Marketing Information Bulletin

11-Aug-2004   Ref.:SPC/mib/mib-ij0018.doc

Attn	:	[ ] Messrs Leong Yoke Chee, Angelina Ooi	/ETM
		[ ] Messrs Yakuwa, Yunyong, Polpong, Veera	/ETH
		[ ] Messrs Casey Lim, Ng Ngee Khiang, Clifford Seow, Jurina Kee	/SBD
		[ ] Messrs G Suresh, Takeda, Venketash, Fujita Etsuo	/EID
		[ ] Messrs Yamamoto, Aldriano	/EIN
		[ ] Messrs Fujiwara, J Alvarez, R Kanapi	/EPC

Copy To	:	Mr K Aoki	/ESP
		Messrs Siew Jin Kiat, Carol Low,	/RM
		Nelly Lim, Tan Haur, Shaun See, Tan Pong Fei	
		Rodney Ow, Daniel Ho, Hannah Tan, Darren Png	
		Messrs Timothy Leong, Wong Lu Yee, K Ong	/RBM
		Alvin Tan, Dickson Poon, Stephanie Ong,	
		Messrs Yeo Boon Chye, Tam Cheng Yee, Kelvin Lok, Sara Ong	/Pdt Support
		Messrs Ng Swee Chow, Christopher Chiang	/Tech Support

Issued By   :   Pauline Kwang
                (Regional Marketing-Consumer Products, IT Products Division)

Subject : **New premium EPSON Stylus CX3500 – Premium All-In-One**

Dear Sirs,

Today we are pleased to announce the new EPSON Stylus CX3500. The EPSON Stylus CX3500 is a premium all-in-one(print, scan, copy).

This model uses the new printing engine which comes with a 0.75 inch print head featuring 360 nozzles and is capable of high speed black text and colour document of up to 15ppm. It uses the Variable Sized Droplet Technology that is capable of firing 3pl droplets. Maximum productivity is also achieved with the 4 INKdividual cartridges and photo quality output on plain paper.

Besides an efficient printing engine, the EPSON Stylus CX3500 also features a high resolution CIS scanner at 600 dpi, and an easy to use control panel with the option of printing up to 9 or 100 pages. In addition, it is bundled with a whole range of innovative software, including the all-new EPSON web to page software that allows users to make web pages conform to the stated paper size. Disney Frames bundled with Print Image Framer is also featured with this product.

The EPSON Stylus CX3500 is the new 3-in-1 INKdividual Durabrite Aio in EPSON consumer class SPC category. More details on this exciting product can be found in the following pages. We look forward to your continuous support. Should you have any queries, please do not hesitate to contact us.

Thank you and best regards
Pauline Kwang (Regional Marketing (Consumer Products), IT Products Division)

Product Overview

EPSON Singapore will launch the new EPSON Stylus CX3500 from September 2004.

EPSON Stylus CX3500 (print • scan • copy)

This is EPSON premium DuraBrite all in one (thereafter called AIO). Designed with the home & busy small office user in mind, this premium AIO features DuraBrite inks that produce photo quality output even on plain paper for maximum productivity. The AIO also sprouts a high speed printing engine with an efficient ink system (the intelligent INKdividual cartridge) and INKdividual DuraBrite inks, and a standalone copy function.

Targeting not only the traditional competitors, HP and Canon, EPSON is now aggressively comparing its output with that of traditional silver halide. Print quality is getting better and speed is likewise increasing. Cost is kept to a minimum with the introduction of photo quality output on plain paper and INKdividual cartridges that save you money.

Unique Selling Points

The USP for EPSON Stylus CX3500 is as follows:

Highly efficient printer
- o Printing resolution of up to 5760 x 1440 optimised dpi for high quality printing
- o Outputs BorderFree print outs at the popular A4 and 4R sizes.
- o New improved high printing speed at 15ppm for both black & colour

Cost Efficient with INKdividual Durabrite Inks
- o Inkdividual Durabrite ink cartridges that eliminate waste
- o Delivers great results even on plain paper
- o Water-resistant, fade-resistant and durable

PC-less Copying
- o High speed copying at blazing speed of 13cpm for both black and colour
- o CIS scanner that requires virtually no warm up time
- o Easy to use control panel
- o Choice of number of prints at up to 9 copies

High Precision Scanner
- o CIS scanner that requires virtually no warm up time
- o One-click colour restoration to revive the old faded photos

Product Specifications

For complete product specification, refer to *Appendix 1*.

Product Positioning Strategy

EPSON Stylus CX3500 is positioned as a high productivity AIO for the small office user, offering quality printing with the long-lasting INKdividual DuraBrite inks, PC-less copying, and scanning. This unit makes it very convenient for the user to achieve virtually any task. This powerful performer makes it an ideal fit for any home users or home office. Please refer to *Appendix 2* for the EPSON AIO lineup.

Positioning Statement

EPSON STYLUS CX3500

Photo AIO with INKdividual Creativity

Competitive Comparison

Please refer to *Appendix 3* for the competitiveness of EPSON Stylus CX3500

Price Strategy

For information on transfer price and shipping information, please contact your Account Managers for details.

Product Code

EPSON Stylus CX3500 Ordering Information
Ordering information (Main Unit)

Product Code	Description
C11C577072	EPSON Stylus CX3500 (STD)

Ordering information (Consumables)
-Ink Cartridges

C13T0461xx	T0461 Black ink cartridge
C13T0472xx	T0472 Cyan ink cartridge
C13T0473xx	T0473 Magenta ink cartridge
C13T0474xx	T0474 Yellow ink cartridge

-Specialty Media

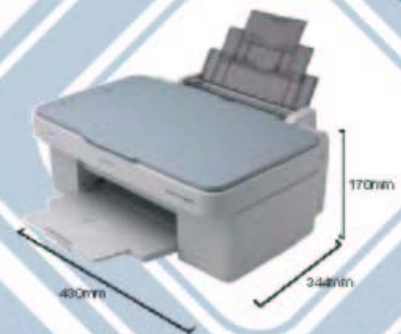|	
C13S041733	DURABrite Photo Paper (A4)
C13S041736	DURABrite Photo Paper (4R)
C13S041061	Photo Quality InkJet Paper (A4)
C13S041214	Premium Inkjet Plain Paper (A4)
C13S041054	Photo Quality InkJet Card (A6)
C13S041121	Photo Quality InkJet Card (5"x8")
C13S041255	Photo Paper (10x15cm)
C13S041140	Photo Paper (A4)
C13S041579	Economy Photo Paper (A4)
C13S041063	Inkjet Transparencies (A4)
C13S041259	Matte Paper Heavyweight (A4)
C13S041332	Premium SemiGloss Photo Paper (A4)
C13S041342	Archival Matte Paper (A4)

C13S041570   Double Sided Matte Paper (A4)

Note:

1) This is a general ordering information for the new printers. For compatibility, please check our brochure or web site.

2) Product codes and configuration are subjected to change without advance notice. For more information, please check with the respective Account Managers for availability and the latest information.

3) More media are available for creative printing including photo stickers. Please check with the consumables team for more information.

APPENDIX 1 - Product Specification

EPSON Stylus CX3500

PRINTER

PRINTER TYPE	
PRINTING METHOD	On-demand ink jet (piezoelectric)
NOZZLE CONFIGURTION	90 nozzles (Black), 90 nozzles (Cyan), 90 nozzles (Magenta), 90 nozzles (Yellow)

PRINT QUALITY

MAXIMUM RESOLUTION	5760 X 1440 optimised dpi with Variable-Sized Droplet Technology
MINIMUM INK DROPLET SIZE	3 pl

PRINT SPEED

BLACK TEXT (MEMO) A4	Approx. 15.0ppm (Draft) *1
COLOUR TEXT (MEMO) A4	Approx. 15.0ppm (Draft) *2
PHOTO 4R (4 x 6 in.)	Approx. 107 sec per photo (Photo) *3

COPY FUNCTION

COPY SPEED

BLACK TEXT (MEMO) A4	Approx. 13.0ppm (Draft)
COLOUR (DTP) A4	Approx. 13.0ppm (Draft)

STANDALONE COPIER USABILITY

NUMBER OF COPIES	1-9, 100
REDUCTION / ENLARGEMENT	Auto Fit Function
COPY MODES	Standard, Small Margin, BorderFree

SCAN FUNCTION

SCAN TECHNOLOGY

SCANNER TYPE	A4, Flatbed colour image scanner
OPTICAL SENSOR	Colour CIS line sensor

SCAN QUALITY

OPTICAL RESOLUTION	600 X 1200 dpi
	48 bit in

SCANNING SPEED

MONOCHROME (Bi-level)	A4 300dpi	4 mSec/line
	A4 600dpi	5 mSec/line
COLOUR	A4 300dpi	12 mSec/line
	A4 600dpi	15 mSec/line

OTHER SPECIFICATIONS

PAPER HANDLING

PAPER FEED METHOD	Friction Feed
PAPER HOLD CAPACITY	Input capacity: 100 sheets
PAPER SIZE	A4, A5, A6, B5, Letter, Legal, Half Letter, Executive Envelopes: No.10, DL, C6, 132 X 220mm
PRINT MARGIN	Less than 0.52mm

SUPPORTED OS

DRIVERS	Win 98/ME/2000/XP; Mac OS 9.1, 9.2; Mac OS 10.2 or later with USB
INTERFACE	USB 2.0 (Full Speed)*

INK CARTRIDGE

BLACK INK CARTRIDGE (T0461)	540 pages comparable with 3.5% ECMA (ISO10561) at 360dpi
CYAN INK CARTRIDGE (T0472)	260 pages, 5% in calculation
MAGENTA INK CARTRIDGE (T0473)	260 pages, 5% in calculation
YELLOW INK CARTRIDGE (T0474)	260 pages, 5% in calculation

GENERAL

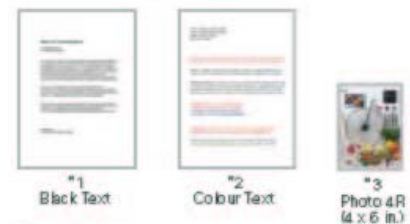|	
RATED VOLTAGE	AC 220 – 240V
NOISE LEVEL	45db(A) (ISO 7779)
INPUT BUFFER	32KB
POWER CONSUMPTION	Approx. 11W (Standalone copying, ISO10561, Approx. 2.5W (Sleep Mode)

EPSON SPECIALTY MEDIA

The following media is suitable for pigment based DURABrite™ ink.

MEDIA TYPE	MEDIA SIZE	ORDER CODE
GENERAL USE		
PHOTO QUALITY INK JET PAPER	A4	C13S041061
PREMIUM INK JET PLAIN PAPER	A4	C13S041214
CRAFTS		
PHOTO QUALITY INK JET CARD	A6	C13S041054
PHOTO QUALITY INK JET CARD	5 X 8"	C13S041121
IRON-ON/COOL PEEL TRANSFER PAPER	A4	C13S041154
PHOTO OUTPUT		
DURABRITE PHOTO PAPER	4 X 6 in. (4R)	C13S041736
DURABRITE PHOTO PAPER	A4	C13S041739
PREMIUM SEMIGLOSS PHOTO PAPER	A4	C13S041332
PHOTO PAPER	10 X 15 cm (4R)	C13S041255
PHOTO PAPER	A4	C13S041140
ARCHIVAL MATTE PAPER	A4	C13S041342
MATTE PAPER-HEAVYWEIGHT	A4	C13S041259
DOUBLE-SIDED MATTE PAPER	A4	C13S041569
PRESENTATION		
INK JET TRANSPARENCIES	A4	C13S041063

EPSON Stylus™ CX3500
Weight=Approx. 6.8kg

170mm / 430mm / 344mm

†To use the USB port, your PC must conform to PC98 specifications, and have Windows® pre installed. Consult the documentation provided with your PC for further information about USB connectivity. Note also that printing errors may occur if non-standard cables or more than two hub connections are used

Print Speed Data Printout Patterns
The thumbnail images below show the printout patterns used to determine print speed specifications.

*1 Black Text	*2 Colour Text	*3 Photo 4R (4 x 6 in.)

Print Speed Note:
The print times shown in this brochure are the average time for multiple prints of the same page over one time or time to print one photo. Times are measured from 'Print' command to delivery of the page in the tray. The speeds were achieved using the following system: 1Ghz Pentium III, 128MB RAM, Windows XP, USB 1.1 interface. Print times will vary depending on computer configuration, settings application, coverage and page complexity.

* 80 years on Epson Matte type media
- Under fluorescent (indoor display condition) with glass mount.
- For use with EPSON Matte Paper - Heavy Weight.
- The data is calculated by EPSON's accelerated test and it does not mean EPSON guaranteed periods.
- The estimated longevity does not indicate the colour changing and the durability of the paper itself
- Lightfastness rating may vary depending on papers
- This lightfastness test is a simulation of colour fading in an indoor preservation conditions that you display your prints. Factors, other than light, such as ozone, temperature and humidity can affect the print life.

Lightfastness Test Criteria (Indoor Display Condition)
Light source : Fluorescent light
Intensity : 70,000 lux
Temperature : 24°C
Humidity : 60 %RH
Glass mount : 2mm, soda lime
Fade criteria : Pure YMC 30% loss at OD =1
Display-life : Total illuminance /(500 lux x 10 hours
Calculation x 365 days =1 year)

"Test developed and conducted by EPSON.

Dealer's Stamp

Aug 04

EPSON

For enquiries, contact your nearest EPSON sales representatives:
INDIA - (91) 802-532-1266-70, CALCUTTA - 287 1355/56, CHENNAI - 820 3941/42, MUMBAI - 825 7286, NEW DELHI - 644 7261/2/3
INDONESIA - (62) 21-572-3161 MALAYSIA - (60) 3-562-88288 PHILIPPINES - (632) 813-6567
SINGAPORE - (65) 6337-7911, (65) 6586-3111 THAILAND / INDOCHINA - (662) 670-0680

www.epson.com.sg
www.epsonphoto.com.sg

APPENDIX 2 – EPSON Stylus AIOs Line-up

Price

EPSON STYLUS RX510
Premium photo printer with 2400dpi
MatrixCCD scanner(built in TPU) and
card slots for digital and analogue enthusiasts

EPSON STYLUS CX6500
Premium photo PC-less Aio with 1200 dpi,
INKdividual Durabrite inks and BorderFree
printing

EPSON STYLUS CX4500
Home & SOHO PC-less Aio with 600 dpi,
cardslots, INKdividual Durabrite inks
and BorderFree printing

EPSON STYLUS CX3500
Home & SOHO PC-less Aio with 600 dpi,
INKdividual Durabrite inks & BorderFree

EPSON STYLUS CX3100
Home all in one with fully functional copy modes
and BorderFree printing

Performance

APPENDIX 3 – Competitive Comparison

EPSON Stylus PHOTO CX3500 comparison chart

	EPSON Stylus CX3500	HP PSC 1350	HP PSC 1315	Canon MPC 190s	Lexmark X2250
Maximum Resolution	5760 x 1440 optimised dpi	4800 x 1200	)0 x 1200 optimised (	2400 x 1200	4800 x 1200
Print Technology	Micro Piezo	Thermal	Thermal	Thermal	Thermal
Min. Droplet Size	3pl	5pl	unknown	5pl	Unknown
Print Speed, Black	15ppm	17ppm	17ppm	14ppm	14ppm
Print Speed, Color	15ppm	12ppm	12ppm	10ppm	8ppm
Photo Direct	No	Yes	No	No	No
Index Form Sheet	No	Yes. HP Proof Sheet	No	No	No
DSC Image Optimisation	P.I.M & Exif	Exif	Exif	Exif	No Information
Inkdividual inks	Yes	No	No	No	No
Ink Type	Durabrite	Dye	Dye	dye	Dye
Hardware Resolution	600 optical	600 optical	600 optical	600 optical	600 optical
Bit Depth	48 Bit	36 Bit	36 Bit	36 Bit	48 Bit
Scanning Technology	Flatbed CIS	Flatbed CIS	Flatbed CIS	flatbed CIS	Flatbed CIS
Colour Restoration	Yes	No	No	No	No
Auto Skew	Yes	only up to 10°	only up to 10°	Yes	Unknown
Copy Speed, Black	13cpm	17cpm	17cpm	14cpm	13cpm
Copy Speed, Color	13cpm	12cpm	12cpm	10cpm	5cpm
BorderFree Copy	Yes, up to A4	only 3 sided 4x6	only 3 sided 4x6	Yes, up to A4	No
Small Margins Copy	Yes (1.5mm)	No	No	No	No
Card Slot	NA	CF, Memory Stick, SD, MMC, SM & xD PictureCard	NA	NA	NA
USB	1.1	1.1	1.1	1.1	1.1
Supported OS	Win & Mac	Win & Mac	Win & Mac	Only Win	Win & Mac
	USD129	USD149	USD110	USD235	USD116