

**Epson Knoware University Podcast
Featuring Epson's Stylus Photo R2880
June, 2008
Transcript**

(Jingle music)

Patrick: This is the world's best 13-inch printer, period.

Margaret: Great. And what are we calling it?

Patrick: We're calling this the Epson Stylus Photo R2880.

(Jingle music)

Margaret: By scoring 100% on the Knoware University podcast quiz, you'll receive one entry into the weekly drawing for a \$500 American Express 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 June, 2008. And on this month's podcast you'll learn all about Epson's brand-new Stylus Photo R2880 and learn how you can enter to win a \$500 American Express gift card. That's coming up at the end of today's show, so keep listening for all the details.

(Music ends)

Not content to rest upon the fantastic success of the Stylus Photo R2400, Epson just announced the arrival of its replacement, the Stylus Photo R2880. This new printer is poised to take the professional photography market by storm.

To find out more about this exciting new product, I spoke to Patrick, Epson's expert on 13-inch-wide printers.

Margaret: Welcome to the Knoware University podcast, Patrick!

Patrick: Thank you for having me once again!

Margaret: Well, we're glad to have you back. You've got an exciting new product, I understand, that's coming out fairly soon. We just announced it, right?

Patrick: We announced it on May 27th, right after Memorial Day.

Margaret: Okay.

Patrick: And then June 2nd, we're going to start shipping it.

Margaret: Great. That's excellent.

Patrick: This is the world's best 13-inch printer, period.

Margaret: Great. And what are we calling it?

Patrick: We're calling this the Epson Stylus Photo R2880.

Margaret: Okay, so higher number than the 2400, so it even beats the 2400?

Patrick: It beats it hands down.

Margaret: Wow!

Patrick: Color, black-and-white printing, print quality, speed.

Margaret: Wow.

Patrick: Versatility. Stop me whenever you –

Margaret: (Laughs) Because I have to tell you, my 2400 took up residence on my desk until the 1900 came out.

Patrick: Ah. What did you like about the 1900?

Margaret: Well, I loved the speed.

Patrick: Okay.

Margaret: The speed of the 1900 and the glossiness is incredible. And I even did some black-and-white prints on that, and they were good.

Patrick: The 1900 does a good black and white, but for those professional photographers that really want exhibition-quality black-and-white prints, the R2880 is where it's

at.

Margaret: I've got to get me one of those now so I can replace the 1900 on my desk with the 2880 now then.

Patrick: Now, the 1900 did jump over the 2400 in terms of color.

Margaret: Really?

Patrick: But you get that back. On the R2880 we have the UltraChrome K3 ink technology with Vivid Magenta.

Margaret: Now, I have heard about that and I have to say I don't have a good grasp on what Vivid Magenta gives me that the prior ink sets didn't.

Patrick: It gives you dramatically better reds, blues and purples.

Margaret: Okay.

Patrick: And that means that the R2880 will have the same color gamut as the R1900.

Margaret: Really?

Patrick: It leapfrogs the 18 and the 2400.

Margaret: Excellent. So everything that we gained in the 1900 we're also getting in the 2880 but it's a little bit different printer.

Patrick: Correct. So it's got the same color gamut, it's going to have the same versatility to print on glossy, matte, fine art, roll papers like canvas.

Margaret: Really?

Patrick: In addition, it gives you more control to be able to dial in the fine-art prints that you'd be printing.

Margaret: Okay.

Patrick: It has Advanced Black-and-White Mode because UltraChrome K3 – K3 stands for three blacks.

Margaret: Right.

Patrick: And that's why the Vivid Magenta technology is the choice for professional photographers.

Margaret: Right, so they are getting all the color gamut of an ink set designed for color printing but they are also getting incredible black and white from the K3 inks and the Advanced Black-and-White Mode driver.

Patrick: Right.

Margaret: All right. So, Patrick, you mentioned that the driver is more advanced on this. Tell me about the differences between it and, say, the 2400?

Patrick: Well, this driver gives you more control over your settings.

Margaret: Okay.

Patrick: In one screen, you can see your ink levels as well as almost all of your possible driver settings.

Margaret: Really?

Patrick: Which is really nice.

Margaret: That is.

Patrick: Especially on the Windows side.

Margaret: Right.

Patrick: Now, the other big improvement is you can customize your menus.

Margaret: No kidding!

Patrick: And you can save those out. So if you're a professional photographer and you want to just have your assistants use specific driver settings, you can sort of customize it and save it as a driver set.

Margaret: So you could, say, tell it you're using velvet fine art paper and you want high speed off and photo RPM and save that as a setting, and all they have to do is click on that and not reselect all that later.

Patrick: Right.

Margaret: Excellent.

Patrick: Or if one of your crew doesn't know computers all that well and you only want to set one paper setting, you can erase all of them.

Margaret: Oh, wow.

Patrick: So there's a lot of different –

Margaret: Oh, that's great.

Patrick: There's flexibility built in.

Margaret: I'll say.

Patrick: But again, the Advance Black-and-White Mode is built in just like before with the 2400.

Margaret: And that's one of my favorite things about the 2400. I do enjoy printing black and white and I love the flexibility I have with the Advanced Black-and-White Mode.

Patrick: Yeah. You can quickly and easily, of course, do a neutral – truly, truly neutral – black-and-white print.

Margaret: Yup.

Patrick: No color cast at all.

Margaret: Exactly.

Patrick: With the click of one button or you could do another button click and choose warm, sepia or cool.

Margaret: Exactly, and I love cool prints. I hear a lot of professional photographers like warm prints.

Patrick: It's going to really depend. That's why we give them the choices.

Margaret: Exactly.

Patrick: But more than that, you can dive deeper into the Advanced Black-and-White Mode and choose exactly the tint you want. Even if these four presets aren't good

enough, you can actually choose it and then afterwards save it and reuse it again on your images.

Margaret: Oh, I didn't realize you could save it. I have played around with that color wheel that's in there, dragging the target around to tint one green, for instance, just for kicks.

Patrick: Right.

Margaret: And it always – when I show that at trade shows, the customers' jaws drop because they just can't believe the level of control you have with that.

Patrick: Right, and there are a lot of other settings, too, I would encourage anybody to explore, and those are the settings that photographers used to have in the darkroom.

Margaret: I see, so we're kind of giving them something that they can relate to from their old wet processing days.

Patrick: Exactly.

Margaret: Excellent. So, now, Patrick, when we were together a couple of months ago and we talked about the 1900, we talked about Radiance technology. Does the 2880 have Radiance technology?

Patrick: You better believe it does.

Margaret: Good!

Patrick: The 1900 and the R2880 share many different really professional features in common.

Margaret: Okay.

Patrick: One of them is Radiance technology.

Margaret: Excellent.

Patrick: And again, this is that amazing technology we collaborated with Rochester Institute of Technology to figure out how to mix our colors to get even better color gamut but also smoother gradations and the ability to make sure that one print seen under one light will be the same as the same print but seen under a

different lighting condition.

Margaret: Right, and that's a huge deal. I know also the gradations and so on, even comparing prints from the 1800 – which was fantastic – with the 1900, you suddenly realized how smooth the gradations could get when you looked at that 1900 print.

Patrick: And our customers – photographers, advanced amateurs – they expect that from us.

Margaret: Exactly.

Patrick: They're always looking for that next best thing, and this is one of the features, why it takes us three years to come out with a new printer.

Margaret: Right. And it sounds like we're not letting them down with the 2880.

Patrick: They will be blown away with the technology.

Margaret: So this is really exciting then.

Patrick: But I do want to emphasize, you know, all the technology that we put in, and we'll keep talking about more because I love the technology side, but it really is about the print.

Margaret: Right.

Patrick: And with the R2880, the Vivid Magenta K3 ink set, there is no finer set of tools to create an exhibition-quality print.

Margaret: That's great.

Patrick: And this is the smallest printer that can get this ink set.

Margaret: Right.

Patrick: The other printers are the pro printers.

Margaret: Exactly.

Patrick: 17, 24, 44 and even 64-inch.

Margaret: Right. So to have that level at something that can sit on the desktop is really powerful.

Patrick: Yup, and there's nothing else that can beat it.

Margaret: And, you know, you mentioned something else, and this is something probably a lot of our listeners don't realize, and when I heard about this partnership that I was really excited. You mentioned that we developed the Radiance technology with the Rochester Institute of Technology. Maybe could you tell our listeners a little bit about who that is? I know who it is but I'll bet they don't.

Patrick: Well, Rochester Institute of Technology or RIT is really the premier photography, printing, anything that really has to do with the digital visual arts from the technical side, that is the place to be.

Margaret: Right.

Patrick: And there's a specific laboratory called Munsell Science Laboratory that are experts at color science.

Margaret: Right.

Patrick: That's who we partner with.

Margaret: And I know a lot of the people who graduate from Rochester and maybe go on to receive doctorates and so on, they are some of the most respected people in the field.

Patrick: Can't argue with any RIT credential.

Margaret: So, Patrick, is there anything else the R2880 does that's better than the R2400?

Patrick: The last thing I want to mention is media versatility.

Margaret: Okay.

Patrick: So, just like the 19, just like the R2400 before it, the R2880 can print onto sheets of fed media, onto roll. It can also print, for the first time, directly onto CDs and DVDs.

Margaret: Really?

Patrick: Yes.

Margaret: I've been wondering if we'd get to that point. That's excellent.

Patrick: So not only can you use the front slot for CDs and DVDs, you can also use it, just like before, onto 1.3-millimeter art boards.

Margaret: Right.

Patrick: And that is a really convenient feature for a lot of photographers.

Margaret: It is because they want to print on that perhaps for their exhibition photos, and if they don't have something that will feed something that heavy, they have to go out and get it done by somebody else.

Patrick: Right. It's a real time-saver.

Margaret: It is.

Patrick: Because you don't have to sit there, print it and then mount it.

Margaret: Right, because they will do that as well, so that's excellent. I'm so glad to hear it will do CDs and DVDs.

Patrick: And then I forgot one more thing, there was so much technology to talk about.

Margaret: Right.

Patrick: The R2880 will have the same mist collection system as the R1900.

Margaret: Okay, and what does that do?

Patrick: That will really prolong the life of the printer.

Margaret: Okay.

Patrick: I have asked my engineers to really ensure that customers who print the most get the most benefit from the printer.

Margaret: Right.

Patrick: And that means that you can print longer with less nozzle checks and less ink used for cleaning.

Margaret: Oh, great.

Patrick: So it's not only with the 1900. The R2880, both of them, have the mist collection system that really sweeps up any stray ink droplets.

Margaret: Excellent.

Patrick: Ink droplets now are so small from these printers, 1.5 picoliters, sometimes they don't actually hit the paper.

Margaret: Right.

Patrick: And they'll get suspended in air. That can mix with paper dust and cause clogs.

Margaret: Oh, that makes sense, and this mist collection system takes care of that.

Patrick: Yeah. It sweeps up any stray ink droplets that have been suspended in air.

Margaret: Excellent.

Patrick: What's cool about this technology, it was actually inspired from our printers on the Space Shuttle.

Margaret: Oh, because you can't have stray –

Patrick: Ink droplets in zero G.

Margaret: Right. That makes sense.

Patrick: Right.

Margaret: So it probably was pioneered back then and we've been working on it since for our own –

Patrick: It's a different mechanism.

Margaret: But the same principle?

Patrick: Exactly, trying to make sure that the ink doesn't get anywhere. So it's pretty advanced science that we are using from our past successes.

Margaret: It's space science, really.

Patrick: It's not rocket science, is it? It is. (Laughs)

Margaret: It is. (Laughs)

(Jingle music)

Margaret: We'll hear more of our interview with Patrick telling us about Epson's fantastic new Stylus Photo R2880 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 American Express gift card. And be sure to take the online courses this month on Knoware University. During the first part of June you'll learn about yet another new Epson product. Four lucky Knoware University Students will win a \$500 American Express 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 American Express 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.

(Music ends)

So, Patrick, we were just talking about the new features of the 2880, and I'm wondering now why don't we talk about what the lineup is in 13 inch today?

Patrick: I'm really glad you asked that question because the printers are all so great, especially the R2880. I mean, it really is the best printer I've ever brought to market.

Margaret: It's exciting.

Patrick: It is, but there are different customers for the different printers.

Margaret: Right.

Patrick: So as you know, I have three 13-inch printers – the Stylus Photo 1400 priced at \$299, the Stylus Photo R1900 priced at \$549, and then now this brand-new R2880 priced at \$799.

Margaret: That's just amazing. At the trade shows when we first launched the 1900, people would walk up and say, "How much is that?" and I'd say \$549 and they'd say, "As in five hundred and 49 dollars, not five thousand 490 dollars?" Because they all think it should cost so much more.

Patrick: Right.

Margaret: And to have a printer like the 2880 out at \$799, that's just amazing.

Patrick: For people who are actually going to sell their prints, the people who are buying the 2880, the \$799 price is really nothing.

Margaret: Yeah.

Patrick: Especially if it's a photographer that can sign it. You know, one 4 by 6 signed would probably pay for that thing.

Margaret: Exactly, and they pay more than that for a lens for their camera.

Patrick: Right. So, I do want to give the weekend warriors out there some tools to try to qualify and try to figure out which customer is right for which printer.

Margaret: Great. I know they'll be glad to hear those.

Patrick: I think the two key words that you need to remember which my products is "step up."

Margaret: Right.

Patrick: Because if you look at the 1400 at \$299, 13-inch Claria printer, dye inks, beautiful glossy, beautiful cut-sheet prints, it's really meant for the photo enthusiast and even the small home office that's looking for an edge against their rivals.

Margaret: Right.

Patrick: So small businesses are trying to get ahead with marketing is really the 1400's domain.

Margaret: Right. They can produce brochures and threefold things and so on to send out to their customers.

Patrick: Print directly onto CDs and DVDs.

Margaret: Right.

Patrick: Business cards. But the key is, any printer can do that, but the 1400 can do it better because it's photo quality.

Margaret: Right.

Patrick: Just remember the 1400 is a step up for any Stylus Photo letter-size printer, obviously, because it's letter size and then you're going to 13 by 19.

Margaret: Right.

Patrick: Or any four-color printer as well. If someone is looking at it from a multi-function standpoint and need something larger, 1400 is where it's at.

Margaret: Exactly. And really, truly, since so much of it does revolve around photography, today's consumer digital cameras can produce a print or produce a file that's big enough to print very large.

Patrick: Yeah. All you need is 6 megapixels and that's nothing now.

Margaret: Exactly. Eight, ten years ago that was big. Now that's almost the minimum you get.

Patrick: My mom's new digital camera she got was, I think, 11 megapixels.

Margaret: That's just crazy.

Patrick: For a point-and-shoot, you know.

Margaret: Exactly.

Patrick: Yeah, so any customer who has got a 6 megapixel or higher, and there are a lot of customers that do, especially with DSLRs, they can print large prints at home with the 1400 and save a lot of money.

Margaret: Right, that's great. Save a ton of money and they get exactly what they want. They have more control.

Patrick: And that's the other part about these printers. You are stepping up your creativity, so you have more control once you get to the 13-inch lineup. And as you go upwards, so we talked about the Stylus Photo 1400, but when you jump to the

Stylus Photo R1900 at \$549, you're stepping up to pigment inks.

Margaret: Right.

Patrick: You're stepping up to more versatility, twice the speed.

Margaret: Yeah.

Patrick: More reliability. It's also at a higher price point, but the customers are buying the R1900 like most advanced amateur photographers, graphic designers and the customer we love the most, the scrapbookers.

Margaret: Right.

Patrick: That's what they're looking for.

Margaret: Exactly, and the pigment inks, of course, give you the light-fastness, water resistance and so on, no matter what you're printing on.

Patrick: The inks themselves are waterproof and the longevity doubles.

Margaret: Right.

Patrick: So the 1400 is dye – I'm glad you brought that up – the R1900 is UltraChrome High-Gloss 2 pigment inks, and it's one of the most durable technologies we've come up with.

Margaret: It's really a remarkable printer. It is sitting on my desk, ready to be used whenever I want it right now.

Patrick: Yeah. It's up to 200 years on glossy papers.

Margaret: In display conditions, right?

Patrick: Right.

Margaret: We used to be able to claim that for stored conditions but now that's in display conditions.

Patrick: Under glass.

Margaret: So it's just amazing.

- Patrick: Right. So the R1900, the main reason most people like the R1900, because it's so easy to use.
- Margaret: It is.
- Patrick: It has both blacks in there at the same time, and the glossy prints from it, you can't beat.
- Margaret: Right. The gloss is truly remarkable. It not only even looks glossier than the 1800 did but it feels different as well.
- Patrick: There is no reason – in the past, dye inks used to be better than pigments, even with the 1800, but that's no longer the case. The 1900 closes that gap.
- Margaret: That's amazing.
- Patrick: There is no flaw in pigment inks technology from the 19 to R2880.
- Margaret: Right, and that's not just the new gloss optimizer; it's the new inks as well.
- Patrick: Right, the new colors, the vibrancy that you get.
- Margaret: Exactly.
- Patrick: And then finally, when you step up from the R1900 to the R2880, what you gain is the ability to print exhibition-quality black-and-whites.
- Margaret: And that's remarkable.
- Patrick: That is what the photographers are looking for.
- Margaret: Exactly.
- Patrick: And that's really a key way we can word is to be able to qualify people for the R2880. If somebody is just a part-time photography user, uses it more for hobby or just for vacations, 1400 is probably where they're going to go, at \$299. But if you're an advanced amateur, you have a DSLR, you're probably a rich doctor, lawyer, dentist and you're looking to be able to print panoramics on rolls, you're shooting nature shots or you want that vibrant color and you want glossy, then go for the R1900.

Margaret: Right. And that is one difference between the 1400 and the other two, that the 1400 doesn't have the roll adapter, right?

Patrick: Correct.

Margaret: Okay.

Patrick: So the R1900, R2880 have the most versatility of anything in its class.

Margaret: Right.

Patrick: Then for customers that are trying to look for black, really beautiful black-and-white prints, that really care about photography, that's the domain of the R2880.

Margaret: Right. So perhaps one of the questions the folks in the store should ask of a customer is how much black-and-white printing they are doing. Is that a good way to start qualifying a customer?

Patrick: I think it's one of the best ways.

Margaret: Okay.

Patrick: If they plan on printing more than 50% black and white, then you step them up to the R2880.

Margaret: Right, because they're still going to get fantastic color out of it.

Patrick: Exactly.

Margaret: They still now get CD printing, which the 2400 did not do, plus they get the excellent black and white.

Patrick: Right. And that's the best way to look at it. Somebody who takes photography more for vacations, 1400; small business, 1400.

Margaret: Right.

Patrick: Anybody who is creative, advanced amateur photographer shooting nature shots but want more color, graphic designers, scrapbookers, that's the R1900.

Margaret: Right. And folks who do occasional black and white will get good black-and-whites out of those.

Patrick: On the R19, just like you saw.

Margaret: Right, which was amazing.

Patrick: But it's the people that are really looking at black and white are professional photographers, they really should be getting the R2880.

Margaret: Right, because it's got not only the new Vivid Magenta but it's got the three levels of black.

Patrick: Absolutely.

Margaret: Great.

Patrick: They're looking for exhibition-quality prints and that's what the R2880 delivers.

Margaret: Great. Well, Patrick, it's so great that you came back to do another Knoware University podcast when this brand-new product is just releasing. We're so excited about it and thanks for your time today.

Patrick: Oh, you're very welcome. I'm always honored to be here.

(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 American Express 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 June 2008 podcast, right below the link for the regular Knoware University quiz for June. 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 into the weekly \$500 American Express 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 prizes. Until then, this is Margaret from Epson. Thanks for listening in and thanks for selling Epson.

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