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**EPSON LAUNCHES HIGH-PERFORMANCE MONOCHROME
PRINTERS WITH LOW RUNNING COSTS**

The new Epson inkjet printers outperform even laser printers

	
<p>Epson K100 Single Function Monochrome Inkjet Printer</p>	<p>Epson K200 All-in-One Monochrome Inkjet Printer</p>

Singapore, 18 February 2011 – Epson, a world leader in digital imaging and printing solutions, has introduced its first monochrome inkjet printers in 15 years - ***the Epson K100 single-function and K200 all-in-one printers***. The launch of the new monochrome printers is in response to the growing customer demand for **high-performance and low-cost monochrome printing**.

According to leading technology research company IDC, sales of monochrome laser printing devices in Asia Pacific (excluding Japan) continued growing strongly by 40 percent - almost double the growth of colour laser printers at 22 percent over the same time period. IDC also expects both monochrome and colour laser printers to experience continued growth over the next five years. Epson believes that there are great opportunities for the new Epson K100 and K200 monochrome inkjet printers to capture a significant portion of the monochrome laser market with the superior value that they offer.

The new monochrome inkjet printers are designed as a superior alternative to laser printers for customers who only need to print black and white documents at very low cost per page. The high-performance Epson K100 and K200 offer the **printing speed and text quality of a monochrome laser printer⁽¹⁾ at an extremely low running cost of only 1.5 cent per page**, and many other useful features that are not often found in laser printers⁽¹⁾ of their price range.

“Our new Epson K100 and K200 monochrome inkjet printers equal or exceed the performance of laser printers of similar prices in every way – be it print speed, quality, energy consumption or features,” said Tan May Lin, General Manager of Epson Singapore. “We are confident that

customers who give these new printers a try will be very surprised at their performance, while saving on their running costs.”

The Epson K100 single-function and K200 all-in-one printers are available at all authorised distributors at SGD\$188.00 and SGD\$268.00 respectively.

Key Features of the Epson K100 and K200

Extremely Low Cost Per Page⁽²⁾ – The Epson K100 and 200 offer users one of the lowest cost per page (cpp) of any printer at only 1.5 cent. This cost per page is up to 70 percent lower than original toner used by laser printers⁽¹⁾ of similar prices.

Built-in Duplexer for Cost Saving – The new printers both feature a built-in duplexer that helps customers conveniently save money by printing on both sides of the paper. Duplexers are typically not found in laser printers⁽¹⁾ of similar prices as the Epson K100 and K200.

Laser-like Speed – With a default ISO print speed of 16 pages per minute (ppm), the new printers are as fast as laser printers⁽¹⁾ in default mode. They are even faster than laser printers⁽¹⁾ in their draft mode, and can attain a very high 37ppm to help customers get their documents quickly in urgent situations or when printing quick reference material.

Better Print Quality and More Flexible Media Use Than Laser Printers⁽¹⁾ with Epson DURABrite Ultra Pigment Ink – The Epson DURABrite Ultra black pigment ink used by the new printers produce ultra-sharp text that is comparable to laser quality, and better grayscale photo prints on plain paper than laser printers⁽¹⁾. Prints are also smudge, fade and water-resistant. In addition to plain paper, the printers can also print on a wide range of media that laser printers⁽¹⁾ cannot – such as photo paper and specialty media.

Built-in Ethernet for Convenient Sharing – Both the Epson K100 and K200 feature built in Ethernet connectivity that allows them to be conveniently shared on a computer network; another feature absent in similarly priced laser printers⁽¹⁾.

Lower Power Consumption Than Laser Printers⁽¹⁾ – The Epson K100 and K200 use Epson’s highly reliable Micro Piezo print head that lasts the life of the printer and use far less power than conventional laser printers⁽¹⁾, helping users save on power costs.

Key Specifications

	Epson K100 & K200 Monochrome Inkjet Printers
Print Resolution	1440 x 720 dpi (with Variable-Sized Droplet Technology)
Draft /ISO ⁽³⁾ Print Speed	37pm / 16ppm
Ink Cartridge	Each printer uses two Epson 137 ink cartridges with DURABrite Ultra ink and an estimated page yield of 1000 pages each
Standard Features	<ul style="list-style-type: none">• Built-in duplex printing module• 10/100 Fast Ethernet port
Media Handling	<ul style="list-style-type: none">• Epson K100: 250 sheet paper tray• Epson K200: 150 sheet paper tray
Additional Features on K200	<ul style="list-style-type: none">• 1200 x 2400 dpi scanner• 360 x 360 dpi copy capability with 4 sec per page copy speed

- (1) Compared with laser printers of a similar price: for Epson K100 comparison made against monochrome laser printers priced below SGD\$195.00; for Epson K200 - monochrome multi-function laser printers priced below SGD\$260.00.
- (2) *Cost-per-page (CPP) was calculated with Epson published yield[#] based on the ISO/IEC 24711/24712 standard and using the 137 ink cartridge MSRP.
[#]All calculations stated herein are for illustrative purposes, and Epson does not guarantee the stated CPP.
^{*}The quoted yields are for two 137 ink cartridges of Epson monochromatic products "K100/K200" and were estimated using ISO/IEC 24711 tests in default mode and single sided continuous printing methodology, using the monochrome test pattern provided in ISO/IEC 19752. Actual yields will be lower with higher-density images, hot or dusty conditions or less frequent printing. All ink cartridges are used for printing and all-in-one maintenance, and all ink cartridges have to be installed for printing. For print quality, part of the ink from the included cartridges is used for printer startup and a variable amount of ink remains in the cartridges after the "replace cartridge" signal.
- (3) Laser quality black and colour print speeds are determined in default, single-side mode in accordance with ISO/IEC 24734. Actual print times will vary based on system configuration, software and print pattern complexity, software and print pattern complexity. See www.epson.com for details, including complete ISO reports.

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About Epson

Epson is a global imaging and innovation leader that is dedicated to exceeding the vision of customers worldwide through its compact, energy-saving, high-precision technologies, with a product lineup ranging from printers and 3LCD projectors for business and the home, to electronic and crystal devices. Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises over 70,000 employees in 106 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 South Asia & Southeast Asia

Since 1982, Epson has developed a strong presence across major markets in South and Southeast Asia. Led by the regional headquarters, Epson Singapore Pte Ltd., Epson South Asia

and Southeast Asia spans an extensive network of 18 countries and is responsible for delivering and supporting Epson's cutting-edge consumer and business digital imaging products to the customers of these markets through its comprehensive infrastructure of 427 service outlets, 4 Epson solution centres, 10 manufacturing facilities and 1 R&D centre. <http://www.epson.com.sg>

About Epson Singapore

Epson is the world's leader in digital imaging solutions. The company's Singapore operation is also the Regional Headquarters of Seiko Epson Corporation. The company markets and supports Epson printers, scanners, projectors, electronic devices including liquid crystal displays, semiconductors and system devices in South East and South Asia. For more details, please visit www.epson.com.sg

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