

## Why Epson?

Epson is a leading provider of innovative technology solutions that help businesses succeed. In fact, you'll find Epson<sup>®</sup> projectors, scanners and printers — and even robots — hard at work in companies all over the globe.

Here are just a few facts about Epson you may find surprising.

- 1 A legacy of innovation:** Seiko Epson Corporation holds 1,620 U.S. patents (50,000 patents globally) in imaging and printing technology. Epson is #1 in inkjet printer patents!
- 2 Market leadership:** Epson is the #1 provider of point-of-sale printers, worldwide. But, our leadership doesn't stop there. We also offer the best-selling projectors in the world.
- 3 Global presence:** Epson has 23 manufacturing locations around the world, providing the infrastructure needed to reach a global marketplace.
- 4 Extensive expertise:** Over 1,000 engineers are continually pioneering groundbreaking Epson technology.
- 5 Great accountability:** Epson provides a single source for your customers' business technology needs. And, we give them added peace of mind with world-class service and support.

## FAST FACTS about Epson business inkjet printers.

Perception	Reality
Ink will smear when wet	<b>Fast-drying pigment ink for worry-free handling</b>
Products not durable enough	<b>Simple, reliable mechanism — fewer parts to replace than laser printers</b>
Operating costs too expensive	<b>Up to 80% lower total printing costs vs. color laser printers<sup>2</sup></b>
Frequent ink cartridge replacement	<b>Ink yields comparable to those of laser printers</b>
Product designed for single user	<b>Workgroup models available</b>
Print quality not good enough	<b>Professional print quality ideal for office printing</b>
Printheads clogging / drying out	<b>Cleaning cycle maintains printhead</b>
Inkjet printers are hard to ship / repair	<b>Epson offers Express Exchange program</b>

## Epson business inkjet printers vs. laser printers. **Advantage Epson.**



Compared to laser printers, inkjets have a simpler mechanism, have fewer periodic replacement parts, and so require less time and effort to maintain.

# Why Inkjets Now?

## Important facts, features and benefits for the office printing market

Inkjet technology delivers professional-quality results at faster print speeds. They're also durable enough to withstand the rigorous demands of production printing, and flexible enough to meet a broad range of business needs.

### Costs

- Inkjet printers have lower costs for supplies, printing and service than comparable laser printers

### Imaging

- In an inkjet printer, paper (media) does not touch the ink delivery system (print mechanism)
- Inkjet printers support a broad range of paper types

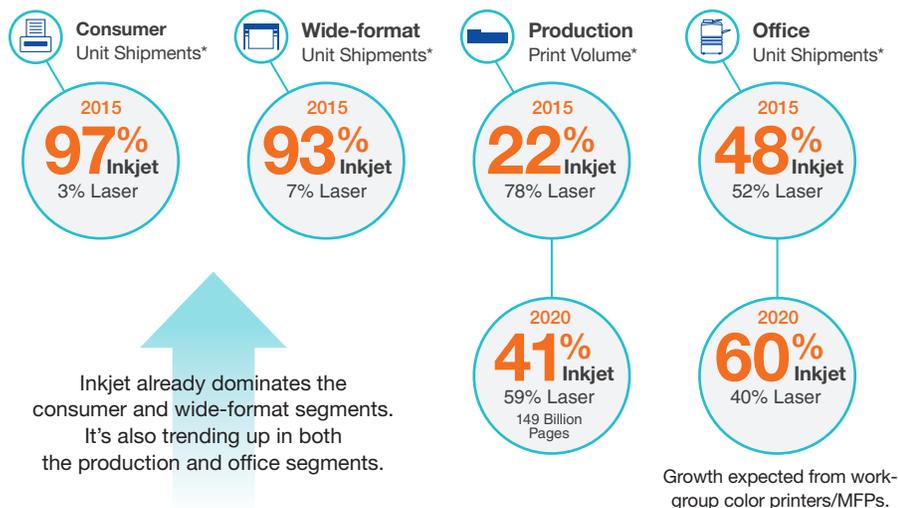
### Serviceability

- Inkjet printers are less complex, with fewer break points and serviceable parts
- Inkjet printers are reliable and designed for business applications

### Sustainability

- Inkjet printers offer lower energy consumption than laser printers because they don't need heat to melt toner at high print speeds
- Inkjet printers produce less waste than comparable laser printers because there are fewer imaging components to replace

## Inkjet printers in the market. Things are looking up.



### Market Forces Create the Perfect Environment for Office Inkjets

- Disruptive technology
- Solutions-enabled
- Disruptive business models
- Affordable, everyday color printing

### Inkjet is Gaining in All Market Segments

- The market standard in consumer and wide-format shipments
- Approaching 50% of production printed pages by 2020
- Nearly half of all office placements — growing to over 60% by 2020

\* Source IDC, 2017 (Based on extrapolation from IDC Inkjet Forecast data, includes SOHO and SMB Market) - Consumer Unit Shipments: IDC Worldwide Single-Function Printer Forecast, 2016–2020, IDC Worldwide Multifunction Peripheral Forecast, 2016–2020, Wide-Format Unit Shipments: IDC North America Large-Format Printer Market Shares, 2015, Production Print Volume: IDC U.S. Production Page Volume Forecast 2016–2020, Office Unit Shipments, IDC Worldwide Single-Function Printer Forecast, 2016–2020, IDC Worldwide Multifunction Peripheral Forecast, 2016–2020

1 Epson research | Global patent research filed over last 20 years (1996-2015)

2 Up to 50% lower printing costs (WF-5190/5690/5110/5620) compared with best-selling, color laser printers priced at \$499 (USD) or less, as of June 2015. Calculation based on continuous printing with highest-capacity individual cartridges. Up to 80% lower printing costs (WF-R5190/R5690) based on total costs of printing with the ink included with the printers and replacement ink compared with the costs of printing equivalent ISO pages with the best-selling similarly-featured color laser printers (per NPD June 2015). Toner costs based on manufacturers' ISO yields and online pricing; printer costs based on NPD average selling price. Actual savings will vary based on usage conditions.

EPSON is a registered trademark and EPSON Exceed Your Vision is a registered logomark of Seiko Epson Corporation. All other product and brand names are trademarks and/or registered trademarks of their respective companies. Epson disclaims any and all rights in these marks. Copyright 2017 Epson America, Inc. CPD-54654 7/17