

**Epson Knoware University Podcast**  
**Featuring Stylus Photo R1900**  
**March, 2008**  
**Transcript**

(Jingle music)

Margaret: So, Patrick, you've given us some great information on the new R1900. It's a really exciting product, but I understand you might have some even more interesting information for one lucky listener.

(Jingle music)

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 March, 2008, and on this month's podcast you'll learn all about Epson's new Stylus Photo R1900 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 revolutionized the way pigment inks are made with the introduction several years ago of our archival pigment inks in both the DURABrite line and the Stylus photo line of products. The company continues to make big strides in ink innovation and, as a result, has introduced yet another revolutionary new product, the Stylus Photo R1900. To find out more about this new printer, I spoke to Patrick, Epson's expert on 13-inch wide printers.

Welcome to the Knoware University podcast, Patrick!

Patrick: Thank you for having me over.

Margaret: So, Patrick, we have this new R1900 printer. That's pretty exciting.

Patrick: It's really exciting. It's a great time to be a product manager.

Margaret: Yeah, I bet it is.

Patrick: This is the first really significant launch in the 13-inch product line that we've had in three years.

Margaret: That's right, and I assume it kind of fits into the line with the 1400 and the 2400?

Patrick: Absolutely. It's right smack in the middle.

Margaret: Okay.

Patrick: And the 1400 sells at \$299, and it's really about big, beautiful prints from the 1400.

Margaret: Right.

Patrick: It's a dye-based printer and it has the ability to print in large prints up to 13 by 19. But if you want something more with more performance, more versatility, you step up to the 1900, which I'm sure we'll talk about in a minute.

Margaret: No doubt. (Laughs)

Patrick: And then, of course, at the top of the lineup is the Stylus Photo R2400, which is about fine art photography. It's about black-and-white printing and beautiful, thick, fine art paper as well as be able to print directly onto thick board-type media, up to 1.3 millimeters.

Margaret: Right. So I've noticed the R1900 has a completely new ink set which is kind of exciting. Tell me a little bit about it.

Patrick: This is going to redefine how glossy prints are going to come off any printer.

Margaret: Okay.

Patrick: Actually, even the photo lab.

Margaret: Really?

Patrick: This new ink set we're talking about is the UltraChrome Hi-Gloss 2. It's a pigment ink set, and what's great about it is really two things: the fact it has red and orange inks, so the color vibrancy, the color gamut, is much larger than we've seen in the 1800.

Margaret: Really?

Patrick: It's as good as dye.

Margaret: Really?

Patrick: But here's the great part. It has twice the longevity of dye.

Margaret: Wow.

Patrick: And it's instant dry and it doesn't shift over time. Dye inks you have to actually let sit for 24 to 48 hours before the color is actually stabilized.

Margaret: Right.

Patrick: Pigment inks are pretty much instantaneous.

Margaret: That's great. So, a photographer who is printing out on the 1900, the second that print lands in the tray, they can look at it and know that that's the final color.

Patrick: Right, and they can sell it right then and there.

Margaret: Excellent.

Patrick: The other great part about the UltraChrome Hi-Gloss 2, because it is high-gloss, it has an improved gloss optimizer.

Margaret: Oh, okay.

Patrick: And the glossy feel on any print that we've seen now, from 4 by 6 all the way to 13 by 19, is unprecedented.

Margaret: Really?

Patrick: It not only looks glossier; it feels glossier.

Margaret: And the feel is so important to a professional photographer. They judge not only on how it looks but on how the photo actually feels.

Patrick: Oh, yeah. The customer, when they feel something that's glossier or heavier, it actually makes it feel like more of a premium print, which has a lot more value to the photographer as something that they can sell.

Margaret: Right.

Patrick: Or even advanced amateur, when they're showing it to their friends, it feels a lot more impressive.

Margaret: Very good. That's exciting. So, Patrick, I understand the 1900 is considered more versatile as well, not just the new inks but it's also a more versatile printer?

Patrick: It is the most versatile printer on the market at \$549.

Margaret: Really? Wow.

Patrick: The only one that has better versatility is the R2400.

Margaret: Okay.

Patrick: But compared to the HP and the Canon model, it has the ability to print on practically anything.

Margaret: Really.

Patrick: Glossy, matte papers. You can print on the thick fine art media.

Margaret: Excellent.

Patrick: It also has the ability to print directly onto CDs and DVDs.

Margaret: Oh, very good.

Patrick: Very important to graphic designers and photographers.

Margaret: Right.

Patrick: And it also has the ability to print panoramic prints with the included roll adapter.

Margaret: Wow, and will that roll adapter handle canvas?

Patrick: Absolutely. Canvas is such a beautiful medium to print on, and the only way to really do it right is not cut sheet but with the roll, because it is a fabric.

Margaret: Right.

Patrick: So you need that roll support to be able to feed it on straight.

Margaret: Right. It feeds differently than paper does.

Patrick: Absolutely.

Margaret: Yeah.

Patrick: Now, the other great part about panoramics, whether it's on canvas or glossy or matte media, is just how impressive a 13 by 44-inch print looks.

Margaret: Right, no kidding.

Patrick: There's no other way to capture that vista that you were at in your last vacation.

Margaret: Exactly.

Patrick: Or a huge scene with all these people, except for the panoramic.

Margaret: And if I'm not mistaken, on a Windows machine, Vista or XP, you can go to 129 inches, right?

Patrick: I believe so. We just state a conservative because some of the older operating systems that we still support only support 44.

Margaret: Right, exactly. Is there any change in the print quality on this?

Patrick: We have made a huge improvement. Part of the reason that it takes three years for us to develop a printer is because we have some really amazing breakthrough technology.

Margaret: Okay.

Patrick: And we've included one breakthrough technology called Radiance in the 1900.

Margaret: And what is Radiance, Patrick?

Patrick: Radiance is this incredible new mathematical architecture that allows us to do two things simultaneously. It allows us to maximize our color gamut but at the same get better print quality.

Margaret: Really?

Patrick: It's really unheard of. This math allows us to efficiently combine our inks, and what it will ultimately do for photographic prints is make color transitions much smoother.

- Margaret: Really?
- Patrick: So your prints have an even truer, more photographic look than ever before.
- Margaret: Well, and I have seen some prints from the 1900 and I did notice that transitions from mid tones to highlights or mid tones to dark tones and so on do seem very, very smooth on it.
- Patrick: It's really unheard of, how much better the print quality, plus the new inks, how a glossy print, fine art print will look with the 1900.
- Margaret: That's great. And it's good to know why I was seeing the difference I was seeing, because I couldn't pinpoint it at first.
- Patrick: But the Radiance technology is really unheard of because even though – our inks are sixth generation inks, so we can perform on any media type. We have great, vibrant color. Our competitors are really trying to add more inks. For example, Canon, with the 9500, they have ten colors and we can get the same color gamut with eight.
- Margaret: Wow.
- Patrick: But we don't suffer any of the print quality issues that you're seeing with adding so many inks into a huge ink set.
- Margaret: So really, if I'm understanding correctly, Canon doesn't have an advantage over us on this even though they have more inks.
- Patrick: That's exactly right. A lot of our competitors, they have all this marketing behind it and our customers, the reason we're leaders, is we can cut through a lot of that marketing and give you true specs and true features and benefits that make sense.
- Margaret: Right. Very good. So what about the speed, Patrick? Has anything changed in that area?
- Patrick: I'm glad you asked about that because the speed increase is huge.
- Margaret: Really.
- Patrick: Compared to the R1800, it's over 35% faster.
- Margaret: Wow, no kidding!

Patrick: Now, here is the cool part. It's not just 35% faster in the lowest quality; it's 35% faster in the highest quality modes.

Margaret: Oh, wow. That's a big increase then.

Patrick: It's huge. Professional photographers, graphic designers, they can print at the highest quality and still be able to produce more than ever before.

Margaret: That's fantastic.

Patrick: The other great part is, what's important here is to also be able to use our speed specs and say, for example, an 8 by 10, at sellable quality on a 1900 can print in about 70 seconds.

Margaret: No kidding.

Patrick: And that may seem slow compared to what you hear from HP or Canon, like 14-second photos and so on.

Margaret: Right, but is that sellable quality?

Patrick: Exactly. You have to cut through that marketing and know that these are sellable prints. HP and Canon specs are typically draft speeds.

Margaret: Right.

Patrick: So you have to make sure to let the customer know that these – that Canon and HP don't really know the market because they don't really understand what the customer needs.

Margaret: Right. The customer here is looking for a sellable quality print as fast as they can get it, and 70 seconds is certainly extremely fast for a sellable quality print.

Patrick: That's exactly what the customers are looking for – an actual speed specification they can use to calculate their business.

Margaret: Right, that's meaningful to them, exactly. So is there anything else new and cool about the 1900?

Patrick: There's one additional thing I'd like to talk about which we put in, three years ago we talked about this. We actually have two USB ports in the 1900.

Margaret: Oh, okay.

Patrick: And that makes it real convenient for any customer to be able to hook up two computers at the same time.

Margaret: Right.

Patrick: A lot of customers will also ask, “Well, why didn’t you include Ethernet?” And the answer to that is, with two high-speed USB ports, with either connection you can get full speed without slowing down the printer. Production is very important for these customers.

Margaret: Right, so plug in two computers directly rather than using the network which will bog things down.

Patrick: Which could easily bog things down.

Margaret: Right, okay. Great information.

(Jingle music)

We’ll hear more of our interview with Patrick telling us about the Epson Stylus Photo R1900 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 March you’ll learn about Epson’s CX9400 All-in-One. 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 will 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.

And now, back to our interview with Patrick, Epson’s expert on 13-inch wide printers, at Epson headquarters in Long Beach.

(Jingle music)

So, Patrick, it sounds to me, from what I’m hearing, that the R1900 is kind of the right printer for maybe advanced amateur photographers?

Patrick: It’s the perfect printer for advanced amateur photographers.

- Margaret: Okay.
- Patrick: Because a lot of them really like glossy prints.
- Margaret: Right.
- Patrick: And they also like to explore with their photography all different media as well.
- Margaret: Right, so it's best for their gloss but it's also versatile enough to print on anything else they want to goof around with.
- Patrick: Exactly, and panoramic prints are incredibly important to advanced amateurs.
- Margaret: Right.
- Patrick: Especially when they go on their vacations or go out on and try to shoot landscapes. They want it printed wide.
- Margaret: Right, as wide as they can get it. So, Patrick, who are some of the other customers for the R1900? I'm sure it's not just advanced amateur photographers.
- Patrick: It's definitely a majority. About 60 to 70% of the customers are going to be advanced amateur photographers, but about 30% of them are going to be graphic designers.
- Margaret: Okay, it makes sense.
- Patrick: These are the high-end graphic designers, and the reason they like the 1900 is because of that extreme media versatility and, of course, the print speed.
- Margaret: Right. They can pump their designs and their comps and so on out very quickly.
- Patrick: Right. They have so much imagination, they don't want to be limited by just cut sheet. They want different textures, they want different surfaces, they want different thicknesses.
- Margaret: Good point.
- Patrick: And the 1900 is very good at that.
- Margaret: So that accounts for about, what, 90% of the customers. Who else might be in that group?

- Patrick: The last group is the scrapbookers.
- Margaret: Oh, true.
- Patrick: And they, believe it or not, love the R1900 because they can do the 12 by 12, border-free prints, which really only the Epson lineup can do that.
- Margaret: Oh, right, that's true.
- Patrick: And most important to them is the archival paper inks.
- Margaret: Right. They're accustomed to working with all these archival papers and being in 12 by 12 size, getting all their specialty papers, and now I guess they can design all that on their computer and print it.
- Patrick: Right. The digital scrapbookers are the ones that are going to be picking up the R1900.
- Margaret: Great.
- Patrick: The other great part is that ink, the great selling point about the UltraChrome Hi-Gloss 2 ink, is it can last 200 years in glass and 300 years in an album.
- Margaret: No kidding.
- Patrick: So scrapbooks are meant to be family heirlooms.
- Margaret: Right.
- Patrick: And now those scrapbookers can know their great-great-great-great-great-great-grandchildren can have the prints.
- Margaret: Right, ten generations down the line, that's incredible.
- Patrick: And at \$549, this is really the perfect printer for any high-end creative customer.
- Margaret: Right.
- Patrick: Advanced amateur, graphic designer as well as that scrapbooker.
- Margaret: Yeah, at \$549, the R1900 gives them all the flexibility of a high-end printer without a high-end cost.

Patrick: Margaret, that's exactly right.

Margaret: So, Patrick, who is the competition for the R1900? What other products are out there that are similar?

Patrick: And that's the key word, *similar*, because our competition is close but not quite as good as the 1900.

Margaret: Okay.

Patrick: There's two. There is the Canon PIXMA Pro9000 and then there's the HP Photosmart B8850.

Margaret: All right.

Patrick: And both of them are about the \$500 price point.

Margaret: Okay.

Patrick: Now, when you compare the Pro9000 to the R1900, the Canon ink is a dye-based ink.

Margaret: Oh, really?

Patrick: So, it's called ChromaLife 100, and again, you have to be very careful with what that means. ChromaLife 100, you would think that it's 100 years under glass. It's really only 30 years under glass.

Margaret: Interesting.

Patrick: And 100 years in an album.

Margaret: Okay.

Patrick: Whereas with the pigment inks of the R1900, you're looking at 200 years under glass, 300 years in an album.

Margaret: Right, and these figures we're quoting, these are tests done by Henry Wilhelm at Wilhelm Research, is that correct?

Patrick: Right. If you go to the Wilhelm Website, you can look up the R1900 and you will see all of the results for all different types of media.

- Margaret: Great, and that website for our listeners is Wilhelm-research.com, right?
- Patrick: That's right.
- Margaret: Very good.
- Patrick: The other thing about the Pro9000, it's not nearly as versatile as the 1900.
- Margaret: Okay.
- Patrick: So it can't print on those panoramics.
- Margaret: Oh, all right.
- Patrick: And it can't print on CDs and DVDs.
- Margaret: So we do have a very distinct advantage with the 1900 over that one.
- Patrick: Absolutely. And performance is just a little bit better. So it currently lists about \$499, so it's \$50 less, but \$50, when you can get –
- Margaret: You're getting a lot for \$50.
- Patrick: Right – speed, better inks and better versatility.
- Margaret: Yeah, exactly.
- Patrick: It's really worth it to buy the R1900. They can print directly on the CDs and DVDs and, unlike the Canon model, it can print directly onto panoramics using the included roll support. Canon does not have the ability to handle roll and panoramic prints.
- Margaret: Okay, that's a big difference then. So now tell me about some of the differences between the R1900 and the HP 8850.
- Patrick: The new Photosmart 8850 is really the B9180 costed down.
- Margaret: Okay.
- Patrick: So it actually uses the same ink set, pigment ink set, that they had before. And the great news about that is the R1900 is an improvement over our fifth generation ink set. The 8850 is really just a rehash of their inks.

- Margaret: Okay. Tell me a little bit about HP's ink as compared to, say, the UltraChrome Hi-Gloss 2 ink.
- Patrick: Well, HP positions that printer, from a marketing standpoint, as a fine art printer, but compared to what Epson can do, it really isn't.
- Margaret: Okay.
- Patrick: And part of the reason is because even though – they say “fine art” because they can only really print well on matte and fine art media, but it can't print well on glossy.
- Margaret: I see. So they're accentuating the positive.
- Patrick: Right. So that's very smart of them, but we have more positive to accentuate.
- Margaret: Exactly.
- Patrick: So with the UltraChrome Hi-Gloss 2, it not only does beautiful fine art prints, beautiful matte prints, but it also with UltraChrome Hi-Gloss 2 ink with the red and the orange, you get even more vibrancy than ever before in glossy. And the improved gloss optimizer, no one has ever seen or felt glossy prints like this. HP cannot even come close to that level of gloss.
- Margaret: So if you want gloss, you want the R1900.
- Patrick: Right. Now, the other position that HP does is they talk about being able to do great black-and-white prints.
- Margaret: Okay.
- Patrick: Part of their whole fine art marketing campaign, but here is the great part about the 1900 which we don't really talk about, it's the fact that it also does a really good black-and-white print – just as good as the HP.
- Margaret: Really?
- Patrick: So HP has one level of black, but we have a really deep, rich black with Radiance technology. That gets us just as close.
- Margaret: I see. Very good.

Patrick: Now, for the professional black-and-white print, you still direct customers to the R2400.

Margaret: Right, because of the three levels of black.

Patrick: And the advanced black-and-white print technology.

Margaret: Right, that makes sense. So what are the differences between Epson's and HP's ink cartridges?

Patrick: One of the differences is HP does have larger cartridges.

Margaret: Really?

Patrick: They're 27-milliliter cartridges, but remember, when a customer has to buy that entire ink set, you're looking at about \$240 after they –.

Margaret: Wow.

Patrick: That's half the cost of the printer.

Margaret: Right.

Patrick: Whereas the R1900, each cartridge only costs \$14 a piece.

Margaret: Wow, so that's about, what, \$110 for the whole set?

Patrick: Right.

Margaret: Very reasonable.

Patrick: So that's one advantage. And that \$14 represents a dollar less than the R1800.

Margaret: Okay, so we've even lowered the price on the cartridges.

Patrick: With UltraChrome Hi-Gloss 2, we really are looking out for the consumer.

Margaret: Very good. So, Patrick, you've given us some great information on the new R1900. It's a really exciting product, but I understand you might have some even more interesting information for one lucky listener.

Patrick: That's right. I think with all this great technology, I think one listener should be able to try it out, so I'm going to give away an R1900 to one of your listeners today.

Margaret: Fantastic! I know I appreciate that and I know they appreciate the opportunity to win that, so we'll include that as part of what our podcast listeners can win this month. Thank you so much, Patrick.

Patrick: Thank you for having me. It's been great to be on.

(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. And as you just heard, Patrick has generously offered to give one Stylus Photo R1900 to a lucky Knoware University podcast listener. Be sure to take the podcast quiz and score 100% to be entered in that 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 March 2008 podcast, right below the link for the regular Knoware University quiz for March. Score 100% on the podcast quiz and you've got one entry into the weekly drawing and you're also entered into the drawing for that Stylus Photo R1900. Be sure to take the regular Knoware University quiz to get an additional entry into the weekly \$500 Epson Store gift card drawing.

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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