Quick Setup
Before using the projector, make sure you read the safety instructions in the online User's Guide.

Note: Your product may differ from the illustrations on this sheet, but the instructions are the same.

Connect the projector
Choose from the following connections. See the sections below or the online User’s Guide for details.

Video device or computer
Connect one end of an HDMI cable to one of the projector’s HDMI ports and the other end to an HDMI port on your video device or computer.

Note: For information on connecting the projector to your computer or other devices (camera, USB flash drive, etc.), see the online User’s Guide.

Mobile media device
Connect tablets, smartphones, and other devices that support the MHL™ standard to the HDMI1 MHL port.

Note: For information on wireless screen mirroring (Home Cinema 2150), see the online User’s Guide.

Connect tablets, smartphones, and other devices that support the MHL™ standard to the 
HDMI1 MHL port.

Connect audio
Built-in speaker
The projector has a built-in speaker that can play audio from a video source (DVD player, streaming device, etc.) connected by an HDMI cable.

External audio device
You can also play audio through an external audio device by connecting the projector to your home theater receiver or directly to external speakers.

Note: Connecting an external audio device disables the projector’s internal speakers. If you do not hear sound from an HDMI source, set the connected device to PCM output.

Home theater system

Note: See your home theater receiver documentation for more information on connections.

Turn on your equipment
1. Turn on your computer or video source.
2. Plug in the projector. The power light on the projector turns blue.

Note: To shut down the projector, press the power button twice.

Using the remote control
Install the batteries as shown (two AA batteries).

Using the remote control

Connecting an external audio device disables the projector’s internal speakers. If you do not hear sound from an HDMI source, set the connected device to PCM output.

Viewing 3D images
To view 3D content, you must first connect a 3D-compatible video device to one of the HDMI ports on your projector. You also need a pair of Epson® (part V12H548006) or Epson-compatible RF 3D active shutter glasses.

1. Turn on and begin playback on the 3D-compatible video device.
2. Press the 2D/3D button on the remote control, if necessary.

Viewing 3D images

To enable the 2D-to-3D Conversion setting, then press Enter. Select Strong, then press Enter.

Note: If the glasses don’t automatically display 3D content, you may need to pair them with the projector. Move the glasses within 10 feet (3 m) of the projector; then press and hold the Pairing button on the 3D glasses for at least 3 seconds. The status light on the glasses will alternately flash green and red, then remain green for 10 seconds if pairing is successful.

You can also automatically convert 2D HDMI content to 3D.

Adjust the image
1. If you don’t see an image, press the Source button on the projector or one of the source buttons on the remote control to select the image source.

Note: If you still see a blank screen or have other display problems, see the troubleshooting tips on the back of this sheet.

2. To raise the image, press the foot release button and lift the front of the projector. Release the button to lock the foot in position.

3. To reduce or enlarge the image, turn the zoom ring.

4. To sharpen the image, turn the focus ring.

5. If your image looks like or , you may have placed the projector off to one side of the screen at an angle. Place the projector directly in front of the center of the screen, facing the screen squarely. If you can’t move the projector, use the horizontal/vertical keystone slider on the projector to correct the image shape.

6. Your projector automatically adjusts images that look like or , but if necessary you can press the or buttons on the projector to correct it.

Some devices may require an adapter or may not require an MHL cable. Not all features or functions may be supported. Check your device’s documentation for more information.

Built-in speaker

The projector has a built-in speaker that can play audio from a video source (DVD player, streaming device, etc.) connected by an HDMI cable.

Note: If you still see a blank screen or have other display problems, see the troubleshooting tips on the back of this sheet.

For information on wireless screen mirroring (Home Cinema 2150), see the online User’s Guide.

You can also automatically convert 2D HDMI content to 3D.

To enable the 2D-to-3D Conversion option, press the Menu button on the projector or remote control. Select Signal and press Enter, then select 3D Setup and press Enter. Select 2D-to-3D Conversion and press Enter. Select the Weak, Medium, or Strong setting, then press Enter.

See the online User’s Guide for more information on adjusting 3D images.

You can also automatically convert 2D HDMI content to 3D.

To enable the 2D-to-3D Conversion option, press the Menu button on the projector or remote control. Select Signal and press Enter, then select 3D Setup and press Enter. Select 2D-to-3D Conversion and press Enter. Select the Weak, Medium, or Strong setting, then press Enter.

See the online User’s Guide for more information on adjusting 3D images.
Quick Setup

Before using the projector, make sure you read the safety instructions in the online User’s Guide.

Note: Your product may differ from the illustrations on this sheet, but the instructions are the same.

Connect the projector

Choose from the following connections. See the sections below or the online User’s Guide for details.

Video device or computer

Connect one end of an HDMI cable to one of the projector’s HDMI ports and the other end to an HDMI port on your video device or computer.

Note: For information on connecting the projector to your computer or other devices (camera, USB flash drive, etc.), see the online User’s Guide.

Mobile media device

Connect tablets, smartphones, and other devices that support the MHL™ standard to the HDMI MHL port.

Some devices may require an adapter or may not require an MHL cable. Not all features or functions may be supported. Check your device’s documentation for more information.

Note: For information on wireless screen mirroring (Home Cinema 2150), see the online User’s Guide.

Connect audio

Built-in speaker

The projector has a built-in speaker that can play audio from a video source (DVD player, streaming device, etc.) connected by an HDMI cable.

External audio device

You can also play audio through an external audio device by connecting the projector to your home theater receiver or directly to external speakers.

Note: Connecting an external audio device disables the projector’s internal speaker. If you do not hear sound from an HDMI source, set the connected device to PCM output.

Home theater system

Note: See your home theater receiver documentation for more information on connections.

Turn on your equipment

1. Turn on your computer or video source.
2. Plug in the projector. The power light on the projector turns blue.
3. Open the A/V Mute slide all the way.
4. Press the power button on the projector or remote control. The status light flashes blue and then stays on.
5. Use the arrow buttons on the remote control to highlight any options on the Home screen that appears, then press Enter to select it. You can switch between projection sources and quickly access various adjustment options from this screen.

Note: To shut down the projector, press the power button twice.

Adjust the image

1. If you don’t see an image, press the Source button on the projector or one of the source buttons on the remote control to select the image source.
2. To take the image, press the fast release button and lift the front of the projector. Release the button to lock the foot in position.
3. To reduce or enlarge the image, turn the zoom ring.
4. To sharpen the image, turn the focus ring.
5. If your image looks like or , you may have placed the projector off to one side of the screen at an angle. Place the projector directly in front of the center of the screen, facing the screen squarely. If you can’t move the projector, use the horizontal keystone slider on the projector to correct the image shape.
6. Your projector automatically adjusts images that look like or , but if necessary you can press the or buttons on the projector to correct it.

Using the remote control

Install the batteries as shown (two AA batteries).

1. Turn projector on and off
2. Control connected devices with HDMI Link
3. Access projector menus
4. Switch between 2D and 3D
5. Navigate the projector menus
6. Access the Home screen

For more information on using the remote control, see the online User’s Guide.

Viewing 3D images

To view 3D content, you must first connect a 3D-compatible video device to one of the projector’s HDMI ports. You also need a pair of Epson (part number V12H548006) or Epson-compatible RF 3D active shutter glasses.

1. Turn on and begin playback on the 3D-compatible video device.
2. Press the 2D/3D button on the remote control, if necessary.
3. Slide the power switch on your 3D glasses to the position.

Note: If the glasses don’t automatically display 3D content, you may need to pair them with the projector. Move the glasses within 10 feet (3 m) of the projector, then press and hold the Pairing button on the 3D glasses for at least 3 seconds. The status light on the glasses will alternately flash green and red, then remain green for 10 seconds if pairing is successful.

You can also automatically convert 2D HDMI content to 3D. To enable the 2D-to-3D Conversion option, press the Menu button on the projector or remote control. Select Signal and press Enter, then select 3D Setup and press Enter. Select 2D-to-3D Conversion and press Enter. Select the Strong setting, then press Enter.

See the online User’s Guide for more information on adjusting 3D images.
Troubleshooting

If you see a blank screen or the No signal message after turning on your computer or video device, check the following:

• Make sure the light on the projector is blue and not flashing, and the A/V Mute switch is off.
• Press the Home button on the projector or remote control to verify source input and settings.
• If using Windows 7 or later, hold down the Windows key and press P at the same time, then click Duplicate.
• Press the Source button on the projector or one of the source buttons on the remote control to switch to the correct image source, if necessary.
• If using a Windows laptop, press the function key on your keyboard that lets you display on an external monitor. It may be labeled CRT/LCD or have an icon such as [L]. You may have to hold down the Fn key while pressing it (such as Fn + F7). Wait a moment for the display to appear.
• If you’re using a Mac laptop, open System Preferences and select Displays. Click the Arrangement tab and select the Mirror Displays checkbox.

If 3D images aren’t displaying properly, check the following:

• Press the 3D button on the remote control to switch to 3D viewing mode, if necessary.
• Make sure that you are within the 3D viewing range. See the User’s Guide for more information.
• Check that your 3D glasses have not entered standby mode. Slide the power switch on the 3D glasses into the Off position, then back to the On position.
• Press the Menu button on your remote control, select the Signal menu, then 3D Setup, then select 3D Format. Make sure the setting matches the 3D format of the connected device.
• Check that your video device and media are both 3D-compatible. Refer to the documentation that came with your video device for more information.

Where to get help

Manual

For more information about using the projector, see the online User’s Guide. You can view or download the manual from the Epson website, as described below.

Telephone support services

To use the Epson PrivateLine® Support service, call (800) 377-6791. This service is available for the duration of your warranty period. You may also speak with a support specialist by calling (562) 276-4398 in the U.S. or (905) 757-3339 in Canada.

Support hours are 6 a.m. to 8 p.m., Pacific Time, Monday through Friday, and 7 a.m. to 4 p.m., Pacific Time, Saturday. Days and hours of support are subject to change without notice. Toll or long distance charges may apply.

Internet support

Visit www.epson.com/support (U.S.) or www.epson.ca/support (Canadian model) for solutions to common problems. You can download utilities and documentation, get FAQs and troubleshooting advice, or e-mail Epson.

Registration

Register today to get product updates and exclusive offers. You can register online at www.epson.com/webreg.

Optional accessories

For a list of optional accessories, see the online User’s Guide.

You can purchase Epson RF 3D glasses (part number V12H48090) or other accessories from an Epson authorized reseller. To find the nearest reseller, call 800-GO-EPSON (800-467-7666) or you can purchase online at www.epsonstore.com (U.S. sales) or www.epson.ca (Canadian sales).

Notices

Declaration of Conformity

According to 47 CFR, Part 2 and 15, Class B Personal Computers and Peripherals, and/or CNS Board and/or Peripherals of: Class B Personal Computer: Epson America, Inc. Located at: 3840 Kilroy Airport Way, M/S 3-1, Long Beach, CA 90806 Telephone: (562) 276-4398 Declare under sole responsibility that the product identified herein, compliant with 47 CFR Part 2 and 15, Class B. All product communications, including the representative unit tested and found to be compliant with the standards. Records maintained continue to reflect the equipment being produced can be expected to be within the variation accepted, due to quality production and testing on a statistical basis as required by 47 CFR 2.909. Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference, including interference that may cause unintended operation.

Trade Name: Epson
Type of Product: LCD Projector
Model: H510A/V13H251A
Marketing Name: Home Cinema 2100/2102

Wireless LAN Safety and Specifications

Home Cinema 2100

Contains Bluetooth® module model: DB8-E207 only

Home Cinema 2101

Contains Bluetooth® module model: DB8-E207
Contains wireless LAN module model: WNTJ222BEF, WLUS0-G0110 (US/CA)

This document provides safety instructions and describes the specifications. Read this document carefully before use to ensure your safety and product performance.

Data transmission is always initiated by software, which is the passed down through the MAC, through the digital and analog baseband, and finally to the RF chip. Several special packets are initiated by the MAC. These are the only way the digital baseband portion will turn on the RF transmitter, then turn off at the end of the packet. Therefore, the transmitter will be on only while one of the aforementioned packets is being transmitted. To minimize the interference, special packets are transmitted in case of otherwise interference to transmit or operational failure.

This equipment is restricted to indoor operation only.

U.S. FCC Notices

Contains FCC ID: BKMAE-E207
Contains FCC ID: BKMAE-J212
Contains FCC ID: BKMAE-WLU0100

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) This device may not cause harmful interference, and (2) this device must accept any interference, including interference that may cause unintended operation.

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference, including interference that may cause unintended operation.

This equipment complies with IC radiation exposure limits set forth for an uncontrolled environment and meets the FCC radio frequency (RF) Exposure rules. This equipment should be installed and operated keeping the radiator at least 7.8 inches (20 cm) or more away from your person’s body.

Industry Canada (IC) Notices

Contains IC: T2CD-2E27
Contains IC: T2CD-7E12
Contains IC: T2CD-15L5990
Contains IC: T2CD-15L5600

CAN ICES-3 (B)/NMB-3 (B)

This device complies with Industry Canada’s license-exempt RSS. Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference, including interference that may cause unintended operation.

Epson America, Inc. Limited Warranty

Two-Year Projector Limited Warranty and 90-Day Lamp Limited Warranty

What is Covered by Epson America, Inc. (“Epson”) warranties to the original retail purchaser of the Epson projector product enclosed with this limited warranty statement that the Epson product, if purchased new and operated in the United States, Canada, or Puerto Rico will be free of defects in materials and workmanship under normal and proper use for a period of two years from the date of original purchase. This limited warranty applies only to the projector and not to the projector lamp, which carries a limited warranty period of ninety days from the date of original purchase. For warranty service, you may be required to provide proof of the date of original purchase.

Epson will do its best to correct Problems: If your product requires service during the limited warranty period, please call Epson at the number on the bottom of this statement and be prepared to provide the model, serial number, and, if required, date of original purchase. If Epson confirms that warranty service is required, Epson will, at its option, repair or replace the defective unit, without charge for parts or labor. If Epson authorizes repair of the defective unit, the defective unit will be returned to Epson at your expense.

If Epson authorizes replacement exchange, the replacement unit will be new or factory-reconditioned and will be warranted for thirty calendar days or the remaining warranty period of the defective unit. If either Epson authorizes repair or replacement exchange, you must ship the defective unit to Epson in the original box or another acceptable box, properly packed, with postage prepaid. If Epson authorizes repair or replacement exchange, you assume the risk of loss or damage in transit and you may be required to present proof of purchase for warranty service. For more information or assistance, please call (800) 377-6791 or (562) 276-4398 in the U.S. or call (905) 757-3339 in Canada. If you have questions about product warranty service, please contact Epson at the number on the bottom of this statement.

Epson will repair or replace the defective unit, without charge for parts or labor. If Epson authorizes replacement exchange, you assume the risk of loss or damage in transit and you may be required to present proof of purchase for warranty service.
Troubleshooting

If you see a blank screen or the No signal message after turning on your computer or video device, check the following:

- Make sure the input signal on the projector is blue and not flashing, and the A/V Mute slide is open.
- Press the Home button on the projector or remote control to verify source input and settings.
- If On Windows® or later, hold down the Windows key and press P at the same time, then click Duplicate.
- Press the Source button on the projector or one of the source buttons on the remote control to switch to the correct image source, if necessary.
- If you’re using a Windows laptop, press the function key on your keyboard that lets you display on an external monitor. It may be labeled CRT/LCD, or have an icon such as [LC]. You may have to hold down the Fn key while pressing it (such as Fn + P). Wait a moment for the display to appear.
- If you’re using a Mac laptop, open System Preferences and select Displays. Click the Arrangement tab and select the Mirror Displays checkbox.

If 3D images aren’t displaying properly, check the following:

- Press the 3D2 button on the remote control to switch to 3D viewing mode, if necessary.
- Make sure that you are within the 3D viewing range. See the online User’s Guide for more information.
- Check that your 3D glasses have not entered standby mode. Slide the power switch on the 3D glasses off the position, then back to the position.
- Press the Menu button on your remote control, select the Signal menu, then 3D Setup, then select 3D Format. Make sure the setting matches the 3D format of the connected device.
- Check that your video device and media are both 3D-compatible. Refer to the 3D Setup Arrangement menu, then select 3D Compatibility to ensure compatibility.

Where to get help

Manual

For more information about using the projector, see the online User’s Guide. You can view or download the manual from the Epson website, as described below.

Telephone support services

Use the Epson PrivateLine® Support service, call (800) 377-6761. This service is available for the duration of your warranty period. You may also speak with a support specialist by calling (562) 276-4394 (U.S.) or (905) 709-3839 (Canada). Support hours are 6 to 8 am, Pacific Time, Monday through Friday, and 7 am to 4 pm, Pacific Time, Saturday. Days and hours of support are subject to change without notice. Toll or long distance charges may apply.

Internet support

Visit www.epson.com/support (U.S.) or www.epson.ca/support (Canada) for solutions for your product. You can download utilities and documentation, get FAQs and troubleshooting advice, or e-mail Epson.

Registration

Register today to get product updates and exclusive offers. You can register online at www.epson.com/webreg.

Optional accessories

For a list of optional accessories, see the online User’s Guide.

Tips: You can purchase Epson RF 3D glasses (part number V12H548006) or other accessories from an Epson authorized reseller. To find the nearest reseller, call 800-GO-EPSON (800-467-7666). Or you can purchase online at www.epsonstore.com (U.S. sales) or www.epson.ca (Canadian sales).

Notices

Declaration of Conformity

According to 47CFR Part 20, and 15, 21 Class B Personal Computers and Peripherals, and/or C类 Baies and peripherals with a Class B Personal Computer:

We, Epson America, Inc.,

Located at: 3840 Kilroy Airport Way, MS-31-S, Long Beach, CA 90808

Telephone: (562) 276-4394

Declare under sole responsibility that the product identified herein, complies with 47CFR Part 20, and 15, 21 Class B rules as a Class B digital device. Each product marketed, is identical to the representative unit tested and found to be compliant with the standards. Records of the test results, will be retained at the factory for inspection for a period of at least two years.

1) This device may not cause harmful interference, and;
2) This device must accept any interference, including interference that may cause undesired operation.

Trade Name: Epson
Type of Product: LCD Projector
Model: H815WMSUA
Marketing Name: Home Cinema 2100/2105

Wireless LAN Safety and Specifications

Home Cinema 2100

Contains Bluetooth®-module model DBUS-E207 only

Home Cinema 2105

Contains Bluetooth® module model DBUS-E207
Contains wireless LAN-module model: WLT1228EF, WLUS000-101(US/HT)

This document provides safety instructions and describes the specifications. Read this document carefully before use to ensure your safety and product performance.

Data transmission is always initiated by software, which is the passed down through the MAC, through the digital and analog back-end, and finally to the RF chip. Several special packets are initiated by the MAC. These are the ones we are actually using for the digital back-end portion to turn on the RF transmitter, then turn off at the end of the packet. Therefore, the transmitter will be on only while one of the aforementioned packets is being transmitted. Remain on the position 5. We do not want the phone to disconnect transmission in case of either absence of information to transmit or operational failure.

This equipment is restricted to indoor operation only.

U.S. FCC Notices

Contains FCC ID: BKMAE-71222
Contains FCC ID: BKMAE-7122
Contains FCC ID: WLUS000

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) This device may not cause harmful interference, and (2) this device must accept any interference, including interference that may cause undesired operation.

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, it may cause harmful interference to radio communications.

If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, you are encouraged to try to correct the interference by one of the following means:

- Reorient or relocate the receiving antenna.
- Increase the separation between the receiver and equipment.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

Caution: Changes or modifications not expressly approved by the party responsible for compliance could void the user’s authority to operate the equipment.

Industry Canada (IC) Notices

Contains IC: 1052A-71222
Contains IC: 1052A-7122
Contains IC: 1052A-71220

CAN ICES-3 (B)/NMB-3 (B)

This device complies with Industry Canada’s license-exempt RSS Operation is subject to the condition that this device does not cause harmful interference to communications that operate pursuant to this license. This device must accept any interference, including interference that may cause undesired operation.

This equipment complies with IC radiation exposure limits set forth for an uncontrolled environment and meets RSS-102 Exposures rules. This equipment should be installed and operated keeping the radiator at least 7.8 inches (20 cm) or more away from person’s body.

Epson America, Inc., Limited Warranty

Two-Year Projector Limited Warranty and 30-Day Lamp Limited Warranty

What’s Covered? Epson America, Inc. (“Epson”) warrants to the original retail purchaser of this Epson projector product enclosed with this limited warranty statement that the Epson projector, if purchased and operated within the United States, Canada, or Puerto Rico will be free from defects in workmanship and materials for a period of two years from the date of original purchase. This limited warranty applies only to the projector and not to the projector lamp, which carries a limited warranty period of ninety days from the date of original purchase. For warranty service, you may be required to provide proof of date of original purchase.

What’s Not Covered? Epson will Not Do: Correct Problems: If your product requires service during the limited warranty period, please call Epson at the number on the bottom of this statement and be prepared to provide the model, serial number, and, if required, date of original purchase. If Epson confirms that warranty service is required, Epson will, at its option, repair or replace the defective unit, without charge for parts or labor if Epson authorizes warranty service.

- Epson does not authorize anyone, including, but not limited to, servicers, dealers, or retailers, to extend a warranty on its behalf.
- Replacement product or part may be new or refurbished.
- You may be required to pay for shipping the product to the Epson authorized service center.
- The defective unit, or part, shall be returned in its original shipping container or equivalent.
- Replacement units and parts are warranted for the remaining warranty period of the original product. If this projector lamp has not been replaced by you, Epson will replace the lamp as part of the warranty service, the replacement lamp carries the limited 90-day warranty stated above.

Where this Warranty Covers: This warranty covers only the normal use of the Epson product, whether resulting from breach of warranty or any other legal theory. In no event shall Epson or its affiliates be liable for any special, incidental, or consequential damages of any kind in excess of the original retail purchase price of the Epson product.

Exclusions of Damages: Epson’s maximum liability in no event shall Epson or its affiliates be liable for any special, incidental, or consequential damages or any lost profits resulting from the use or inability to use the Epson product, whether arising from breach of warranty or any other legal theory. In no event shall Epson or its affiliates be liable for damages of any kind in excess of the original retail purchase price of the Epson product.

Arbitration, Governing Laws: Any dispute or claim arising out of or relating to this warranty shall be determined by arbitration in accordance with the Comprehensive Arbitration Rules of the American Arbitration Association in Los Angeles County, California before a single arbitrator. The arbitration shall be administered by JAMS pursuant to its Comprehensive Arbitration Rules. Any judgment in the award may be entered in any court having jurisdiction. Any action must be brought within three months of the expiration of the warranty period. This warranty gives you specific legal rights, and you may also have other rights which vary from jurisdiction to jurisdiction. Some jurisdictions do not allow limitations on how long an implied warranty lasts, or allow the exclusion or limitation of incidental or consequential damages, so the above limitations or exclusions may not apply to you.

In Canada, warranties include both warranties and conditions. To find the Epson Authorized Reseller nearest you, visit www.epson.ca in the U.S. or www.epson.ca in Canada.

To the Epson America Service Customer Center nearest you, visit www.epson.com/support in the U.S. or www.epson.ca/support in Canada.

To contact the Epson Connection™, please call (800) 377-6761 or (562) 276-4394 in the U.S. or (905) 709-3839 in Canada or see the Epson America, Inc., 500 First Place, Bldg. 10, Long Beach, CA 90801-3912.

Epson America, Inc. is an Equal Opportunity Employer and Employer of Inclusion.

To contact Epson Consumer Solutions, call (800) 377-6761 or (905) 709-3839 in Canada.

For details of types and numbers of products covered by this warranty, please refer to the warranty service, the replacement lamp carries the limited 90-day warranty stated above. Where this Warranty Covers: This warranty covers only the normal use of the Epson product, whether resulting from breach of warranty or any other legal theory. In no event shall Epson or its affiliates be liable for any special, incidental, or consequential damages of any kind in excess of the original retail purchase price of the Epson product.