

**Epson Knoware University Podcast  
Featuring Multimedia Photo Viewers  
January, 2009  
Transcript**

(Jingle music)

Paul: The new viewers apply Photo Fine Premia which actually encompasses 94% of Adobe RGB, so you have greater color accuracy than ever before.

(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 January 2009, and on this podcast you'll learn about Epson's P-6000 and P-7000 multimedia photo viewers, 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.

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Epson's multimedia photo viewers have been a big hit with professional photographers who use them both to back up their photos in the field and to view their shots on the big, beautiful screen. The rich feature set and especially the quality of the screen are what sets the Epson photo viewers apart from the competition, and with these new models, they're only getting better.

To find out more about the new photo viewers, I spoke to Paul, Epson's multimedia photo viewer expert.

So welcome to the Knoware University podcast, Paul!

Paul: Thank you.

Margaret: Thanks for being here.

Paul: It's great to be here.

Margaret: Well, I've gotten a brief look at these two new photo viewers.

- Paul: Uh-huh.
- Margaret: And they look pretty cool, but I really don't know much about them, so tell me about them.
- Paul: The Epson multimedia viewers provide on-the-go photographers with a portable backup and viewing solution. So whether you are a professional photographer or an advanced amateur, when you're out in the field, on location, these viewers enable you to back up your images, view your images, and do it all without the use of a computer.
- Margaret: Okay.
- Paul: It allows you to forego the trouble of having to lug your laptop with you, at the risk of subjecting it to the elements, the risk of damaging it and it getting stolen. It's a much more compact viewing and backup solution. It fits right into your camera bag. It weighs only about a pound. And at up to 160 gigs of hard drive space, it literally allows you to store literally thousands of images.
- Margaret: Great. So the new models are what, the P-6000 and the P-7000, right?
- Paul: Yes. The P-6000 has an 80-gig hard drive and the P-7000 is our brand-new flagship model at 160 gigs.
- Margaret: Wow.
- Paul: It's also important to note that we still do offer the P-3000, which is a 40-gig version.
- Margaret: Okay.
- Paul: So that's still part of the lineup, so we have three models in the lineup.
- Margaret: So then it seems like maybe the P-6000 is taking the place of the P-5000?
- Paul: That's exactly right.
- Margaret: So tell me, with the P-6000 replacing the P-5000, I assume there must be some feature differences between the new generation and the prior products.
- Paul: Absolutely. Probably the most noteworthy improvements are the screen technology.
- Margaret: Okay.
- Paul: Photo Fine Premia is the latest and most advanced version of that technology to date.

Margaret: Okay.

Paul: The predecessors applied Photo Fine Ultra, which encompassed 88% of the Adobe RGB color gamut.

Margaret: Okay.

Paul: And the new viewers apply Photo Fine Premia which actually encompasses 94% of Adobe RGB, so you have greater color accuracy than ever before.

Margaret: Okay. And Adobe RGB is a fairly standard selection for images when you're working in Photoshop, right?

Paul: Yes. It's widely regarded among professional photographers and then in the industry it's kind of like the measure of color accuracy.

Margaret: Okay. So the big benefit would be that when the photographer uploads his photos and is viewing them out in the field, he is getting a better idea of what his computer can produce.

Paul: Exactly right. A screen far superior to what he's seeing on the back of his DSLR enables him to truly see the images as they're originally captured.

Margaret: Right, and a lot bigger than what he's got on the back of his DSLR, in all likelihood.

Paul: Right. At four inches, definitely larger than the average size of LCD on the back of the DSLR.

Margaret: Wow, that's great. So, wow, 160 gigabytes on the hard drive. That's quite a bit. I would guess that makes it possible for the pros to be out in the field and just upload massive amounts of photos without having to then go to their computer and offload them to that.

Paul: Definitely. I mean, like I said, with the ability to forego having to take a laptop with you is one convenience, but another with the 160 gigs, I mean, this is in direct response to other requests and all the feedback that we've been hearing from professionals to bump the hard drive capacity up to 160 gigs.

Margaret: Right.

Paul: With the advent of larger capacity, lower priced memory cards and the size of the RAW image files increasing, this is in direct response to all those requests and all the feedback that we've been hearing.

Margaret: Great.

Paul: So we're really happy and excited to finally be able to introduce these new viewers, which basically built upon the features of the predecessors.

Margaret: Right.

Paul: And just make the best products of their kind on the market better than ever.

Margaret: Great. And I know there is a couple of other features that I suspect the pros find really useful like the zoom capability and the ability to see a histogram that kind of details whether or not you've gotten the full breadth of color in your photo, right?

Paul: Definitely. You not only have the backup solution that it provides but also you have pretty much instant feedback on the images that you capture. With the feature of a histogram display, it gives you that critical information. Also there is the ability to zoom in on your images, whether it be JPEG or RAW.

Margaret: Right.

Paul: To confirm focus, confirm lighting, confirm composition. You also have a feature that indicates overexposure and underexposure in the shot.

Margaret: Right.

Paul: So overall, this enables you to confirm that you've captured the images that you need to capture while you're still on location.

Margaret: That's great. And I know, I've been able to use a P-3000 recently.

Paul: Uh-hmm.

Margaret: And it's fairly fast to download. Has that changed at all with the new ones?

Paul: That has been improved as well. The download speeds are up to 35% faster.

Margaret: Wow.

Paul: So, again, we've improved on an existing feature and made it better than ever. Other improvements – we've included a jog dial on the new devices and that enables you to quickly scroll through your images. It's just a convenient way to navigate from image to image and also navigate the menu, the user interface of the device, as well.

Margaret: Okay. I think I've got something similar on my camera – a little rotating dial that kind of clicks.

Paul: Yeah. It's kind of a tactile clicking function.

Margaret: Right. Those are nice.

Paul: Yeah. It allows you just to scroll through your images. I mean, previously you had to hit the left or right button repeatedly to go from image to image. This just gives you another option to make that more convenient.

Margaret: Right. Rather than moving your thumb around from button to button, you're actually sticking with one button and rolling it. That's great.

Paul: Right.

(Jingle music)

Margaret: We'll hear more of our interview with Paul telling us about Epson's exciting new multimedia photo viewers 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 course this month on Knoware University. 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 quizzes.

And now back to our interview with Paul, Epson's multimedia photo viewer expert at Epson headquarters in Long Beach.

(Music ends)

So, Paul, we've been talking about some of the features that the pros like on this, and you mentioned there are card slots on this, I think. What kind of digital camera memory cards do these models take?

Paul: Well, they have built-in card slots for two memory card formats. One is for compact flash and the other one is for secure digital.

Margaret: Okay.

Paul: You can pop in your memory card directly to the viewer, and then as far as other connectivity, there is also a USB 2.0 connection on the side of the device.

Margaret: Okay.

Paul: So you can connect your camera directly to the device. Also with the use of a third-party adapter, it will accommodate virtually any other memory cards that are out there.

Margaret: Right. You can typically get a compact flash-style adapter for almost every type of memory card available.

Paul: Exactly right. And then in terms of compatibility with file formats, there is JPEG and RAW file compatibility. And in terms of RAW, because we get this question quite often, the photo viewers support all of the major DSLR manufacturer RAW file formats.

Margaret: Okay.

Paul: And to accommodate the advent of new RAW file formats that come out, we also have firmware updates that are provided periodically on Epson.com.

Margaret: Right.

Paul: So it makes it very easy for the user to just update their unit with a more advanced version of the firmware to enable them to view and store virtually any RAW file format.

Margaret: Right, and in fact, I think I have done a couple of firmware upgrades on the ones that I have had as part of my training fleet, and it's really simple.

Paul: Yeah, it's very turnkey.

Margaret: Yeah. So, Paul, you mentioned it handles JPEG and RAW.

Paul: Uh-huh.

Margaret: What about audio and video files? The prior models I know handled that. Do these two new models handle video and audio files?

Paul: Yes. The photo viewers support both audio and video playback and storage, and a note on the audio playback. One great function of being able to play back audio is that it complements setting up a custom slideshow.

Margaret: Right.

Paul: You can set up a custom slideshow with custom transition effects and play that back with a custom playlist of music, that way adding kind of the enhanced kind of effect that you want to give when you're presenting your images to prospective clients.

Margaret: Right, or even if you are a wedding photographer and you've just shot a wedding and you're showing the bride and groom images, you can put specific music that is tied into their wedding.

- Paul: Exactly.
- Margaret: And show that in the background or play that in the background.
- Paul: A perfect example. I've heard stories of wedding photographers taking their images that they shot from the ceremony and putting together a custom slideshow kind of on the fly and playing back a custom slideshow with music at the reception.
- Margaret: Right. And that will just generate a lot of business because word of mouth will spread that you went this extra step, and you get that many more brides and grooms coming to you.
- Paul: Definitely. I mean, not only are these products a great backup and viewing solution but as well it enables you to use it as your digital portfolio.
- Margaret: Right.
- Paul: Since it's so portable and compact, you can create slideshows of your custom selects and use those to show off to anyone that you want to show off to on the fly.
- Margaret: Right. And it's got that video output so you could go to, say, an Epson projector.
- Paul: Yup, yup. Audio-video output is included, so you can output to a large screen, an LCD or a computer monitor or a projector and show off your work to multiple people simultaneously.
- Margaret: That's great. So what is the battery life on these new models?
- Paul: Well, they use a rechargeable lithium-ion battery. It lasts three hours with continuous use, so that's a minimum of three hours.
- Margaret: Wow.
- Paul: And with the download speeds performing up to 35% faster than before, then that means that they use less battery life.
- Margaret: Right.
- Paul: So, again, I stress that it's a minimum of three hours.
- Margaret: That's great.
- Paul: We also sell extra batteries as well.
- Margaret: Okay.

- Paul: So those are available. So if you are on an extended shoot and electricity is a rare commodity, then you can certainly have extra batteries and have those charged and be prepared for being out in the Serengeti for a week on end.
- Margaret: Exactly. So that would be a good accessory for our dealers to carry.
- Paul: Oh, definitely.
- Margaret: Great. So what are the prices of these new units?
- Paul: Well, the P-6000 is \$599.
- Margaret: Okay.
- Paul: And then the P-7000 is \$799. Also important to note that the P-7000 includes the travel pack.
- Margaret: Wow.
- Paul: And that's part of the packaging. So when you get that, the travel pack comes inside with the P-7000. That includes a dual-battery charger.
- Margaret: Okay.
- Paul: And a car adapter and various other accessories to enhance the portability of the viewers.
- Margaret: Wow. That's nice.
- Paul: Yeah. It's the \$799 value and we definitely felt it would be kind of a great value-add for customers of the P-7000.
- Margaret: Right, especially because that's got the bigger hard drive, so you're more likely to have a customer that would be away for an extended period, so that dual-battery charger and so on could really pay.
- Paul: Definitely.
- Margaret: Great. Paul, tell me, I know these products are brand new to the market, but do we have any reviews on them yet?
- Paul: We do. I mean, the reception has been great and I am very confident that we're on track to receive a fair amount of editor's choice awards.
- Margaret: All right!
- Paul: The predecessors, the P-3 and P-5000 both received all kinds of accolades including, for instance, Outdoor Photographer Editor's Choice

Award.

Margaret: Wow. And these are only better.

Paul: Yeah. These make the best viewers, the best products of their kind on the market, better than ever, because they are indeed widely regarded as the best of their kind.

Margaret: That's great. All right. Well, thank you so much for your time today, Paul. I know the folks in the stores will appreciate knowing all of this.

Paul: Yeah, my pleasure. Thanks for having me and I certainly want to say thank you to all the people out there that are supporting the viewers.

Margaret: Yeah, they're doing a good job.

Paul: Yeah. I really appreciate it and good luck, because it certainly is a great product for us to be proud of. I mean, it's another example how Epson has uncompromising commitment to innovation and to quality, so these products are certainly up there with any of our other products. We are the leader in the imaging industry and these are another perfect example of that.

Margaret: And we're justifiably proud.

Paul: Definitely. (Laughs)

Margaret: Great.

Paul: No question.

Margaret: Thank you.

Paul: All right. Thanks for having me. A 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 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 January 2009 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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