

Epson Knoware University Podcast

Featuring Artisan All-in-Ones

October, 2008

Transcript

(Jingle music)

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(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 October 2008, and on this podcast you'll learn about Epson's brand-new Artisan line of all-in-ones, 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's new Artisan line of all-in-one units offers a wide variety of features that you've never seen together in one package. No matter if your customer needs fantastic photos, custom-printed CDs, something to entertain the kids, receive a fax, there's an Epson Artisan all-in-one unit that can handle it all.

To find out more about these fantastic new all-in-ones, I spoke to Steve, Epson's Artisan product expert.

Well, welcome to the Knoware University podcast, Steve!

Steve: Hi. Good to be here.

Margaret: Well, we're glad to have you here. I've gotten to play a lot with Artisan products just through the run up to the launch of these products, and I am really excited about them, but why don't you tell me a little bit about them so our listeners can hear?

Steve: Well, the Artisan line of all-in-ones are really an exciting new product. It's

the first product of its type that really fits well anywhere within the home. So you could put this in your living room right next to your big-screen TV, it could go into your home office, and what's most important, they're designed for everybody in the household to use them.

Margaret: Right. We have always had products that do a great job printing and so on, but they haven't always been the most stylish-looking products, and these are just incredibly nice looking. You don't have any problem having them sitting in your living room.

Steve: Right. What's really important about them is that their small footprint. They're about the same size as an audio receiver.

Margaret: Okay.

Steve: In fact, the Artisan 700 is only 5 1/2 inches tall.

Margaret: Wow!

Steve: So they're much lower profile than they were before and also they now have a front-in, front-out paper tray so you don't have a paper tray sticking up behind the printer that was taking some of that valuable space within your home.

Margaret: Right, or even if you want to have it in a credenza and there's a shelf above it, you don't have to worry about the shelf height that much.

Steve: That's correct.

Margaret: Great. I got to play quite a bit with the Artisan 800 recently, and I was really impressed by it. In fact, I was running around the corporate office here and showing people, look what this thing will do! I don't usually get that excited about the products. And, of course, what's so exciting about that one is the touch panel on it.

Steve: Right. The Artisan 800 has a wonderful 7.8-inch touch panel, and it's a smart touch panel so it turns on and off the buttons as you need them.

Margaret: Right.

Steve: And in the middle of that touch panel is a 3 1/2-inch, high-resolution LCD that allows you to view your images, to view the different text prompts, and it also is part of the touch screen, so you can actually touch right on top of that display.

Margaret: Right, I noticed that, and what so impressed me about the touch panel was something you mentioned. When I hit Photo on that, it shows me only the buttons I need to print a photo.

- Steve: That's correct.
- Margaret: I don't have to figure my way through 10 or 12 buttons on a panel. It's very context sensitive, I guess, is a good way to put it.
- Steve: We've made the product very easy to use and we prompt the user through the different types of projects that they would be working on.
- Margaret: Right, and that, even for someone who is maybe not comfortable with technology or this is their first all-in-one, this is going to be so easy really for anybody to use because of that.
- Steve: That's correct.
- Margaret: I was so impressed by that. And not only is the touch panel very useful for that, but when you see that 3 1/2-inch image of the picture, it's very clean, it's very sharp. It's a fantastic image on that.
- Steve: And touch panels are something that customers really like. They're very familiar with using touch panels, whether they go to the grocery store or they go to their ATM.
- Margaret: Right.
- Steve: There's a lot of telephones, or many, many people have those nice little handheld GPSs – all touch panel. This is using the same basic technology.
- Margaret: Right, so it's something that they can relate to. That's great. And one of the things that I actually ran around the building showing everybody was the notepad, note paper that you can make with a picture in the background.
- Steve: Right.
- Margaret: I just thought that was so neat because I've bought multiple notepads with generic pictures in the background just to have something nice to send a note on, and now I can make it custom.
- Steve: And Margaret, what's really nice is the way that works, is you just plug in a memory card, choose your photo and then go through – there's a process called Personalized Note Paper.
- Margaret: Uh-hmm.
- Steve: And you can print letter-size sheets of paper with your photograph as kind of a watermark background, and you can do that with and without lines.

Margaret: Right.

Steve: But there are some other features, too, that are very similar to that, where if Sunday night, a child comes into the parents and says, “Mom, I’m out of notebook paper.” You know, you don’t want to get in the car and have to drive someplace, but the great news is, you can just press a button and print out that lined school paper, you can do college rule, standard rule and even graph paper.

Margaret: That’s great.

Steve: And that’s not just for students; that’s for everybody that could use regular lined paper.

Margaret: Exactly. I’ve run into those situations myself. I don’t have a piece of lined paper and I need one, so that would come in handy for me, too.

Steve: Uh-hmm.

Margaret: And what’s also so nice about this is not only does it have all these nice graphical features on it, but it also has a fax in it.

Steve: That’s right. So, although it’s a touch panel, you might walk up and you’ll say, “Well, where’s the fax?” Well, there’s one button you press on that smart control panel. You press that button; the fax menu comes up. Then you can choose group dials, or there’s one little button you push and it puts up a numeric keypad.

Margaret: Uh-huh.

Steve: You can enter in the phone number, then using the auto document feeder on there, or just lay the items on the glass. You can go ahead and send up to 30 fax pages at a time.

Margaret: That’s great. Yeah, that automatic document feeder is a nice addition, and the fact that it’s 30 pages, it’s very generous.

Steve: Uh-hmm, so it really makes it easy to automate your home or your take-work-home projects.

Margaret: Right, so whenever – and I do take work home pretty frequently and may have to print out quite a bit, but not only can I do that at home, but I have the ability to do these creative projects, and I get incredible photos out of this thing.

Steve: Well, when you talk about photos, Margaret, this is really a great product. You can do a borderless, 4x6 photo in 10 seconds. Now, that isn’t a poor-quality photo with borders and lots of lines and grainy-looking output. That

is a lab-quality print. This was the first product that Epson has made that can do a draft photo that's as good quality as you would get from your traditional photo lab.

Margaret: Right.

Steve: And that takes only 10 seconds to print. If you want to print a photo in a little bit better quality, you can select the Photo mode and that takes about 16 seconds. But the great news on printing the photos is our auto photo correction.

Margaret: Uh-huh.

Steve: The auto photo correction happens automatically in the background, and that will happen whether you're printing a draft photo or a standard photo. But what's very unique about the Epson product lines, there is a simple little button that you press right on there that says "View Auto Correct."

Margaret: Right.

Steve: And that will automatically show you the correction on the screen. So you can take, be scanning through your photos by pressing the button and say, "Oh, one is really bad. I'm not going to print that." But give it a try. Press that button and you'll be really surprised how much that photo comes to life, and now that photo you may have thrown away, you can print. You can also automatically remove red eye with this product.

Margaret: Right. And I experienced a little bit of that. I did the draft photo, the 10-second photo, assuming that it was going to be a good photo but not a photo I'd want to share – and it was a photo that I would be perfectly content to share with my friends and hand out. It looked excellent. And I have also noticed that if you have a poorly exposed photo, the auto photo correct does a great job of it, but if you have a properly exposed photo, it doesn't do anything to that.

Steve: That's right.

Margaret: It's smart enough to know when to correct it and when not to.

Steve: That's correct. I used to be – I take a lot of photos and I used to go in to Photoshop and adjust all my photos. Now I simply print them. If there's one or two that needs further adjustment, okay, I'll go back later on.

Margaret: Right.

Steve: And correct it manually myself, but that's really the rare case today.

Margaret: Right. With auto photo correction, there's almost no reason to go in and further correct it.

Steve: And we've made it very easy to print photos with the Artisan 800. The Artisan 800 has a paper cassette that holds two types of paper, so you can put plain paper in the main tray and then it has a dedicated photo tray for taking 4x6 and 5x7 paper.

Margaret: Right.

Steve: If you're going to use larger photo sizes, then those would go into the main tray.

Margaret: Right.

Steve: Now, what's great about the printer, it automatically knows. So if you select 4x6, it will pick it up from the 4x6 tray, so you don't have to go in there and manually select things yourself.

Margaret: I love that.

(Jingle music)

We'll hear more of our interview with Steve telling us about Epson's great new Artisan products 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 October, you can learn even more about Epson's new Fall product line-up. 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 Steve, Epson's Artisan product expert, at Epson headquarters in Long Beach.

(Music ends)

Margaret: So, Steve, we've been talking about some of the creative projects you can do with this and how great this is for photos.

Steve: Sure.

Margaret: And I suppose it would maybe behoove me to mention this does, of course, have a scanner on it.

Steve: Of course.

Margaret: Because it is a scanner/copier/fax all-in-one, the whole nine yards. So tell me a little about the scanner.

Steve: Okay. This is a – it has a very high resolution scanner. It's 4800 dpi.

Margaret: Right, great.

Steve: It's great because with that auto document feeder we already talked about, you can use it as a copy machine.

Margaret: Uh-huh.

Steve: So you can take documents, put it in there and use it as a copy machine. You can also take a stack of documents and scan those into your computer. In fact, our scanning software allows you to actually scan and save those as a PDF.

Margaret: Oh, that's great.

Steve: Yeah. And, in fact, you can even scan and save documents as a PDF without a computer, by popping in a memory card or a USB flash drive.

Margaret: Wow, that's handy.

Steve: Uh-huh. Now, some of the other great features in this scanner is being able to take an old faded photo. All of us have shoeboxes or albums full of old photos.

Margaret: Yup.

Steve: You know, sometimes those photos aren't that old, and you might have something that's 25 years old now and the color is already gone from it.

Margaret: Yeah, that's for sure.

Steve: You can simply lay that photo on the glass, and with a press of a couple of buttons on the control panel, or from your software on your computer, you can bring that color back to life. You don't have to be a photo expert; it's all automatic.

Margaret: That's great. I have a sister who has a bunch of photos up on a corkboard in her house and they are – some of them are probably as old as 30 or so years and some are newer, but they are all faded because of where it sits in the house, so she could really benefit from that.

Steve: Right. Now, there's another great feature, and I just love this, and everyone I show this to, their eyes get giant and they say, "Wow, how can I do that?" We have a new feature called our Coloring Book Mode.

Margaret: Uh-huh.

Steve: And what this does is it allows you take a photograph, lay it on the scanner glass. It will scan that image and process it and print it out as a blank coloring book page. So then you can just take your crayons or coloring paper and color those in. I recently showed that to my wife and we've got quite a few nieces and nephews and they're in a different country. We want to be able to take some of our photos, send them to them and now they can color them in themselves.

Margaret: What a great idea. That's another one of the features that had me running around the building going, "Look at what this thing will do." It's just such a unique feature and, for instance, in what you're doing, you're giving the kids something more personal to color. They can relate to it.

Steve: And it's something also very important for children to be engaged in fun projects. It gets them interested in coloring things that they want to color.

Margaret: Right.

Steve: It also introduces them to art, and it introduces them to photography, so it's a great growth and learning tool for a child.

Margaret: That's a really good point, and I do just love that feature. So, Steve, tell me about the ink for these printers.

Steve: Well, the Artisan Series Printers use a new ink cartridge because these printers, the ink cartridges are not attached to the print head. They're actually off the print head and, in fact, you can change a cartridge in five seconds. It's that fast.

Margaret: Wow.

Steve: You simply pop the cartridge out, pop it in, and the printer is up and ready to go.

Margaret: Wow.

Steve: Now, the ink that's used in those cartridges is the same ink that we've used for several years now, which is our Claria Hi-Definition Photo Ink.

Margaret: Okay.

Steve: There are six ink cartridges – cyan, magenta, yellow, black, light cyan, light magenta.

Margaret: Right.

Steve: So, you can get the best photography, also the great color, but also that ink is also great for all of your everyday printing.

Margaret: Right.

Steve: In fact, you can do all of your everyday printing. It's as fast as 38 pages per minute for all of your text documents, so you can really use it for everything.

Margaret: Wow. I need to trade mine in at home. I have an older Claria all-in-one that I love, and I do use it for all my everyday printing, but it's nowhere near as fast as this one, and that 38 pages per minute would be huge for me.

Steve: Uh-huh.

Margaret: Great. There's another great reason for me to upgrade to this, Steve. I have not the best layout for an office in my place, and I understand – I haven't done it myself yet – but I understand that these units can both be networked.

Steve: That's correct. Both the Artisan 700 and Artisan 800 have WiFi, which is wireless Ethernet.

Margaret: Great.

Steve: They also have wired Ethernet. So you can take the printer and plug it directly into your access point, and then using any computer that's already on your home network print to them, or the printer can, if it's not near an access point, it can connect wirelessly to your access point and then you can print to it from any computer.

Margaret: That's just huge. If I'm not mistaken, this is the first series of products we've had that were both wired and wireless networking standard.

Steve: That's correct.

Margaret: So, Steve, I understand these have something called the Epson Preferred Program. Tell me a little bit about that.

Steve: Yes. Well, the Epson Preferred Program is something exclusive to customers who purchase the Artisan Series printers.

Margaret: Okay.

Steve: What the Epson Preferred Program does is, when you register your product online, we give you a second year of toll-free technical support.

Margaret: Wow.

Steve: We give you a second year of warranty. Both of these items are free.

Margaret: Wow.

Steve: So all you have to do is register the product.

Margaret: That's great.

Steve: Also with the Epson Preferred Program, we give you access to a site called My Epson, and on that site there's lots of helpful tips and videos and other information, and there will also be other special offers that are only offered to customers who purchase an Artisan Series Printer and register it.

Margaret: Oh, that's great, wow. So I assume there is a time limit that the customer needs to register that product?

Steve: Yes. The customer needs to register their product within 60 days of date of purchase.

Margaret: Okay. That's more than fair enough. That's certainly an easy task to accomplish, within a couple of months.

Steve: That's correct.

Margaret: So, Steve, in the past, a lot of our Claria Hi-Definition products have done CD and DVD printing. Can I assume that the two new Artisan products do as well?

Steve: Yes. Both the Artisan 700 and the Artisan 800 feature CD and DVD printing. The tray is now built into the printer.

Margaret: Oh!

Steve: There is a button on the front that the customer presses. It takes about 15 seconds. It ejects a CD tray. You set the CD in there and then you can print on it without a computer or using the Epson Print CD software.

Margaret: Wow.

Steve: But what's really great is it's so much faster. It only takes about 40 seconds to print an inkjet-printable CD or DVD now.

Margaret: Wow, and with that tray being built into the printer, no more lost trays.

Steve: That's correct.

Margaret: That's great. That's a nice added benefit to that. So, Steve, we've talked about a lot of stuff regarding the two Artisan products, the Artisan 700 and Artisan 800. What are the differences between the two of them?

Steve: Well, both the Artisan 700 and Artisan 800 share the same hardware mechanism, the same print engine, the same inks and so on, the differences being the Artisan 800 has a 4800 dpi scanner and an auto document feeder.

Margaret: Okay.

Steve: The Artisan 700 has a 2400 dpi scanner and just a flatbed scanner. The Artisan 800 also has that wonderful touch panel that we talked about. The Artisan 700 has a standard control panel with a 2 1/2-inch LCD versus a 3 1/2-inch LCD on the Artisan 800.

Margaret: Right.

Steve: In addition, the Artisan 800 has the Coloring Book software and it has the built-in fax. Neither of those features are available on the Artisan 700.

Margaret: Right.

Steve: So you might ask, well, why would I buy one or the other? I think the person who is looking for working with more photos and creative projects but doesn't need the fax or the auto document feeder would be more than happy with an Artisan 700.

Margaret: Right.

Steve: But for a few dollars more, it's really worth getting that Artisan 800 with that great control panel, the auto document feeder, the fax and, of course, that Coloring Book features.

Margaret: Right, and I very rarely send or receive faxes but for me, just the convenience of having that in the home and not having to run out to one of the places to fax it – either the grocery store or the drugstore or whatever – it's just so much easier if I have it there.

Steve: Right.

Margaret: So for me it's worth the little bit of extra money.

Steve: Absolutely.

Margaret: Great. Well, Steve, this is just terrific information and I know all the in-store reps are going to appreciate this, especially coming into the holiday season, I suspect these could be great gifts.

Steve: Absolutely. And the early indications show is they're selling well and it's a real highly sought-after product.

Margaret: Very good.

Steve: I really hope that this has helped you and will help all of the reps in answering any of their questions about the Artisan 700 and the Artisan 800.

Margaret: I know it will. Thanks so much for your time today, Steve.

Steve: Thank you.

(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 October 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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