

Epson Knoware University Podcast
Featuring the Epson NX400 All-in-One
September, 2008
Transcript

(Jingle music)

Kristi: The NX400 was picked by PC Magazine as one of the top technology products under \$100.

(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 September 2008, and on this month's podcast you'll learn about Epson's brand-new NX400 All-in-One, 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)

Epson offers a wide variety of all-in-one products, with a model to suit every customer's needs. This Fall, you'll see the introduction of some new product lines, complete with new names, that will give your customers the full range of features they're looking for. The Epson NX400 all-in-one is just the first of those products that we'll talk about on the Knoware University podcast.

To find out more about this new product, I spoke to Kristi, Epson's NX all-in-one expert.

Welcome to the Knoware University podcast, Kristi!

Kristi: Thanks, Margaret!

Margaret: We're glad to have you here again and I see you've got a new product, the NX400?

Kristi: Yes. We're launching Epson Stylus NX400.

Margaret: Okay, and that's a new name, right?

- Kristi: Yeah, it's brand new. It's replacing the CX8400 and it's the first in a line of all-in-ones, entry-level all-in-ones, that are all priced below \$99.
- Margaret: Okay, so this is kind of the home user type of product?
- Kristi: Yes. The Epson Stylus NX Series is targeted to home consumers who are looking for a reasonably priced printer for all-around home printing needs. So Mom needs to print a recipe or the kids need to print their homework or Dad even needs to print out a boarding pass for his next business trip.
- Margaret: Okay.
- Kristi: The Epson Stylus NX400 is perfect for all of those home printing needs.
- Margaret: Great, and I do a lot of driving directions when I'm going to a new city and so on, all those kind of things.
- Kristi: Absolutely.
- Margaret: Great. So, I'll bet this uses our DURABrite Ultra Ink, is that right?
- Kristi: That's right. It uses our all-pigment DURABrite Ultra Ink.
- Margaret: Okay.
- Kristi: Which is smudge, water, fade and even highlighter resistant. So if you spill water on it, it's not going to run. If it's raining outside, you won't lose the scannable code for when you get to the airport.
- Margaret: That's great. And I'm, as you probably see on my notes that I have here at our recording studio, I like highlighters a lot, so highlighter resistant is big with me.
- Kristi: Yeah, that's huge, and I've heard a lot of consumers complaining that when they print something out and need to highlight it and then they can't read it anymore, they're really frustrated because then they have to go back and find the article or find the document and reprint it.
- Margaret: Exactly. When you're using highlighters on a print that's not highlighter resistant, not only do you smudge what you're highlighting but your highlighter picks up the ink, so then you smudge other stuff worse after that.
- Kristi: That's right. The highlighter gets ink on it.
- Margaret: Exactly, so this is just really a big deal for those of us who like to use our highlighters. So what else can you tell me about the new product?
- Kristi: It's really a great product. It's only \$99.

Margaret: Okay.

Kristi: And for that you get the best features for the price point compared to the competition.

Margaret: Excellent.

Kristi: We have a larger LCD screen. It's a 2 1/2-inch LCD screen.

Margaret: Wow, that's big!

Kristi: And it's tiltable.

Margaret: Excellent. So –

Kristi: We're the only product at that price point that has that large of an LCD screen and tiltable.

Margaret: Great. So no matter if you sit high at your desk or low at your desk, you can tilt it to where you can see it. You don't have to adjust yourself.

Kristi: Absolutely.

Margaret: Excellent.

Kristi: And then we've got faster print speeds, so not only are they fast. We've also, with our inks, there is no dry time, so as soon as the print comes out of the printer, it's ready. You can pull it out and touch it immediately. You don't have to wait for a document or even a photo to dry.

Margaret: Right.

Kristi: Like some of the competitors you do.

Margaret: So when the kids have just printed out their report on their way to school, there's no waiting for them to grab it. They can just grab it right out of the tray and go.

Kristi: Absolutely.

Margaret: Excellent.

Kristi: And then we've also got card slots and PictBridge compatibility so the card slots act as a card reader.

Margaret: Uh-huh.

Kristi: So if you wanted to pull a document off of a memory card through your computer, you can do that.

Margaret: Okay.

Kristi: Or it also has PictBridge compatibility. So you can print photos from the card slots or you can connect your camera with the PictBridge.

Margaret: Wow.

Kristi: And none of our competitors have both card slots and PictBridge together for the price point.

Margaret: Oh, that's great. So no matter how you want to get photos off of your camera, you can pretty much do it, and it's got the convenience of not having to have a separate card reader to connect to your computer.

Kristi: Exactly.

Margaret: That's great. I love that functionality.

Kristi: Yeah. And then it's the only product for the price point that has all pigment and individual ink cartridges.

Margaret: Great.

Kristi: So you only have to replace the color that you need.

Margaret: Right.

Kristi: You don't have to throw away the other colors because you're out of one of the colors.

Margaret: Right.

Kristi: The cartridges aren't connected.

Margaret: That's great. And then the all-pigment set lets us be light resistant and water resistant, and so on, on any type of paper, really.

Kristi: That's right. Yeah, it's only highlighter resistant on plain paper.

Margaret: Okay, which is probably all you'd be highlighting anyway.

Kristi: Right.

Margaret: Yeah.

Kristi: And finally, it also has a better quality scanner.

Margaret: Oh, really?

- Kristi: For the price point than any of our competition. So it's really packed full of all these great features and all for only \$99.
- Margaret: That's great, and I think I read it's a 1200 dpi scanner?
- Kristi: That's right, it's a 1200 dpi scanner.
- Margaret: Okay, great. And since our printers like about 300 dots per inch for whatever they're printing, that means you can blow up what you're scanning four times.
- Kristi: Right. You can reduce and enlarge 25 to 400%.
- Margaret: Wow.
- Kristi: And you can also use this scanner to correct old, faded photos. So you can take – all without using your computer.
- Margaret: Wow.
- Kristi: You can scan your old photo and then you can reprint a color-corrected version of it or a restored version of it.
- Margaret: Wow, that's great. So we've mentioned a couple of times that these are better than the competitive products and I'm assuming we're talking about competitive products from HP and Canon?
- Kristi: Exactly.
- Margaret: At a similar price point?
- Kristi: Yeah, companies like HP, Canon, Lexmark and Brother.
- Margaret: Okay.
- Kristi: So we're much better features for the price point than all of our competitors.
- Margaret: Great. So the folks in the stores are going to have something really compelling to sell against those guys.
- Kristi: Absolutely.
- Margaret: Excellent.

(Jingle music)

We'll hear more of our interview with Kristi telling us about Epson's fantastic new NX400 All-in-One 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 September you can learn even more about the NX400 with the encore of our NX Challenge. In the second half of September, you might just hear about some of those other new products appearing this Fall. Four lucky Knoware University students will win a \$500 American Express gift card, just by taking the Knoware University courses and scoring 100% on the quizzes.

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

(Music ends)

Margaret: So we were just talking about ink for a minute, and I noticed there's different cartridges for this one.

Kristi: Right. We have three different capacities of ink cartridges.

Margaret: Okay.

Kristi: And this is the first time that we have introduced something like this. We have the regular 69 inks which is the standard capacity and then we've got the new 88 inks that are moderate in capacity for lighter use, and then the NX400 also works with the 68 black high-capacity inks.

Margaret: Okay, which I use on my C120 as well.

Kristi: Right, exactly.

Margaret: Okay.

Kristi: So it's great for, you know, the customer can decide how much money do they want to spend on ink depending on how much they're using the colors, and you can also mix the cartridge capacity. So if you're printing less color and more black, you can buy the high-capacity black and buy the standard capacity color cartridges.

Margaret: Okay. So when talking to customers, if you figure that they are doing light printing and they are sensitive to the cost of a cartridge, maybe they'd go for the 88s and spend less per cartridge even though it's giving them less ink.

Kristi: Exactly.

Margaret: Excellent. It's really nice to have that kind of choice in these products.

Kristi: Yeah, and again, we're the only ones that give the customers that much of a choice on how much they want to spend on their ink.

Margaret: That's great. I love that. So, what are some of the – I know there's a new driver on this. What are some of the new driver features?

Kristi: We've got a brand-new driver that we're launching for the Stylus NX line and we've got a couple of shortcut boxes that you can take out red eye.

Margaret: Oh, great.

Kristi: So within the driver you can take out red eye.

Margaret: Excellent.

Kristi: And then also, auto photo correction is now called Photo Fix.

Margaret: Okay.

Kristi: So you just click the box and it will automatically correct your photo for poorly-lit images or red eye.

Margaret: Oh, great. And that's really nice. Now you don't have to know how to do that in the application. You can just go right into the driver and let the driver do it.

Kristi: Right. Now you don't need to open a separate software to do that.

Margaret: Excellent. And speaking of software, what software do we include with these?

Kristi: So we include the ArcSoft Print Creations Software. This is brand new and this is the first product that we're bundling with this software.

Margaret: Oh, great.

Kristi: And you can make scrapbook pages and calendars and projects that the home consumer would want to make. It's really fun software and it has templates and it's really easy. You just load in your pictures. With a click of a button it will automatically fill in whether you're making a calendar with multiple pages, you can auto-fill the pictures into the calendar and things like that.

Margaret: Wow. That's great. So it sounds like it gives them real flexibility.

Kristi: Yeah, and the output is what's really incredible.

Margaret: Oh, good.

- Kristi: Yeah. The designs that they have are really fun, and different themes for different projects, and greeting cards and things like that.
- Margaret: Oh, very good. So it gives them – they can exercise their creativity with this.
- Kristi: Exactly.
- Margaret: Great. So what kind of standalone features are different about this from the CX8400?
- Kristi: So it has many of the same features as the CX8400, and you can reduce and enlarge 25 to 400%, you can restore old, faded photos or you can take 4x6 and 5x7 photos and enlarge them up to letter size.
- Margaret: That's great.
- Kristi: In addition to that, there's a brand-new photo button that you haven't seen before.
- Margaret: Okay.
- Kristi: This is what allows you to copy the 4x6 and 5x7 photos. It allows you to enlarge them up to letter size, and that's where you can do the photo restoration without turning on your computer.
- Margaret: Okay, so it's almost a little bit like having that black-and-white or color copy button that you hit for one thing, and this is a photo button saying what I'm copying now is a photo.
- Kristi: Right, exactly.
- Margaret: Great. How nice!
- Kristi: Yeah, it's a great feature. Makes it really easy, and the output of the photocopies is really incredible.
- Margaret: Excellent. All right. Now, I am on my PC under Windows, a big-time, double-sided printing user. I like the idea of being able to save paper by using both sides of the paper. Can I do that in this?
- Kristi: Yes, you can, and this isn't a new feature but something that a lot of consumers don't realize is built into the printer driver.
- Margaret: Right.
- Kristi: All of our Stylus NX products will have a double-sided printing option.
- Margaret: Okay.

- Kristi: Where you just check a box in the driver and you can print everything double-sided and it's really easy.
- Margaret: It is.
- Kristi: And a lot of new products coming out this year from our competitors have a built-in duplexer.
- Margaret: Uh-huh.
- Kristi: And as long as you're sitting right there when everything is printing, and the driver will prompt you to turn the pages over.
- Margaret: Right.
- Kristi: When it's ready to print the other side, and you don't have to figure out, oh, this is page one and, you know, X page goes – page two goes on the back.
- Margaret: Exactly.
- Kristi: It does it automatically for you, so it's really easy.
- Margaret: It shows you exactly how to flip it, yeah.
- Kristi: Yeah, so you just put it in –
- Margaret: And it's quick.
- Kristi: It's very fast.
- Margaret: It just fires the front pages out really fast and you kind of stack them up, flip it and put it back in and it prints the back pages after you click.
- Kristi: Yeah, it's very easy and it's not confusing at all.
- Margaret: No, not at all.
- Kristi: You don't have to sort any papers or re-sort any pages. It does it automatically for you.
- Margaret: Yep. So for those folks who are like me, trying to be environmental and conserve paper and so on, we have a really easy way to do that. That's great.
- Kristi: Absolutely.
- Margaret: So, Kristi, you know, this is pretty exciting. I am excited about it, but what are other people saying about the product?

Kristi: We just got a great review from PC Magazine.

Margaret: Really?

Kristi: David Stone is one of the top technology reviewers out in the industry and he gave the NX400 3 1/2 out of 5 stars.

Margaret: Okay.

Kristi: And he had a lot of great things to say about it.

Margaret: Good.

Kristi: Including the print quality – he was really amazed and pleased with it – and he had some great things to say, so I'd highly encourage everyone out there to pick up a copy or check out PC Magazine's Web site to find the article.

Margaret: Excellent.

Kristi: And in addition to that, just this past weekend the NX400 was picked by PC Magazine as one of the top technology products under \$100.

Margaret: Oh, great!

Kristi: Yeah, so it's a really great value for the money that you spend. You get a lot of great features out of the product.

Margaret: Oh, good. So in addition to all the nice features we know we have, other people are recognizing it and the word is getting out.

Kristi: Absolutely, and it's not just us saying it. It's other people that know these products are saying it.

Margaret: Exactly. We can say it, we love them, we know the products really well, but it's nice to have somebody else who is not employed by Epson saying it.

Kristi: Right, an unbiased opinion.

Margaret: A third-party, exactly.

Kristi: Absolutely. So we were very pleased with both of those write-ups.

Margaret: Great. Well, thank you so much for your time today, Kristi. I really appreciate you coming in and I know the folks appreciate hearing all this great stuff about the NX400.

Kristi: Thanks, Margaret, and thanks, everybody.

(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 quiz listed for the September 2008 podcast. Score 100% on that quiz and you've got one entry into the weekly 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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