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EPSON'S NEW INK TANK SYSTEM PRINTERS PROVIDE THE FREEDOM TO PRINT LIKE NEVER BEFORE

Epson L110 and L300 Single Function Ink Tank System Printers	**Epson L210 and L350 All-in-One Ink Tank System Printers**

Bangalore, 26th September 2012 – Epson, the world's first, and to date, only major printer maker offering ink tank system printers, has introduced four new models of the extremely successful L Series printer's in India, thereby offering customers even more choice in terms of speed and reliability. These printers continue to offer the <u>**lowest printing cost per page in the world of**</u> <u>**10 paise for B&W and 20 paise for Colour**</u> (by any genuine printer branded supplies).

Since the introduction of the Epson L-series printers in 2010 the printers have been phenomenally successful, with small offices, small copy shops and home office customers embracing the cost effective technology. Through the L Series printers, Epson has empowered users to print freely without worrying about running costs, productivity and warranty issues as the ink tank system printers offer the lowest printing cost using genuine inks which produce high quality prints.

The affordable printing cost has already attracted many users to switch from using laser or from using expensive inkjet cartridges. In the first half of 2012 alone, ink tank system printers grew to compose a massive 25% of Epson India's inkjet printer sales. Now Epson is attempting to address the huge demand from the home segment as well as the SMB and Corporate segments for a similar cost effective printer. Epson says the new range was specially designed to address the demand from these segments and says it expects the response from these market segments to be terrific. Epson has made the new L Series printers faster, more reliable, attractive and smaller.

Speaking at the launch ***Mr. Samba Moorthy, Director, Sales & Marketing at Epson India said*** "Our ultra-reliable Micro Piezo print

head technology allowed us to create the Epson L-series ink tank system printers to meet our customers' demands for ultra-low cost and high volume printing. The L Series has received an overwhelming response since its introduction in 2010 and with the new models, we have met the customers demand for even faster printing speed with increased reliability."

New Epson L-series models:

Epson L110 and L210 "basic" next generation ink tank system printers - Designed for home and SOHO (small office / home office) users, the basic and more affordable L110 single function and L210 all-in-one ink tank system printers have a 6ipm (images per minute – ISO standard) print speed that is twice as fast as the L100 and L200 models they replace. The L110 and L210 also have a high rated durability of 15,000 pages.

Epson L300 and L350 "advanced" next generation ink tank system printer - For SMB (small to medium business) users, Epson has also introduced the more advanced L300 single function and L350 all-in-one ink tank system printers. These models offer a productivity-boosting print speed of 9ipm and assure users of reliable performance with their high 30,000 page rated durability. The L300 and L350 also come with two additional black ink bottles in the initial package.

Common key features:

Extremely high print volume and low cost per page - All models in the Epson L-series continue to offer customers high capacity ink bottles (worth Rs. 374/- each) that allow them to print at incredibly high volume and low cost per page so as to free them from worrying about printing costs. The printers come with a starting set of one black 70ml ink bottle that can print 4000 black pages and three 70ml colour ink bottles that can print 6500 colour pages*. The L-300and L350 come with two additional black ink bottles in the initial bundle. **With these inks, the Epson L-series ink tank system printers offer the world's lowest cost per page of any genuine printer branded ink at only 10 Paise per black page and 20 Paise per colour page.**

Ultra high performing and reliable Epson Micro Piezo print head - The Epson L-series is made possible by Epson's advanced "Micro Piezo" print head that has higher reliability and lower operating temperature than competing thermal print head technology used by other inkjet makers. The high reliability of Epson's Micro Piezo print heads allows them to be built into the printer and users to print high volumes with them. The Epson Micro Piezo print head found in the Epson L-series models achieves a maximum print resolution of 5760 x 1440 dpi and its variable size droplet technology (VSDT) allows the print head to eject ink droplets in multiple sizes. These capabilities ensure the greatest detail and extremely smooth gradations in documents or photographs.

Easy operation - The Epson L-series printers feature Epson Original Ink Tanks, neatly integrated ink tubes and a special choke valve, all of which allow for easy ink refilling as well as convenient transportation of the printer.

The Epson Original Ink Tanks	The ink tubes have a protective filter that prevents evaporation of moisture from the inks.	The choke valve cuts off ink supply to prevent backflow during transportation.

Peace of mind through Epson warranty - Unlike third-party systems, the Epson L-series ink tank system printers are covered by Epson's warranty for a year or for 15,000 pages (L110 and L210) or 30,000 pages (L300 and L350), whichever comes earlier.

Key Specifications

Feature	Epson L110 single function ink tank system	Epson L210 all-in-one ink tank system
Print Resolution	5760 X 1440 dpi (with Variable-Sized Droplet Technology)	
Print Speed	Black text: 6ipm (images per minute) according to ISO 24734	
Copy Resolution		360 X 360 dpi (with VSDT)
Copy Speed		Black text: 05 sec per copy (draft)
	Not applicable	Colour text: 10 sec per copy (draft)
Scan optical Resolution		600 dpi
Scanning Speed		Mono (300 dpi) – 2.4 msec/line
		Colour (600 dpi) – 9.5 msec/line
OS Compatibility	Windows® XP / XP Professional x 64 Edition/ Vista™/7 Mac OS X 10.5.8 / 10.6.x / 10.7.x	
Printer Interface	USB 2.0	
Price and availability	Rs. 7,299/-, available immediately	Rs. 10,499/-, available immediately

Feature	Epson L300 single function ink tank system printer	Epson L350 all-in-one ink tank system
Print Resolution	5760 X 1440 dpi (with Variable-Sized Droplet Technology)	
Print Speed	Black text: 9ipm (images per minute) according to ISO 24734	
Copy Resolution	Not applicable	360 X 360 dpi
Copy Speed		Black text: 5 sec per copy (draft)
		Colour text: 10 sec per copy (draft)
Scan optical Resolution		600 dpi
Scanning Speed		Mono (300 dpi) – 2.4 msec/line
		Colour (600 dpi) – 9.5 msec/line
Operating System Compatibility	Windows$^®$ XP / XP Professional x 64 Edition/ Vista™/7 Mac OS X 10.5.8 / 10.6.x / 10.7.x	
Printer Interface	USB 2.0	
Price and availability	Rs. 9,999/- , available immediately	Rs. 13,199/-, available immediately

* Quoted yields are extrapolated based on Epson original methodology from the print simulation of Test Patterns provided in ISO/IEC 24712. Quoted yields are NOT based on ISO/IEC 24711. Actual yields may vary depending on manner of usage and print pattern.

About Epson
Epson is a global imaging and innovation leader whose product lineup ranges from inkjet printers and 3LCD projectors to sensors and other microdevices. Dedicated to exceeding the vision of its customers worldwide, Epson delivers customer value based on compact, energy-saving, and high-precision technologies in markets spanning enterprise and the home to commerce and industry. Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 75,000 employees in 97 companies around the world, and is proud of its ongoing contributions to the global environment and the communities in which it operates. http://global.epson.com

About Epson India

Epson India Pvt. Ltd. was incorporated in the year 2000. Present in every major city in the country, Epson products address the needs of the entire computer peripheral market as also those of consumers with specialized needs. Headquartered in Bangalore, Epson India today has an enviable reputation for quality and value. The company markets and supports Epson Dot-Matrix Printers, Inkjet Printers, Inkjet All-in-Ones, Laser Printers, Point of Sale Printers & Systems, Scanners and LCD Projectors. In most of these categories Epson is either the No.1 or No.2 brand or growing fast.

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