



Epson Stylus Pro 7890 / 9890

Our Next Generation.

EPSON PROFESSIONAL IMAGING DIVISION | PRODUCT PRESENTATION

VERSION 1.2 AE

EPSON



What Defines an Epson Stylus® Pro Branded Printer?

1
“To develop printing technology that exceeds the expectations of Creative Professionals.”

2
“To allow any print to be sold.”

PRODUCT SHIPPING DECEMBER 2010

Epson Stylus® Pro 7890 / 9890 Series

PRODUCT FEATURE SET HIGHLIGHTS



EPSON STYLUS PRO 9890 PRINTER SHOWN ABOVE

PRINTER SHIPS WITH PRINTER STAND,
MEDIA CATCH BIN, AND 110 ML
STARTER INK CARTRIDGES.

EPSON STYLUS PRO 7890 – 24" \$2,995

EPSON STYLUS PRO 9890 – 44" \$4,995

CONTACT YOUR LOCAL RESELLER FOR THE LATEST PRICING INFORMATION.
(PRICING SHOWN IS MSRP)

- NEW** Eight-Channel MicroPiezo® TFP® Print Head
- Epson UltraChrome K3® with Vivid Magenta Ink Technology
- NEW** Nine Individual High-Capacity Ink Cartridges – up to 700 ml
- NEW** Automatic Black Ink Mode Switching
- Handles Roll or Cut-Sheet Media from Letter up to 44" wide
- NEW** ePlaten™ Media Loading Technology
- NEW** Spindle-Free Roll Media Loading
- NEW** Roll Media Length Tracking & Identification System
- BorderFree® Roll Printing from 10-Inch up to 44-Inch Wide
- Accepts Media up to 1.5 mm Thick Poster board
- NEW** Built-in Automatic Rotary Media Cutting System
- Maximum Resolution of 2880 x 1440 dpi at 3.5 Picoliter
- AccuPhoto™ HD Screening Technology
- Pressurized Ink Cartridge Technology
- NEW** Automatic Nozzle Verification Technology
- Automatic Head Alignment & Cleaning Systems
- Standard USB 2.0 & 10/100 BaseT Ethernet
- NEW** Large 2.5-Inch Color LCD Control Panel
- PreciseColor™ Manufacturing Process
- myEpsonPrinter.comsm Compatible
- NEW** Optional SpectroProofer® Spectrophotometer
- Optional Automatic Take-Up Reel System (9890 Only)
- New Low Noise Design for Extremely Quiet Operation
- One-Year Epson Preferredsm Protection Plan

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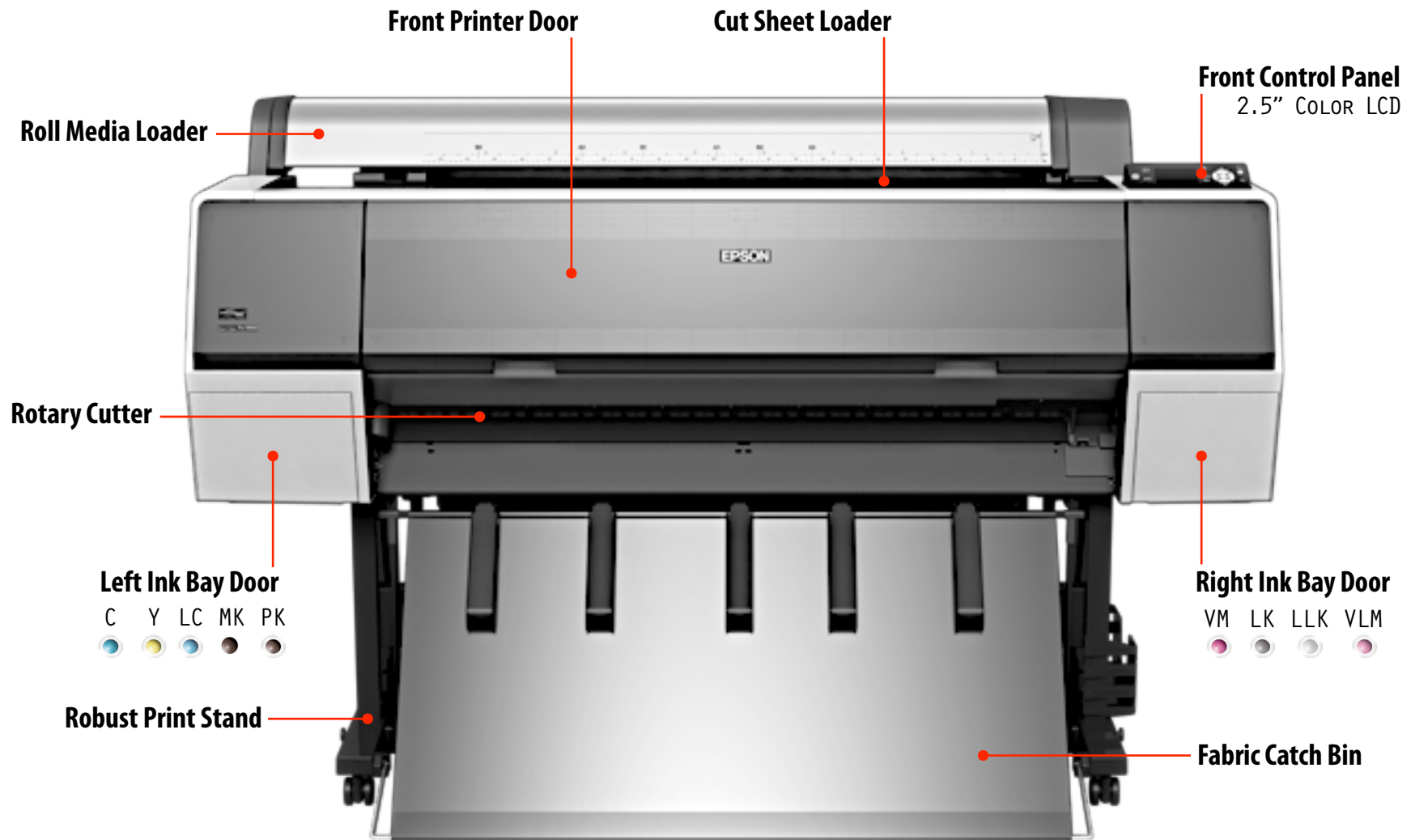
Epson Stylus Pro 7890

53.4"(W) x 26.3"(D) x 48"(H) | 187 LB.

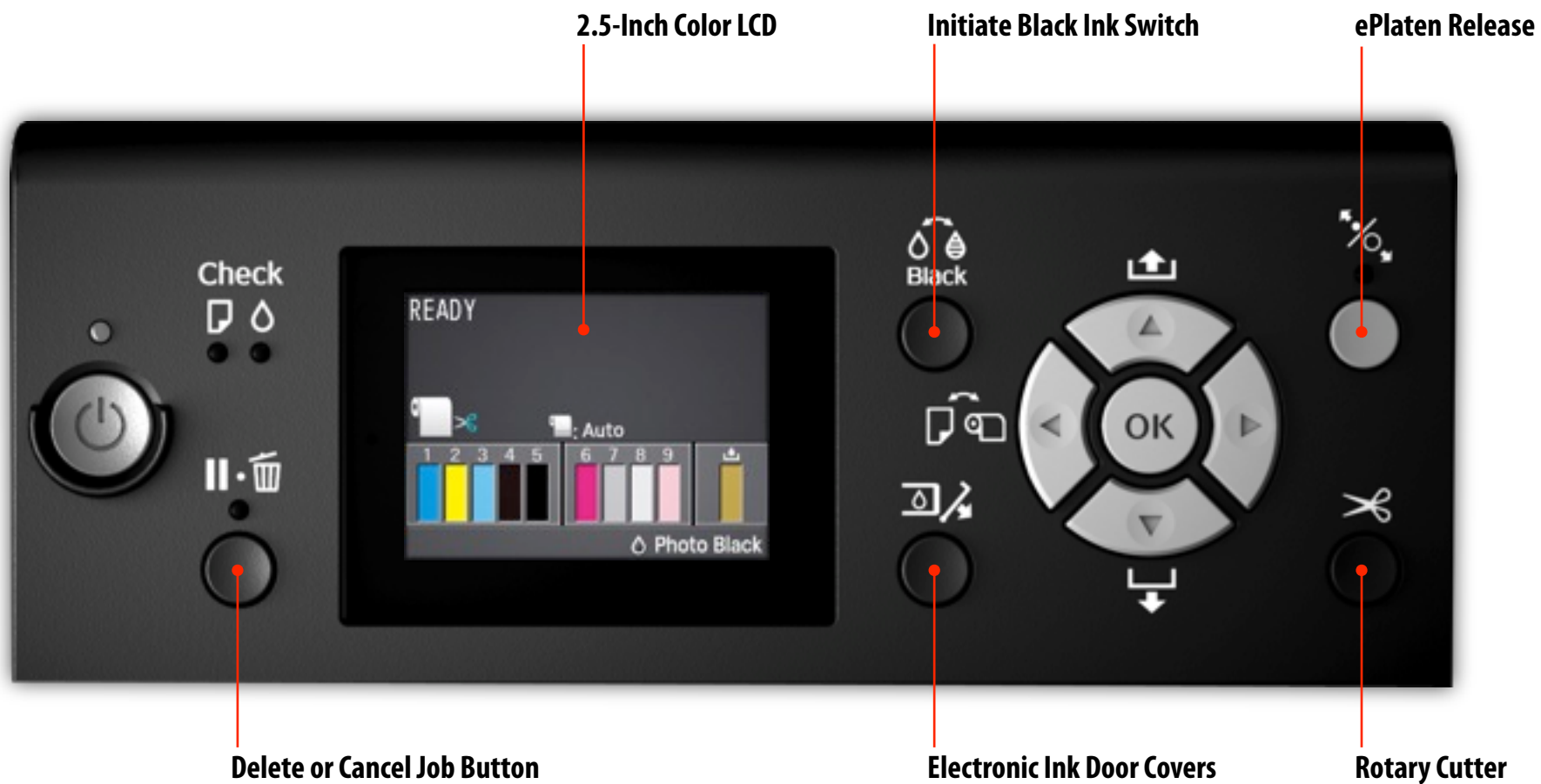


Epson Stylus Pro 9890

73.4"(W) x 26.3"(D) x 48"(H) | 256 LB.



EPSON STYLUS PRO 9890 SHOWN





Epson MicroPiezo TFP Print Head Technology

THE WORLD'S MOST ADVANCED INKJET PRINT HEAD TECHNOLOGY

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Epson MicroPiezo TFP Print Head Technology

EPSON STYLUS PRO 7890/9890 SERIES

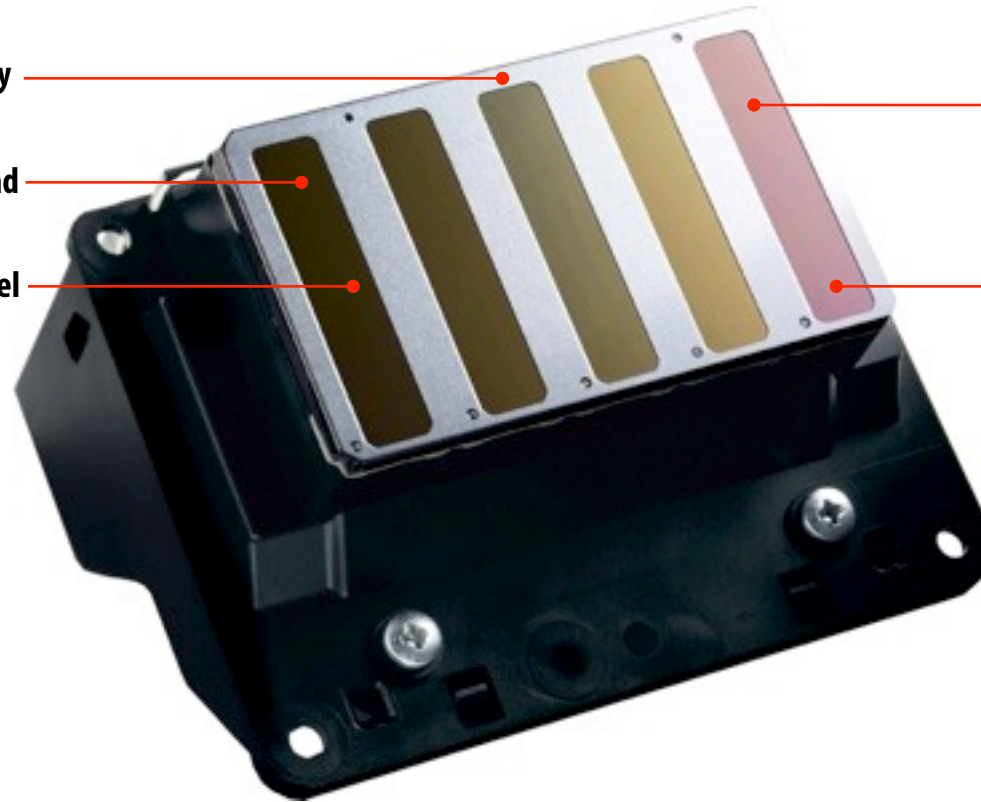
8-Channel Print Head Technology

One-Inch Wide Print Head

Auto-Sharing Black Channel

Ink Repelling Coating Technology

360 Nozzles Per Inch



VARIABLE DROPLET PIEZO | ADVANCED THIN FILM PIEZO (TFP) | 360 NOZZLES x 8 CHANNELS | 3.5 PICOLITERS

EPSON STYLUS PRO 7890/9890 SERIES





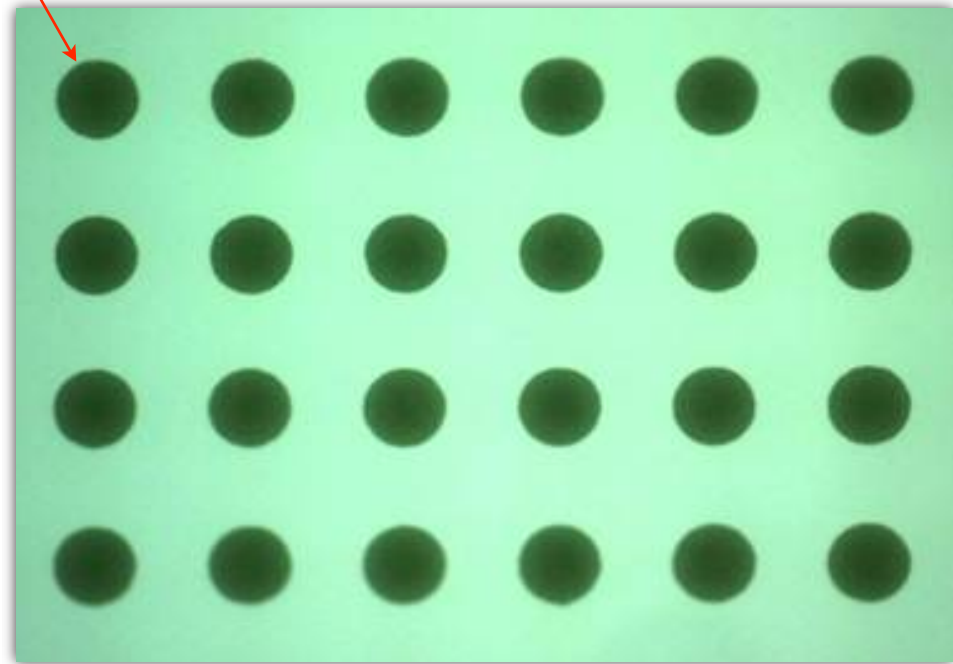
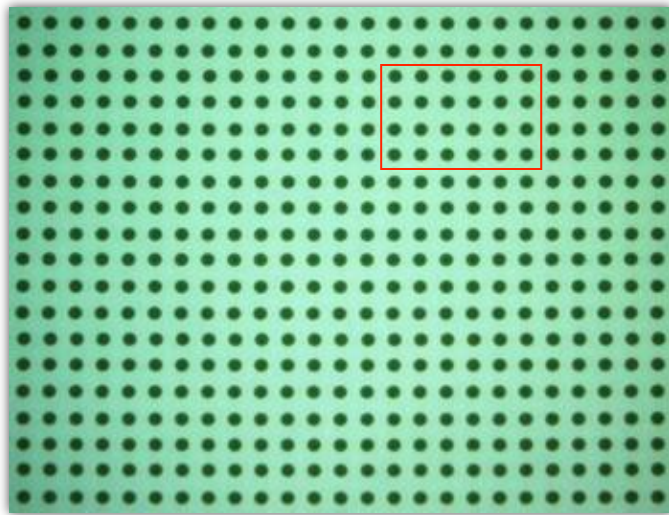
Epson MicroPiezo TFP Print Head Technology

THE WORLD'S MOST ADVANCED INKJET PRINT HEAD TECHNOLOGY

Actual Ink Droplet on Paper

~ 1,420X MAGNIFICATION

~ 210X MAGNIFICATION



← PRINT HEAD DIRECTION →

Extreme Dot Placement Accuracy

Perfectly Round & Consistent Droplets

LOW VIBRATION MENISCUS AND HIGH IMPACT CONTROL TECHNOLOGY EXAMPLES SHOWN ABOVE

SOURCE: SEIKO EPSON ENGINEERING



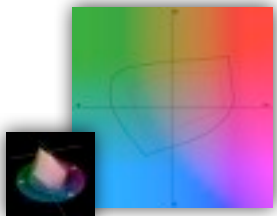


Epson MicroPiezo TFP Print Head Technology

USER VERIFIED AUTOMATIC BLACK INK MODE SWITCHING

- **Epson MicroPiezo TFP print head technology allows the printer to share the same physical ink channel between both Matte and Photo Black inks**
- **The correct black ink mode is automatically used depending upon the printer driver or front control panel settings**
- **The process of switching between black ink modes is automatic**
- **To reduce user errors, the user must confirm the switch at the front control panel**
- **This technology is similar to the auto-switching process of the Epson Stylus Pro 7900 and 9900 Series printers**

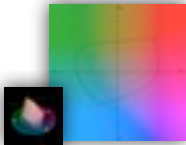
Black Ink Conversion	Conversion Time	Ink Used
Photo Black to Matte Black	~2:07 min:sec	~1.13 ml
Matte Black to Photo Black	~2:55 min:sec	~3.34 ml



Epson UltraChrome K3 with Vivid Magenta Ink



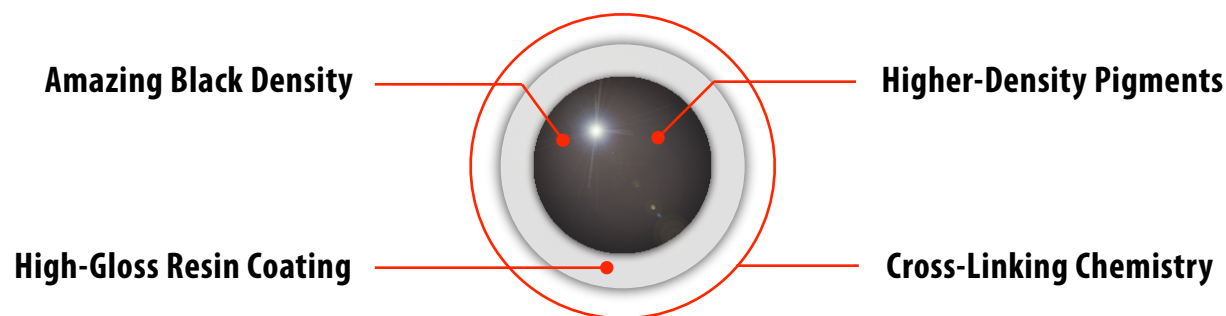
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Industry Defining Pigment-based Ink Technology

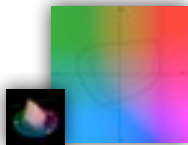
EPSON VIVID MAGENTA INK TECHNOLOGY

- **Unique form of high-density pigments developed by Seiko Epson chemists**
- **Higher density form of magenta pigment for increased color gamut**
- **Significant color gamut improvements in blue and purples**
- **High-gloss Microcrystal Encapsulation™ technology for reduced gloss differential**
- **Stable color immediately after printing - no short-term color shifting**
- **Superior scratch resistance from improved pigment and resin chemistry**
- **Incredible black density improvements up to 2.6 Dmax (L* value of 3.0)**



D_{MAX} AND L* VALUES ARE BASED UPON 2880 X 1440 DPI USING EPSON PREMIUM LUSTER PHOTO PAPER

EPSON



Industry Defining Pigment-based Ink Technology

DUAL-BLACK INK MODE TECHNOLOGY

- ▶ **Two different black ink technologies can be used to optimize the black density for virtually any media type**
- ▶ **Photo Black ink can produce professional results on any media type, but is optimized for traditional photographic papers**
- ▶ **Matte Black ink can produce even better results on specific matte-type papers such as Enhanced Matte, Hot Press and Cold Press Fine Art Paper, and many others**

Optimized Black Density
for any media type

Matte Black Print on Matte Paper

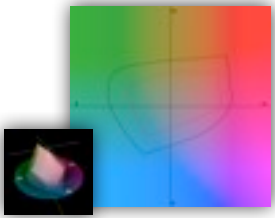


Photo Black Print on Matte Paper



PHOTOGRAPH © 2010 GREG GORMAN

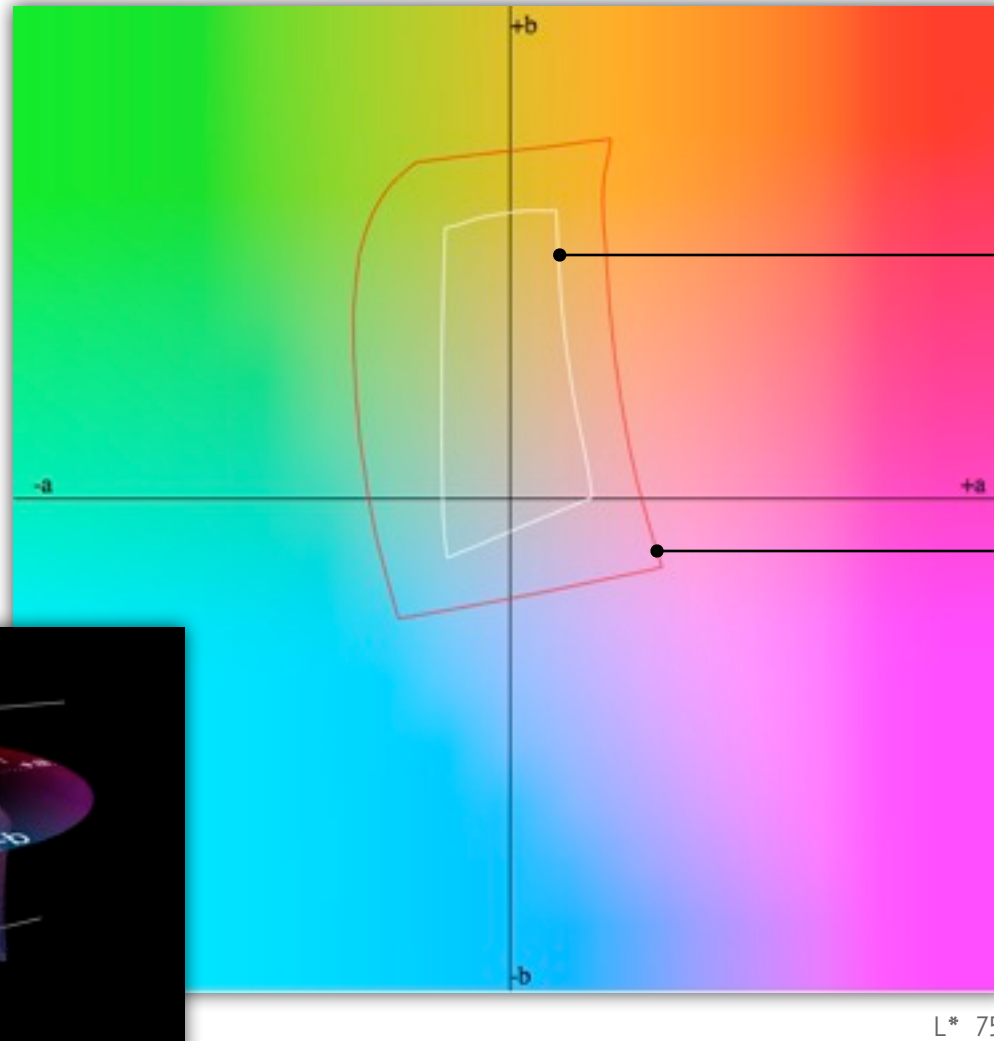
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Color Gamut Comparisons

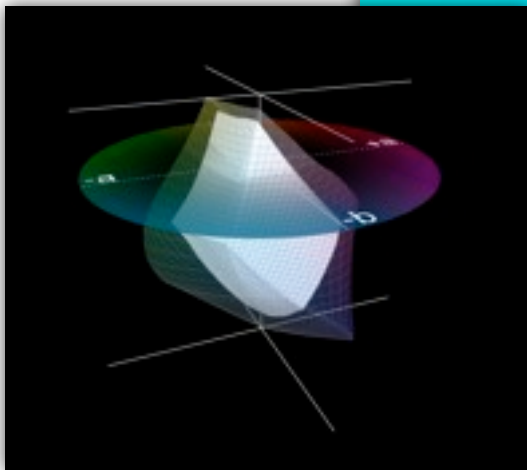
EPSON ULTRACHROME K3® WITH VIVID MAGENTA VS.



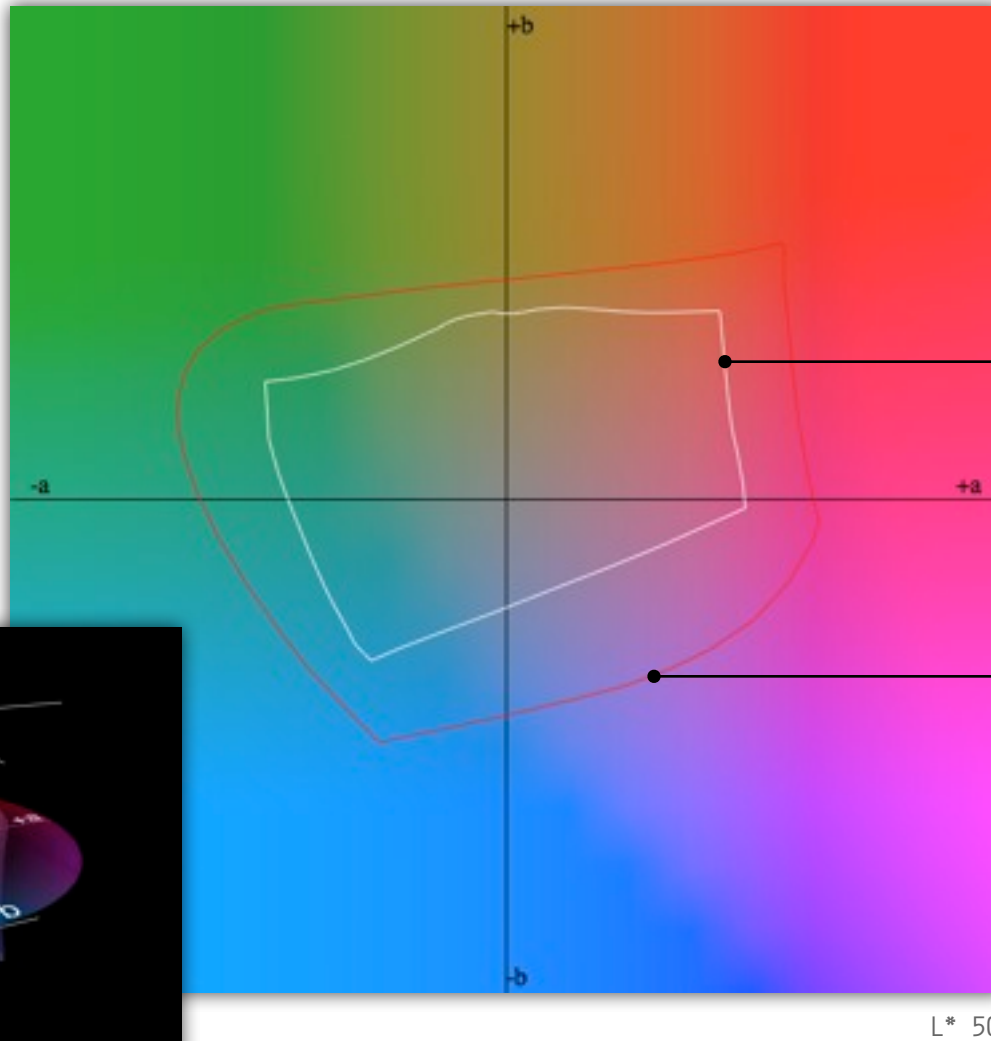


SWOP®

EPSON ULTRACHROME
K3 INK
VIVID MAGENTA

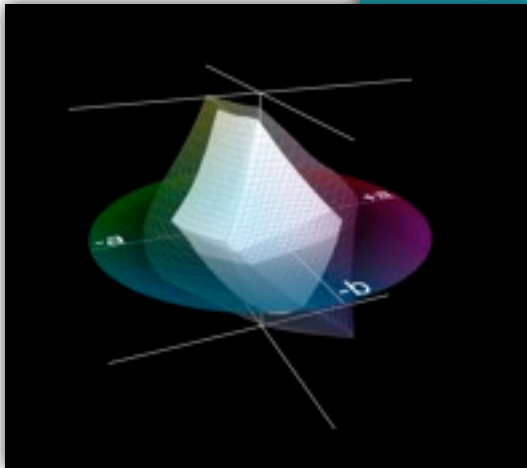


L* 75



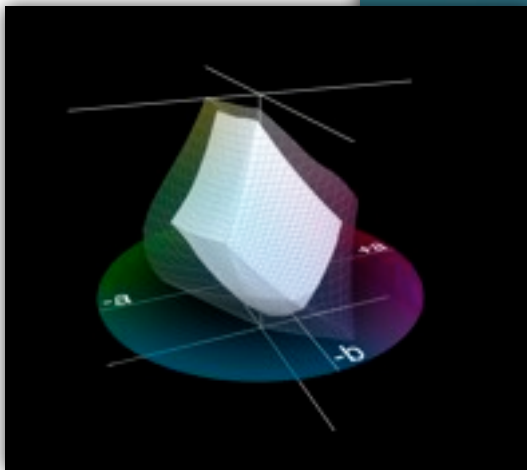
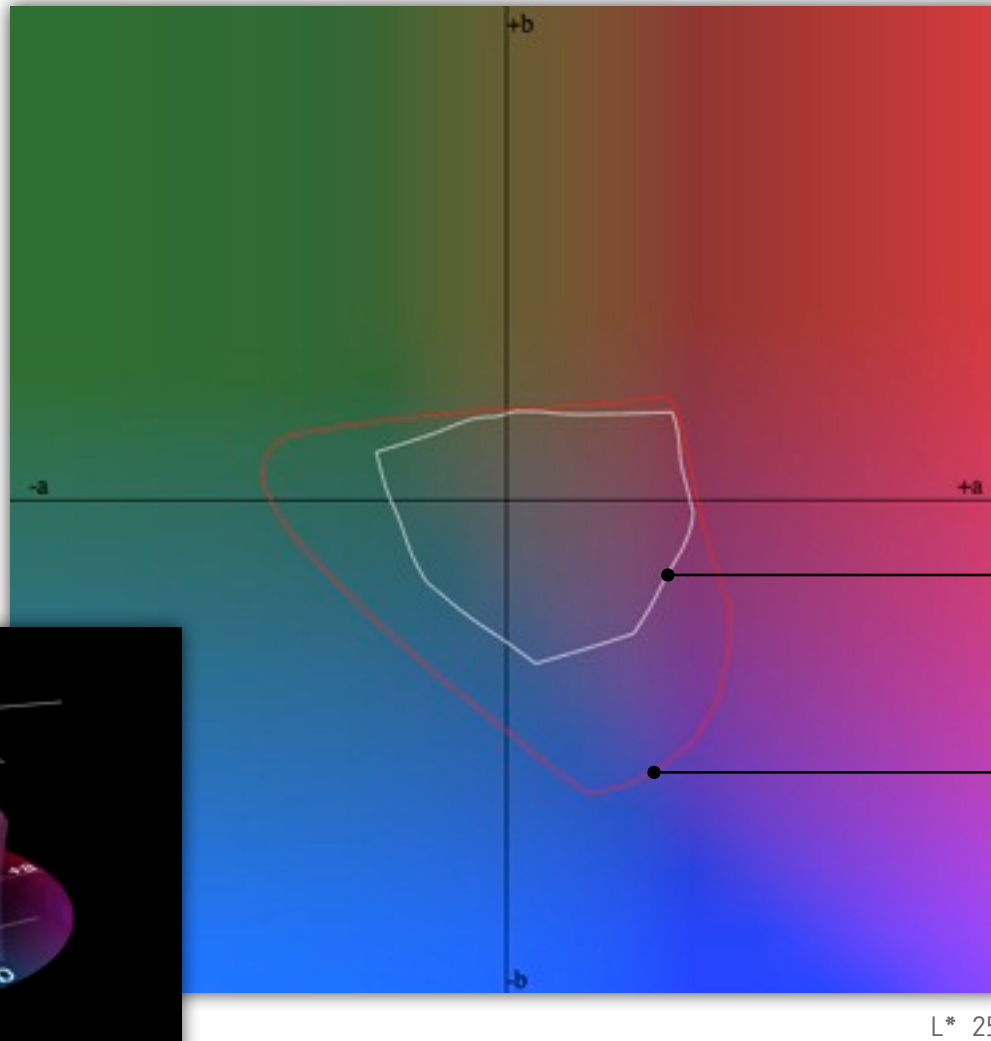
SWOP®

EPSON ULTRACHROME
K3 INK
VIVID MAGENTA



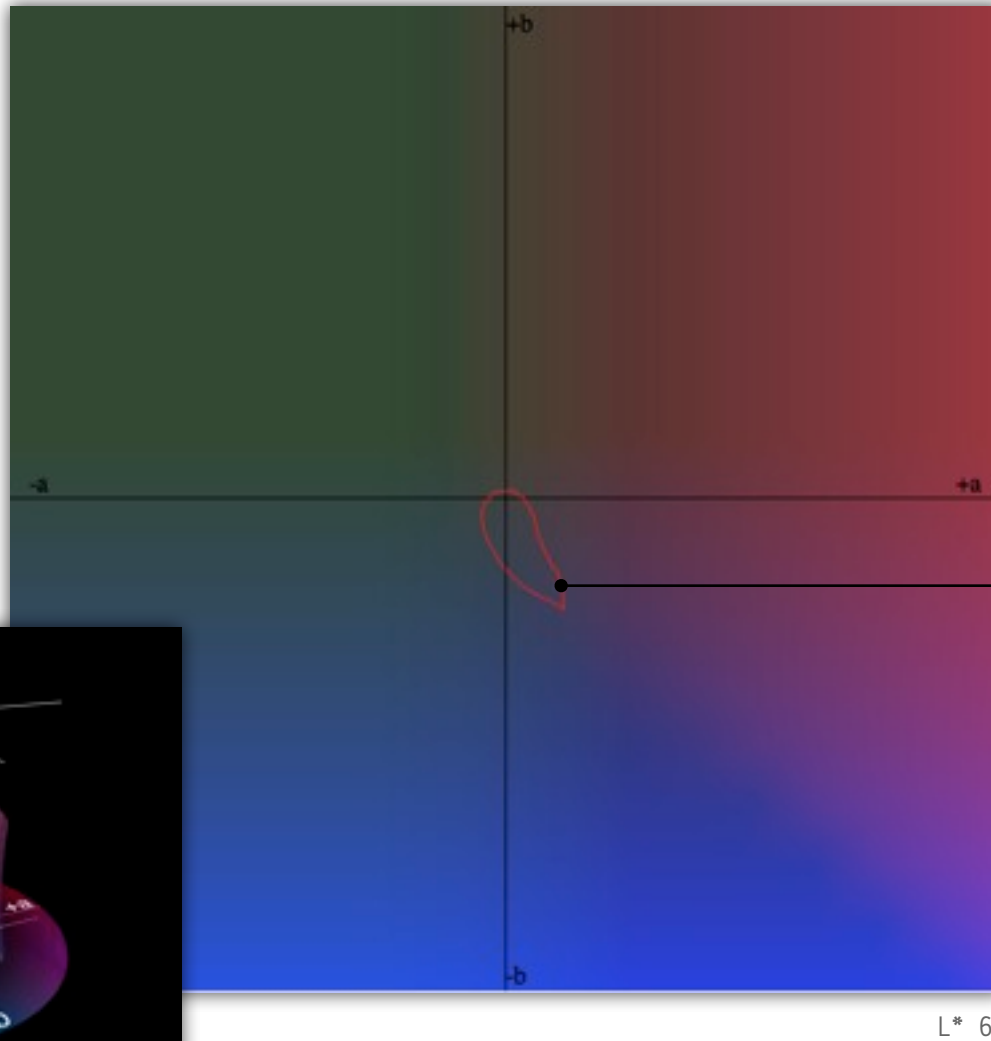
L* 50

L* 50



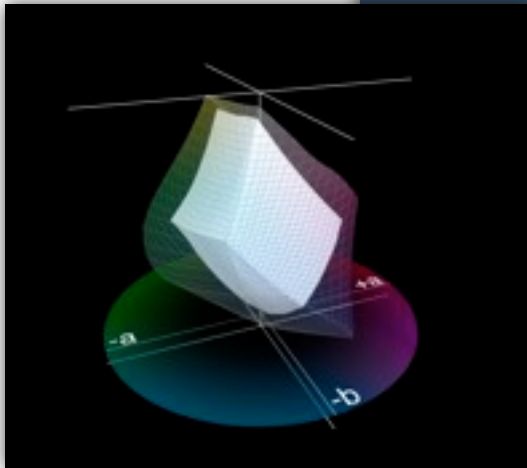
SWOP®

EPSON ULTRACHROME
K3_{INK}
VIVID MAGENTA



SWOP®

EPSON ULTRACHROME
K3 INK
VIVID MAGENTA



L* 6



Features and Options

EPSON STYLUS PRO 7890 - 24"

EPSON STYLUS PRO 9890 - 44"



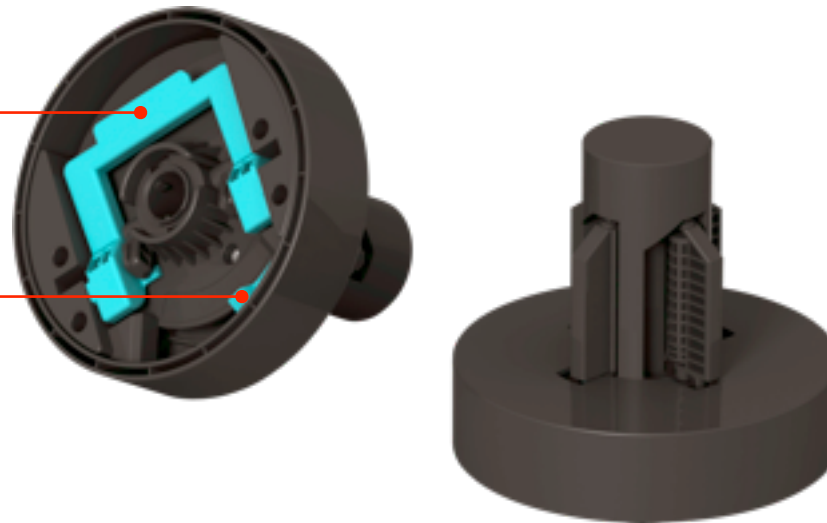
All New Spindle-Free Roll Media Loading

HIGH-ACCURACY ROLL MEDIA LOADING SYSTEM

- **Roll Media Adapters Adjust for both 2– and 3–inch Media Cores**
- **Simple Tension Lever Ensures Quick and Secure Media Core Loading**
- **Extremely Fast Roll Media Loading with Less Chance of Media Damage**
- **Designed with Epson ePlaten Technology for Highly-Accurate Roll Media Loading**

Media Core Tension Lever

2– or 3–Inch Media Core Switch



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All New Epson ePlaten Technology

HIGH-ACCURACY ROLL MEDIA LOADING SYSTEM

- **Accurate Automatic Media Loading, Movement, Skew Adjustment, and Tracking**
- **Electronically Controlled Roll Media Back Tension**
- **Automatic Media Core Rewind Upon Media Release**
- **Simplifies the Overall Roll and Cut Sheet Media Loading Process**

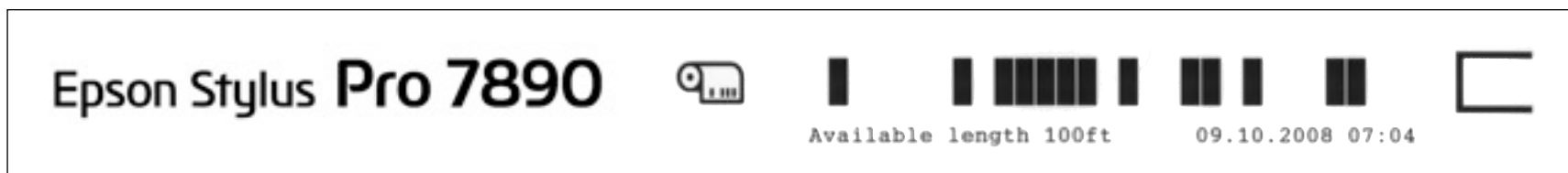




Roll Media Length Tracking and Identification System

AUTOMATIC BAR CODE TRACKING SYSTEM

- **Realtime Automatic Remaining Roll Media Length Counter**
- **Auto Bar Code Printing of Remaining Roll Media Information for Faster Reloading**
- **Adjustable Roll Media Length Setting to Compensate for Various Roll Lengths**
- **Very Useful for Tracking Partially Used Media Rolls**
- **Auto Roll Media Identification – Both Genuine Epson and Custom Media Setting(s)**
- **Can Be Disabled if Not Required by Your Workflow**



SAMPLE BAR CODE TAG PRINTED ON THE EDGE OF MEDIA



New High Performance Rotary Cutting System

➤ All New Rotary Type Cutting Mechanism

- Extremely durable design and virtually maintenance free
- Off-carriage cutting system eliminates media dust within critical components

➤ High Performance Cutting Speeds

- Capable of cutting a 44-inch wide sheet in less than two seconds

➤ Cuts Virtually Any Media Type

- Capable of cutting all standard Epson roll media types, including canvas and various fine art papers



ALL-NEW HIGH-PERFORMANCE ROTARY CUTTER

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Auto Take-up Reel System

UP TO 44-INCH WIDE

NOTE: CAN BE INSTALLED ALONG WITH THE OPTIONAL EPSON SPECTROPROOFER 44
(MEDIA TAKE-UP REEL AVAILABLE ON 9890 ONLY)

➤ **Optional 24- and 44-Inch Wide Spectrophotometer Developed Jointly with X-Rite®**

- Simple installation fits cleanly into the front of the Epson Stylus Pro 7890 or 9890 printers
- Includes both black and white interchangeable backing plates
- Built-in print dryer to accelerate the dry-down and reading process
- Built-in temperature sensors for internal mechanism and surrounding environment

➤ **Both UV and Non UV Versions Available**

- When purchasing any Epson SpectroProofer option, the user selects either UV or non UV versions

➤ **Incorporates an X-Rite ILS20 device for High-Performance with High-Accuracy**

- The X-Rite ILS20 uses a high-accuracy spectrum filter tungsten lamp for extreme measurement accuracy below 0.2 dE-CMC
- Capable of reading 15 color patches per sec per scan line

➤ **Supported by the Leading Software RIP Companies***

- When driven by the latest software RIP front-ends, the Epson SpectroProofer can automate virtually any color management process in your workflow

* SpectroProofer is recommended for proofing applications and not for photography applications.



Epson SpectroProofer 44

AVAILABLE FOR BOTH THE SP7890 OR SP9890
(UV AND NON-UV VERSIONS ARE AVAILABLE)



POWERED BY A NEW HIGH-PERFORMANCE
ILS20 SPECTROPHOTOMETER
DEVELOPED BY X-RITE

EPSON SPECTROPROOFER 24	\$1,495
EPSON SPECTROPROOFER 24 UV	\$1,495
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EPSON SPECTROPROOFER 44	\$2,495
EPSON SPECTROPROOFER 44 UV	\$2,495

CONTACT YOUR LOCAL RESELLER FOR THE LATEST PRICING INFORMATION.
(PRICING SHOWN IS MSRP)



Warranty and Service Program

WORLD CLASS SERVICE AND SUPPORT

➤ Standard One-Year of Coverage under the Epson PreferredSM Protection Plan

- Toll-free telephone support Monday thru Friday with usually next-business-day on-site service
- Protection plans provide limited warranty for parts and labor

➤ Optional One- and Two-Year Extended Service Plans

- The Epson Preferred Plus Service Plans extends the one-year limited warranty that comes standard



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Performance Benchmarking

EPSON STYLUS PRO 7890 - 24"

EPSON STYLUS PRO 9890 - 44"

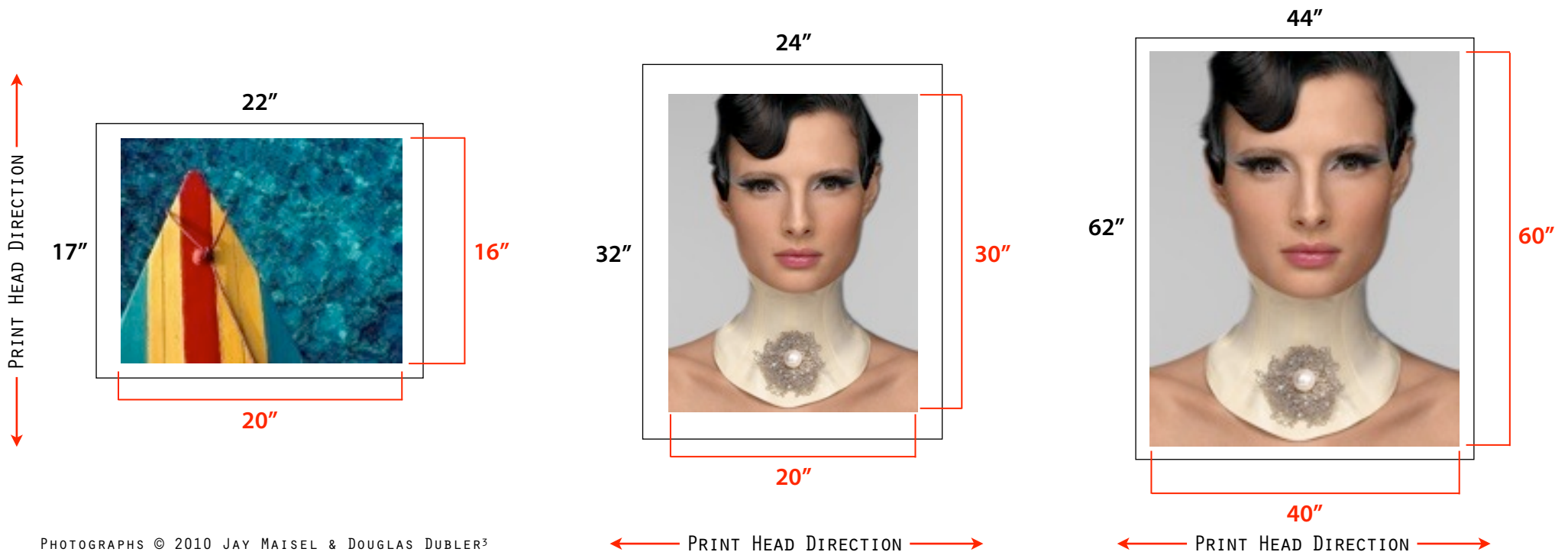


Performance Benchmarking

MOST POPULAR PRINT SIZES

Epson Driver Print Mode	16" x 20"	20" x 30"	40" x 60"
Fine - 720 dpi 'Production Mode'	1:53	4:03	12:26
Fine - 720 dpi HS	2:53	5:03	15:26
SuperFine - 1440 dpi HS	3:47	6:39	24:20
SuperPhoto - 2880 dpi HS	7:14	12:52	40:05

BASED UPON PRINT ENGINE SPEEDS ONLY. TOTAL THROUGHPUT TIMES DEPEND UPON FRONT-END DRIVER/RIP, FILE SIZE, PRINTER RESOLUTION, INK COVERAGE, ETC.
 IMAGES PRINTED AS SHOWN BELOW ON EPSON PREMIUM LUSTER PHOTO PAPER 260 USING A STANDARD ICC COLOR MANAGED WORKFLOW VIA ADOBE® PHOTOSHOP® CS4
 PRINT SPEEDS ARE SHOWN IN MIN:SEC | HS = HIGH-SPEED MODE (BI-DIRECTIONAL PRINT MODE) | PRODUCTION MODE = HS + SUPER MICROWEAVE 'OFF'



PHOTOGRAPHS © 2010 JAY MAISEL & DOUGLAS DUBLER³





Competitive Benchmarking

EPSON STYLUS PRO 7890/9890 SERIES
VERSUS EPSON STYLUS PRO 7880/9880 SERIES

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Printer Feature	Epson Stylus Pro 7890	Epson Stylus Pro 7880
Maximum Printer Width	24-Inch	24-Inch
Pigment Ink Technology	Epson UltraChrome K3 Vivid Magenta	Epson UltraChrome K3 Vivid Magenta
Print Head Technology	Epson MicroPiezo TFP	Epson MicroPiezo AMC
Auto Nozzle Verification and Cleaning	Yes	No
Ink Repelling Coating Technology	Yes	Yes
Printing Color Model	8-Color	8-Color
Number of Print Head Nozzles	360 x 8 Colors	180 x 8 Colors
Ink Included with Printer	110 ml x 9 Ink Cartridges	110 ml x 8 Ink Cartridges
Maximum Ink Cartridge Size	700 ml x 9 Ink Cartridges	220 ml x 8 Ink Cartridges
Ink Cartridge Sizes Available	150 ml / 350 ml / 700 ml	110 ml / 220 ml
Maximum Resolution / Smallest Droplet Size	2880 x 1440 / 3.5 pl	2880 x 1440 / 3.5 pl
Photographic Driver Screening Technology	Epson AccuPhoto HD	Epson AccuPhoto HD
Epson ePlaten Technology	Yes	No
Auto-Switching Black Ink Technologies	Yes	No
Thick Media Cutting System	Internal Automatic Rotary Cutter	Optional Manual Media Cutting System
Internal Color Measuring Capability	Optional SpectroProofer 24 (UV or non UV)	None
myEpsonPrinter.com Compatible	Yes	Yes
Standard Connectivity	USB 2.0 & 10/100 BaseT Ethernet	USB 2.0 & 10/100 BaseT Ethernet
Standard Warranty	1-Year Epson Preferred Protection Plan	1-Year Epson Preferred Protection Plan
MSRP	\$2,995	\$2,995

WINNING FEATURE

EPSON

Printer Feature	Epson Stylus Pro 9890	Epson Stylus Pro 9880
Maximum Printer Width	44-Inch	44-Inch
Pigment Ink Technology	Epson UltraChrome K3 Vivid Magenta	Epson UltraChrome K3 Vivid Magenta
Print Head Technology	Epson MicroPiezo TFP	Epson MicroPiezo AMC
Auto Nozzle Verification and Cleaning	Yes	No
Ink Repelling Coating Technology	Yes	Yes
Printing Color Model	8-Color	8-Color
Number of Print Head Nozzles	360 x 8 Colors	180 x 8 Colors
Ink Included with Printer	110 ml x 9 Ink Cartridges	110 ml x 8 Ink Cartridges
Maximum Ink Cartridge Size	700 ml x 9 Ink Cartridges	220 ml x 8 Ink Cartridges
Ink Cartridge Sizes Available	150 ml / 350 ml / 700 ml	110 ml / 220 ml
Maximum Resolution / Smallest Droplet Size	2880 x 1440 / 3.5 pl	2880 x 1440 / 3.5 pl
Photographic Driver Screening Technology	Epson AccuPhoto HD	Epson AccuPhoto HD
Epson ePlaten Technology	Yes	No
Auto-Switching Black Ink Technologies	Yes	No
Thick Media Cutting System	Internal Automatic Rotary Cutter	Optional Manual Media Cutting System
Internal Color Measuring Capability	Optional SpectroProofer 44 (UV or non UV)	None
myEpsonPrinter.com Compatible	Yes	Yes
Standard Connectivity	USB 2.0 & 10/100 BaseT Ethernet	USB 2.0 & 10/100 BaseT Ethernet
Standard Warranty	1-Year Epson Preferred Protection Plan	1-Year Epson Preferred Protection Plan
MSRP	\$4,995	\$4,995

WINNING FEATURE

EPSON



SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

CARTRIDGE YIELDS VARY CONSIDERABLY FOR REASONS INCLUDING IMAGES PRINTED, PRINT SETTINGS, TEMPERATURE AND HUMIDITY. YIELDS MAY BE LOWER WHEN PRINTING INFREQUENTLY OR PREDOMINANTLY WITH ONE INK COLOR. A VARIABLE AMOUNT OF INK REMAINS IN THE CARTRIDGE AFTER THE "REPLACE CARTRIDGE" SIGNAL. PART OF THE INK FROM THE FIRST CARTRIDGES IS USED FOR PRIMING THE PRINTER. INK IS USED FOR BOTH PRINTING AND PRINT HEAD MAINTENANCE.

ALL INKS ARE USED FROM BOTH BLACK AND COLOR PRINTING.

FOR MORE INFORMATION ABOUT CARTRIDGES SEE WWW.EPSON.COM/CARTRIDGEINFO

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