax all-in-one. Actually, some people call it 4-in-1, we call it 5-in-1 because it does print, copy, scan, photo and fax. It has an LCD, 2 and a half inch LCD, it has card slots and PictBridge, as well as the Fax ADF, 30-page ADF.

Margaret: So it's a real practical solution really for everything. Not only can you be very productive at home as far as work goes but you can even print your photos on it.

Craig: Exactly. Everything you'd ever want; everything you'd really need.

Margaret: Excellent.

Craig: All in one device.

Margaret: What else do we have in the line?

Craig: We have a couple other products. In our DURABrite product line, we have the CX8400.

Margaret: Okay.

Craig: Which does print, copy, scan and photo as well. It has all the features of the 9400 Fax, just without the Fax ADF.

Margaret: Okay.

Craig: And then below that we have the CX7400 which is print, copy and scan, has card slots and PictBridge but no LCD. So it's a great value product for those customers who just want to print.

- Margaret: That's kind of the entry level then.
- Craig: Exactly.
- Margaret: Gotcha. Now, you mentioned the automatic document feeder on the CX9400 Fax. How many sheets does that hold?
- Craig: It holds 30 sheets.
- Margaret: No kidding!
- Craig: Thirty sheets, which is very competitive in the marketplace.
- Margaret: Extremely.
- Craig: Yes. Another great thing about the CX9400 Fax is that it has a color fax built – the fax is not only black and white but also does color, and it's at 33.6 kilobits per second which is screaming fast. Most of our competitors have 14.4 which is slower.
- Margaret: Okay.
- Craig: So you can do high-speed faxing in black and in color with the CX9400 Fax.
- Margaret: Nice. So for those occasions where you may need to fax a color fax to someone who has a color fax on the other end, you're not restricted to this 14.4 speed.
- Craig: Exactly. Or, say, you're buying a house; great time to buy right now.
- Margaret: That's true.
- Craig: So your Realtor finds a bunch of listings for you. She'll fax them to you and you'll get them in color.
- Margaret: Right.
- Craig: And you'll be able to really see what the houses look like, so it's a great, great product, great feature.
- Margaret: Good point. And then when you have to fax back all of the massive documents on the mortgage, you're using that high-speed fax and it's probably going to do it quite a bit faster.

Craig: Exactly, exactly.

Margaret: Great.

Craig: And don't forget, with those mortgages, I always have to bring up DURABrite Ultra Ink. It is the best ink out there for all your plain-paper printing needs.

Margaret: Right, because it's light-fast on plain paper, right?

Craig: Exactly. It has 105 years light-fastness on matte paper, very similar to plain paper. It's also water, fade and smudge resistant as well.

Margaret: Okay.

Craig: Which is really important to make sure those documents last a long time.

Margaret: Yeah. When you spill your water on that 100-page mortgage contract, you don't have to toss it out and reprint 100 pages.

Craig: Exactly, exactly. The other thing with the DURABrite Ultra Ink on plain paper is that we have six times the longevity of our leading competitor.

Margaret: Wow.

Craig: So this is a very good, good ink for keeping those business documents, the mortgage documents. Any document that you want to keep for a long time, this is the right ink to use.

Margaret: Right, and those are all so important. The last thing you want to do is go to find some insurance document that you filed away and find it's faded.

Craig: Exactly, exactly.

Margaret: We'll hear more of our interview with Craig telling us about Epson's printers and all-in-ones in just a minute.

Remember to listen carefully at the end of this podcast for instructions on how to enter the drawing for a \$500 Epson Store gift card. And be sure to take the online course this month on Knoware University. During January you'll learn about Epson's C120 and PictureMate products. Four lucky Knoware University Students will win a \$500 Epson Store gift card just by taking the Knoware University course and scoring 100% on the quiz. By taking the five-question

podcast quiz and scoring 100%, you'll receive an additional entry into the weekly drawing for a \$500 Epson Store gift card. Stay tuned to the end of this podcast for details on how to enter that drawing.

(Jingle music)

And now back to our interview with Craig, Epson's printer and all-in-one expert, at Epson headquarters in Long Beach.

Craig: (Yawns) Oh, I'm sorry.

Margaret: My goodness!

Craig: I'm sorry, Margaret. I just – it – I'm – it was a late night last night. We were up celebrating the success of the DURABrite Ultra product line. We just had a fantastic holiday season.

Margaret: I heard about that.

Craig: We actually sold everything in sight. The Weekend Warriors did a great job getting the product out, talking to the customers. You can see I'm so excited about it, I'm losing my voice here. (Margaret laughs.) We had a great holiday season and we're very much excited about what's coming up in the back-to-business time.

Margaret: So, Craig, that's great, but how do we keep this momentum going through the new year?

Craig: Well, that's a great question. This time of year we typically call "back to business." We mentioned that a little bit earlier. But the idea here is that a lot of customers are now buying products to do their taxes, to get ready for the new year. They're all excited about doing different things.

Margaret: Right.

Craig: And so we need to keep on pushing about how the DURABrite products are the best products out there for all your general-purpose needs, all your plain-paper printing, all of your photos. Everything that you'd ever want to do in your home or office, you want to use a DURABrite Ultra product.

Margaret: Okay.

- Craig: So the idea is to keep the momentum going by talking to customers. Let them know this is the right choice for them. You know, direct them up, try to work them up the line from the 7400 to the 8400, the 9400 Fax. If they only want a single function, give them the C120.
- Margaret: Right.
- Craig: So just keep the momentum going. Keep everybody excited about these new products.
- Margaret: Right. So you might have a customer walk in asking about the CX7400 and maybe they don't realize that the 8400 has that LCD screen in it.
- Craig: Exactly, exactly. And it's just a small price to step up to that next level, and it's a better ring for the account, it's a happier customer who goes out the door. Everybody wins on this.
- Margaret: Right. And then you could even take it a step further, and maybe they don't think about it, but really they're in a situation where they might need a fax. They might need to be faxing a bunch of documents to their accountant for tax time.
- Craig: Exactly.
- Margaret: And can move them further up to even the 9400 Fax.
- Craig: Right. So play on the needs of the customer, what they're going to be doing with the output.
- Margaret: Right. That's what we want to do is find out really what the customer needs. They come in and they may say they want something but we don't know what they're really doing with it, so we want to know what they need it to do.
- Craig: Right, and always ask the question.
- Margaret: Great. So, to continue this momentum, Craig, have we got any special promotions going?
- Craig: Yes, actually, we do. There's a whole variety of promotions out there to help drive sales of our printers going forward, but they're very – it all depends on the account, depends on, you know, what the account decides to do, how much they want it to help out, that kind of stuff. So the best thing to do is to check with the

accounts to see exactly what promotions are being run and then push them like crazy, because that seems to really help our products move is when they're promoted to a certain price point.

Margaret: Great.

Craig: And away we go. The momentum should continue on. We're going to have a great season as we roll into summer, and then from then on, the sky's the limit.

Margaret: Good deal. So, really, our Weekend Warriors and the retail sales associates should be checking with their department or store manager on what's going on per store.

Craig: Yes.

Margaret: Very good. Well, Craig, I'm sorry to have dragged you out so early after your late night last night, but I really appreciate you being here. This is great information.

Craig: It's my pleasure.

(Jingle music)

Margaret: Remember, you still need to take this month's podcast quiz in order to be entered into the weekly drawing for a \$500 Epson Store gift card. Every week, each unique Knoware University quiz you take and score 100% on gets you an entry into the weekly drawing.

To find the podcast quiz, 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 January 2008 podcast, right below the link for the regular Knoware University quiz for January. Score 100% on the podcast quiz and you've got one entry into the weekly drawing. Be sure to take the regular Knoware University quiz to get an additional entry.

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 prizes.

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

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