



DURABrite Ultra pigment ink is currently featured in the Epson C88+ and C120 printers and the Epson CX4400/CX7400/CX8400/CX9400Fax All-in-One printers. These products are designed for the consumer and SOHO (Small Office/Home Office) customer who is looking for versatility, productivity, ease of use, image quality on plain and photo paper, and durability on a variety of papers. The key advantages of this ink set are:

- Laser-sharp print quality for everyday text documents on plain papers *and* outstanding photo printing on glossy papers—without the need, hassle, or expense of swapping ink cartridges
- Durable prints that are water, smudge, and fade-resistant
- Convenience and flexibility

Advantages of DURABrite Ultra Pigment Ink—Ideal for Printing Everyday Documents

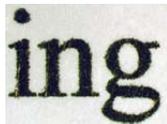
DURABrite Ultra pigment ink uses an exclusive Microencapsulation technology where each pigment particle is encased in a resin. A unique polymer pulls the particles apart so they are suspended in the solution and never coagulate. The ink base then helps the DURABrite Ultra pigment particles penetrate into the paper.

DURABrite Ultra pigment ink offers these everyday printing advantages:

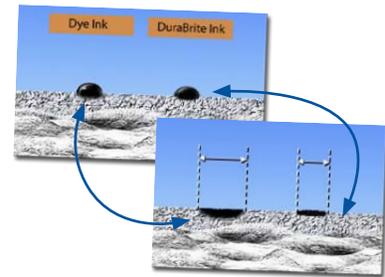
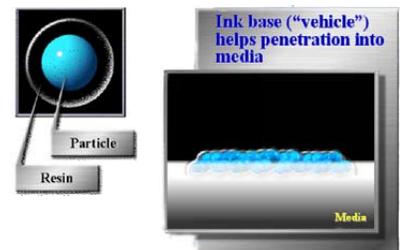
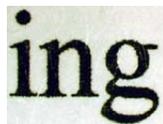
- 1. Extra-sharp text and graphics on plain paper:** Because conventional dye-based ink acts much like a watercolor paint, its molecules are absorbed into plain paper. The spreading of ink into plain paper's fibers is referred to as feathering.

DURABrite Ultra pigment ink pigment particles “rest” near the surface of the paper and are not absorbed into the fibers like conventional dye inks. With the same size ink droplet, DURABrite Ultra pigment ink produces a much smaller spot size than dye-based ink, resulting in sharper output on plain paper. Additionally, higher optical density produces darker blacks in text and graphics.

Conventional Dye Ink Text



DURABrite Ultra Ink Text



With the same size ink droplet, DURABrite Ultra pigment ink has a smaller spread into plain paper's fibers than dye-based ink

- 2. Double-Sided prints without bleed-through:** DURABrite Ultra pigment ink uses a special technology that controls the penetration level of the ink and keeps the colorant near the surface. This produces double-sided prints without bleed-through and also keeps plain papers from being over-saturated with ink.
- 3. Brighter colors:** DURABrite Ultra pigment ink uses an innovative formulation of color inks, producing brighter output on plain, matte, and glossy paper.

With DURABrite Ultra pigment ink, customers can achieve outstanding output on plain paper when printing greeting cards, reports, labels, web pages, resumes, menus, and more.

With added improvements for printing on glossy papers, the DURABrite Ultra pigment ink is ideal for customers who want one printer to produce the highest quality everyday documents on plain paper, plus occasional photos.

DURABrite Ultra everyday printing advantages:

Brighter colors on plain paper

Extra-sharp text



Double-sided prints without bleed-through

Sharper graphics



Advantages of DURABrite Ultra Pigment Ink—Durable Output

DURABrite Ultra pigment ink offers smudge-, fade-, and water-resistance on all supported papers, including plain paper.

- Smudge-Resistant Prints:** Many competitor's dye-based inks are not smudge-resistant immediately after printing, and most prints need several minutes of drying time before they can be touched.

DURABrite Ultra pigment ink, like all Epson inks, uses a quick drying formula. Epson prints can be touched without fear of causing smudges, right after printing and beyond. Customers can handle prints without fear of damaging them.

Competitor's Dye-Based Print



The smudge across the boy's face was caused by swiping the print one minute after printing.

Epson Print



The quick drying DURABrite Ultra ink resisted smudging under identical testing.

- Fade-Resistant Prints:** DURABrite Ultra pigment ink has fade-resistant properties that exceed those of photo lab prints and won't fade as quickly as many competitor's prints—even on plain paper. With DURABrite Ultra, cherished photos will last for generations.

In fact, DURABrite Ultra pigment ink has a fade resistance rating up to 105 years as rated by Wilhelm Imaging Research, Inc, a leading authority on print permanence*.

* Lightfastness rating based on accelerated testing of prints on specialty media, displayed indoors and under glass. Actual print stability will vary according to image, display conditions, light intensity, humidity, and atmospheric conditions. Epson does not guarantee longevity of prints. For maximum print life, display all prints under glass or UV filter or lamination, or properly store them. For full details on test reports, visit <http://www.wilhelm-research.com>.

Competitor's Dye-Based Print



Covered side Exposed side

Fade testing using accelerated exposure to high levels of UV light. Actual results may differ.

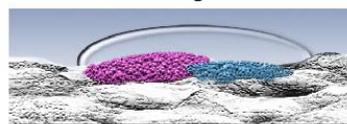
- Water-Resistant Prints:** Conventional dye-based inks are molecules dissolved in water which are then absorbed into plain paper. If the paper were to get wet, the dye molecules will again dissolve and move from their original position, causing smearing. Pigment inks, such as the DURABrite Ultra pigment ink, are comprised of pigment particles suspended in the ink, and once applied to paper, including plain paper, do not dissolve if they get wet and do not smear.

Conventional Dye-Based Ink



Conventional dye-based ink particles are absorbed into the fibers of plain paper and are soluble in water.

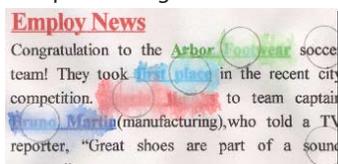
DURABrite Ultra Pigment Ink



DURABrite Ultra pigment ink particles "rest" on the surface of plain paper and are insoluble in water.

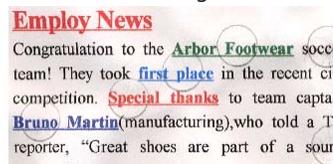
The water-resistant properties of DURABrite Ultra pigment ink prevent accidental damage caused by moisture and spills. Many competitive printers use a water-resistant pigment black, but dye-based color inks. DURABrite Ultra pigment ink uses pigment-based black and color inks, and offers water-resistant properties on all supported papers, including plain paper.

Competitor's Pigment Black and Dye Color Ink



Only black is water-resistant

DURABrite Ultra Pigment Ink



Superb waterfastness for black and color

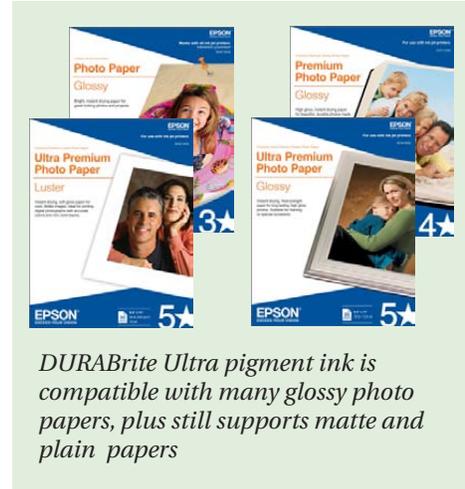


Advantages of DURABrite Ultra Pigment Ink—Outstanding Photos on Glossy Papers

Many consumers are looking for a printer that can produce great everyday text documents and photos. With the new DURABrite Ultra pigment ink, customers get high quality glossy photos without compromising the text and graphic printing quality on plain paper that DURABrite Ink has been known for. DURABrite Ultra pigment ink offers these new advantages when printing photos on glossy papers:

1. Better glossiness: DURABrite Ultra pigment ink produces excellent output on Epson glossy photo papers:

- Ultra Premium Photo Paper Glossy—This “best of breed” glossy photo paper has a heavier, professional weight with a smooth, high-gloss finish.
- Ultra Premium Photo Paper Luster—This paper with Luster E surface finish produces vivid, lifelike images that rival those of traditional silver halide prints, with high saturation and high D-Max for true photographic reproductions. It is compatible with the DURABrite Ultra pigment ink when using the Premium Photo Paper/Semigloss driver setting.
- Premium Photo Paper Glossy— This high-gloss paper makes prints look and feel like a traditional photograph.
- Premium Photo Paper Semi-gloss—This media has the look and feel of true photographic paper, and is ideal for printing displays or scenic color images. The semigloss finish delivers beautiful results.
- Photo Paper Glossy—This glossy photo paper delivers a smooth, glossy finish for everyday photos.



2. Reduced gloss differential: Gloss differential occurs when the gloss of the paper is different from the gloss of the ink. By using a new resin formulation, gloss differential with the DURABrite Ultra pigment ink is reduced and the color gamut is improved.

3. Reduced metamerism: Metamerism is an effect where colors appear to be different under dissimilar lighting conditions (such as natural light and fluorescent light). With the new ink formulation, metamerism is reduced.

DURABrite Ultra pigment ink has the flexibility to produce high quality glossy photos as well as superb photos on matte papers—without the need, hassle, or expense of swapping ink cartridges. Epson printers and All-in-One printers with DURABrite Ultra pigment ink support BorderFree® printing, so customers can print borderless, frame-ready photos right out of the printer, without trimming or perforations.

The ink set is compatible with the following Epson papers:



Plain and Matte Surface Papers	Glossy Surface Papers	Specialty Papers
<ul style="list-style-type: none"> • Ultra Premium Presentation Paper Matte • Premium Presentation Paper Matte • Premium Presentation Paper Double-Sided Matte • Presentation Paper Matte • Bright White Paper • Other plain paper 	<ul style="list-style-type: none"> • Ultra Premium Photo Paper Glossy • Ultra Premium Photo Paper Luster • Premium Photo Paper Glossy • Premium Photo Paper Semi-gloss • Photo Paper Glossy 	<ul style="list-style-type: none"> • Iron-on Cool Peel Transfer Paper • Transparency Film • Photo Quality Self-Adhesive Sheets • Photo Quality Ink Jet Cards • PremierArt™ Matte Scrapbook Photo Paper for Epson



Advantages of DURABrite Ultra Pigment Ink—Convenient and Flexible

DURABrite Ultra pigment ink was designed for the consumer and small office/home office (SOHO) customer. This customer generally prints text documents, web pages, homework/reports, labels, and maybe craft projects, yet also may own a digital camera and wants to print high quality photos.

DURABrite Ultra pigment ink offers convenience to this customer by offering:

- Convenient individual ink cartridges*—With individual ink cartridges, customers can take control of ink usage, replacing only the ink that's needed.
- Excellent output on plain papers—Because you don't have to use specialty papers to obtain the best print quality for text documents, DURABrite Ultra pigment ink offers added convenience.
- New, innovative technology (available for Windows users on the C120/CX7400/CX8400/CX9400Fax models) extends black ink printing—If a customer is running low on black ink, he now has the option to continue printing black text using the color inks—a life-saver when stores are closed!
- New, easier to identify packaging—All models (except for the C88+) feature inks with new packaging making it easier for customers to purchase replacement inks—all a customer needs to remember is the two-digit ink number.
- New ink configurations—New 88 series cartridges are designed for moderate use and feature an affordable cartridge price (for the CX4400/CX7400). The 69 series cartridges are ideal for most users (C120-Color Only/CX7400/CX8400/CX9400Fax). The 68 ink is only available in a dual-pack black and is designed for heavy document printing. Each 68 black cartridge gives customers about 50% more prints than a standard 69 cartridge (C120/CX8400/CX9400Fax only).

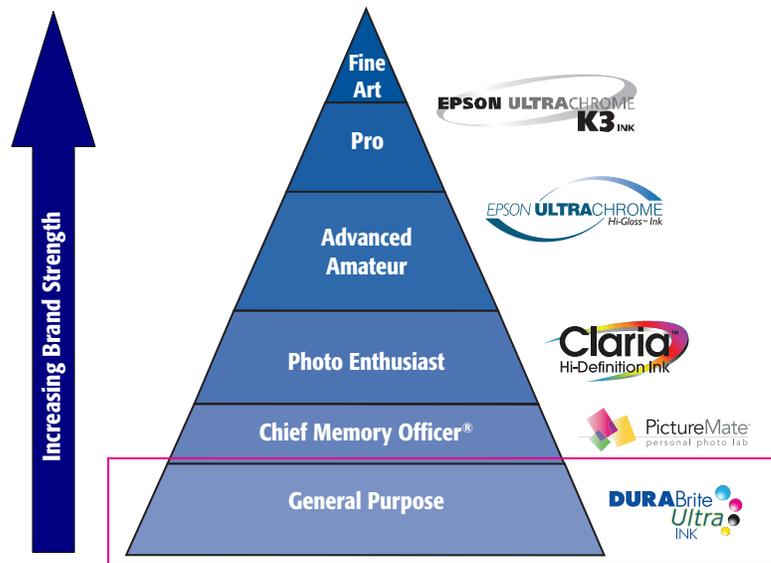


See the Ink Jet Printer Reference Material for more information on ink cartridge compatibility.

Advantages of DURABrite Ultra Pigment Ink—Positioning vs. Other Epson Ink Sets

Epson continually innovates ink solutions tailored to the needs of specific users instead of offering a one-size-fits-all ink solution. Whether the customer is most interested in the everyday printing of documents and the occasional photo, is an amateur photographer looking to primarily print photos with stellar image quality and durability, or is a professional photographer staking his reputation on breathtaking large format prints, Epson has the right ink for the job.

DURABrite Ultra pigment ink is a breakthrough ink that delivers all-purpose versatility, great for everyday text documents, brochures, menus, hand outs, and photos. The graphic at right shows how DURABrite Ultra fits in with the other Epson ink solutions.

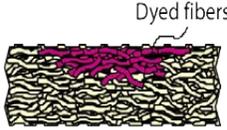
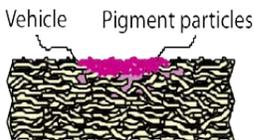


For complete details on how DURABrite Ultra pigment ink compares to other Epson ink technologies, refer to the Epson Ink Solutions document.



Comparison of DURABrite Ultra Pigment Ink and Conventional Dye-Based Ink

DURABrite Ultra is the only consumer-class 4-color ink set that uses all pigment-based ink; some competitive printers use pigment-based black with dye-based color, and others use all dye-based ink. The key advantage of Epson DURABrite Ultra pigment ink is its ability to produce the highest quality text and photos, offering color qualities similar to dye-based ink with the durability qualities of pigment ink. The key differences between conventional dye ink and DURABrite Ultra pigment ink are:

Key Differences	Conventional Dye Ink	DURABrite Ultra Pigment Ink
Characteristics	Formed from color-forming, water-soluble molecules	Comprised of insoluble pigment particles
Color Gamut	Best	Best on plain and matte papers; Excellent on glossy photo papers
	 <p><i>Coloring is high because ink dyes the fiber of the paper. Light reflects evenly off the surface.</i></p>	 <p><i>Ink remains near the paper's surface and the new resin formulation reduces gloss differential while improving the color gamut on glossy papers.</i></p>
Fade-resistance	Fair to Good <i>The dye inks are dependent on special paper to resist fading.</i>	Excellent <i>DURABrite Ultra pigment ink has fade resistance beyond photo lab prints—up to 105 years (see page 2)</i>
Water-Resistance	Good <i>Inks are water-resistant on many glossy photo papers but not on matte papers.</i>	Excellent <i>Inks are water-resistant on all supported media, including plain paper.</i>
Plain Paper Printing	Good <i>Feathering occurs as ink is absorbed into the plain paper fibers.</i>	Excellent <i>Sharp, clear text and graphics without bleeding.</i>
Media Selection	Best <i>Wide media compatibility: Plain, Matte, RC (Resin Coated) Photo and High Gloss papers, and specialty media (including self-adhesive paper and iron-on transfers)</i>	Excellent <i>Wide media selection: Plain, matte, RC (Resin Coated) Photo papers and specialty media (including self-adhesive paper and iron-on transfers)</i>



Summary

DURABrite Ultra pigment ink provides the best combination of features to the consumer/SOHO customer:

- Versatility and flexibility (with the ability to print exceptional text documents and photos without the need, hassle, or expense of swapping ink cartridges)
- Image quality on plain and photo paper
- Image durability (smudge, fade, and water-resistance)

DURABrite Ultra pigment ink offers:

- Brilliant output on plain paper and glossy photo papers
- Excellent output for everyday text documents, especially on plain paper
- Smudge-, fade-, and water-resistance, even on plain paper
- Convenient individual ink cartridges

DURABrite Ultra pigment ink is the ideal solution for printing reports, web pages, greeting cards, presentations, report covers, resumes, menus *and* photos on glossy papers.



DURABrite Ultra pigment ink is currently featured on the following Epson stand-alone printers and All-in-One printers:

C88+ Printer



C120 Printer



CX4400 All-in-One



CX7400 All-in-One



CX8400 All-in-One



CX9400Fax All-in-One



Visit www.DURABrite.com for the latest information on DURABrite Ultra pigment ink, testimonials, and more.

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