

Epson Professional Imaging | The Art of Performance.



# Epson<sup>®</sup> SureLab<sup>™</sup> D3000

A Future Controlled by You.

Sales Reference Guide v1.0

**To redefine photo lab print quality.**

**To provide portrait photographers  
a smarter business solution.**

**HIGHLY**  
Versatile



### ■ Family Portraits

- Weddings, Holidays, Birthdays, Announcements, etc.

### ■ Graduation & School Portraits

- Basic Portraits, Class Photos, Proms, Sports, etc.

### ■ Corporate Portraits

- Company Executives, Departmental Photos, Work Teams, etc.

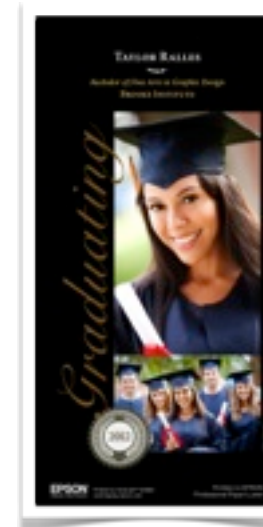
### ■ Permanent On-site Event Photography

- Cruise Ships, Amusement Parks, Vacation Resorts, etc.

### ■ Value-added Prints

- High-end Wedding Album Production, High-end Photo Books, Photo Greeting Cards, etc.
- Panoramic Photo Prints

**HIGHLY**  
Versatile





**Dual-Roll Version**



**Single-Roll Version**



## Dual-Roll Version

Shown with Optional Print Job Sorter



## Single-Roll Version

Shown with Optional Print Job Sorter

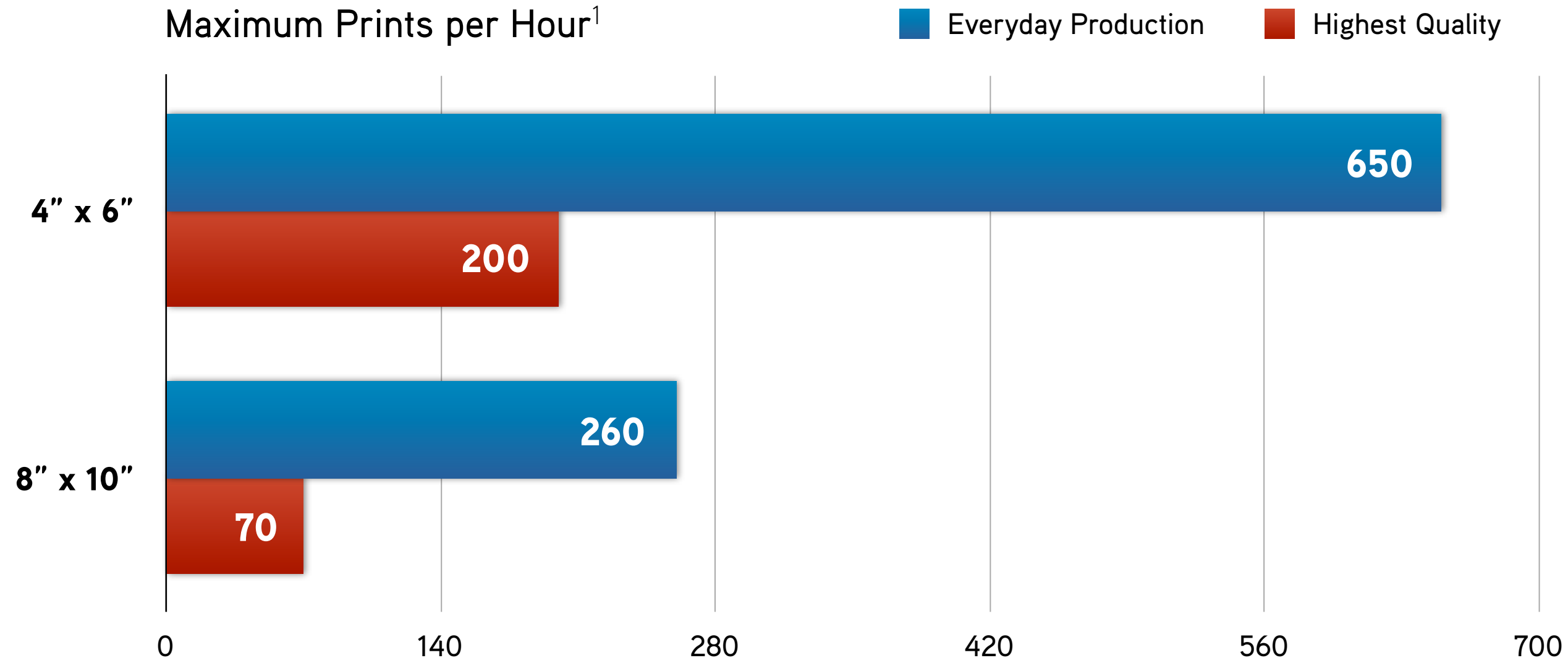


46" (W) x 60" (D) x 32" (H)

353 lb with Optional Print Job Sorter Unit Installed

Standard 110 V Power





Testing conducted by Epson America, Inc.

**FAST**  
Print Speeds



### ■ Quite Possibly the Fastest Photo Lab in its Class

- Up to 260 8" x 10" prints per hour at 720 dpi; or up to 70 per hour at 1,440 dpi
- Up to 650 4" x 6" prints per hour at 720 dpi; or up to 200 per hour at 1,440 dpi

### ■ Epson UltraChrome<sup>®</sup> D6 Ink Technology

- All-new six-color dye-based ink technology using 700 ml ink tanks
- Extreme image quality surpassing any traditional chemical-based photo lab printer
- Water resistant prints that will last for generations<sup>2</sup>

### ■ Newly Developed Epson<sup>®</sup> MicroPiezo<sup>®</sup> VSD Print Head Technology

- High-performance print head technology designed for robust printing environments
- Capable of print resolutions up to 1440 x 1440 dpi
- Utilizes up to four Variable Sized Droplets (VSD), with sizes as small as 1.5 picoliters
- Unique imaging technology to help ensure trouble-free output

Amazing  
Print Quality



### ■ Professional Epson Media

- Two roll media types supported – Epson Professional Glossy & Epson Professional Luster
- Extremely consistent manufacturing process ensures stable prints from lot to lot
- Back-side watermark includes photographer copyright language

### ■ High-capacity Roll Media Feeders up to 328'

- Single-roll configuration handles 4", 5", 6", 8", 10" or 12" roll widths
- Dual-roll configuration adds an additional 4", 5", 6" and 8" roll capability
- Standard and user-definable print lengths from 3.5" minimum to 48" maximum

### ■ Standard Automatic Dual-line Back Printing

- Two fully-customizable, 40-character lines of black text per print

### ■ Standard Moisture Control Unit

- Printer automatically stabilizes the roll media environment to ensure consistent output
- Perfect for demanding weather environments (20 - 80% relative humidity)

### ■ Works with Virtually any Third-party Workflow Software

- Epson SureLab is compatible with any Microsoft® Windows® XP or Windows 7 application
- From Adobe® Photoshop® and Adobe Lightroom® to Darkroom® software
- It's as simple to operate as any Epson Professional printer

### ■ Automatic Print Head Cleaning

- Printer automatically verifies possible nozzle clogs and fixes them before each print
- Perfect for completely unattended print operation

### ■ Optional Print Sorter

- Automatically sorts up to ten print jobs, from 1 to 50 pages
- Handles from 4" x 6" to 8" x 12" print sizes
- Adds the ability to top eject panoramic prints greater than 12" long

**EASY**  
to Operate



### ■ **Standard Epson Preferred<sup>SM</sup> Limited Warranty**

- One-year on-site service
- Includes free phone support available Monday through Friday
- Usually next-business-day on-site break fix service
- Warranty includes parts and labor

### ■ **Optional Extended Epson Preferred Plus Plan**

- Additional one-year program available (EPPSLD3B1)
- Extends coverage when the in-box warranty ends
- Stackable for up to five years of total coverage (warranty plus four service plans)
- Can be purchased at any time while under warranty or an extended plan

**EASY**  
to Operate





# Epson UltraChrome D6

Redefining Photographic Printing

**Please Note:**

For greater reliability, the Epson SureColor D-Series family of printers are designed **exclusively** for use with Epson ink cartridges.<sup>3</sup>

### ■ All new 6-color Professional Dye-based Ink Technology

- Capable of producing archival prints with a level of clarity and sharpness that looks almost three-dimensional - far surpassing any other form of photographic printing
- Zero gloss differential - even on Epson Professional Glossy paper

### ■ Extreme Color Gamut

- Significantly superior color performance versus traditional chemical-based technologies

### ■ Easier On The Environment

- Unlike traditional photo labs, SureLab uses the latest developments in “dry lab” technologies, eliminating harmful chemicals from the photographic printing environment

### ■ High-capacity 700 ml Ink Cartridges

- Six individual cartridges designed for serious print production
- Delivers low cost-per-ml and maintenance costs
- Utilizes the proven Cyan, Magenta, Yellow, Black, Light Cyan, and Light Magenta color model





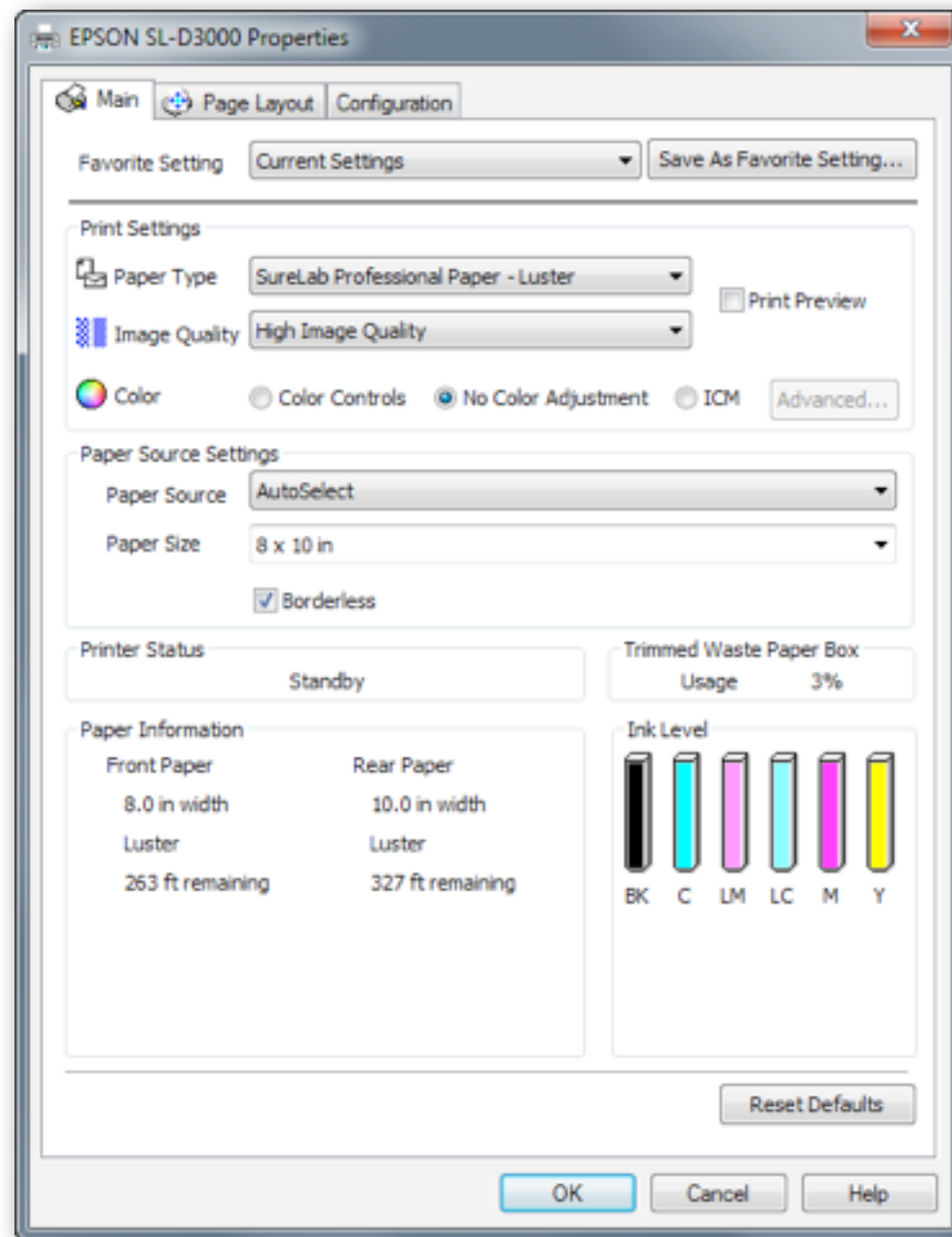
# Epson **Driver Technology**

Industry-proven Printing

**EPSON®**

*The Art of Performance.*





### ■ User-proven Driver Technology

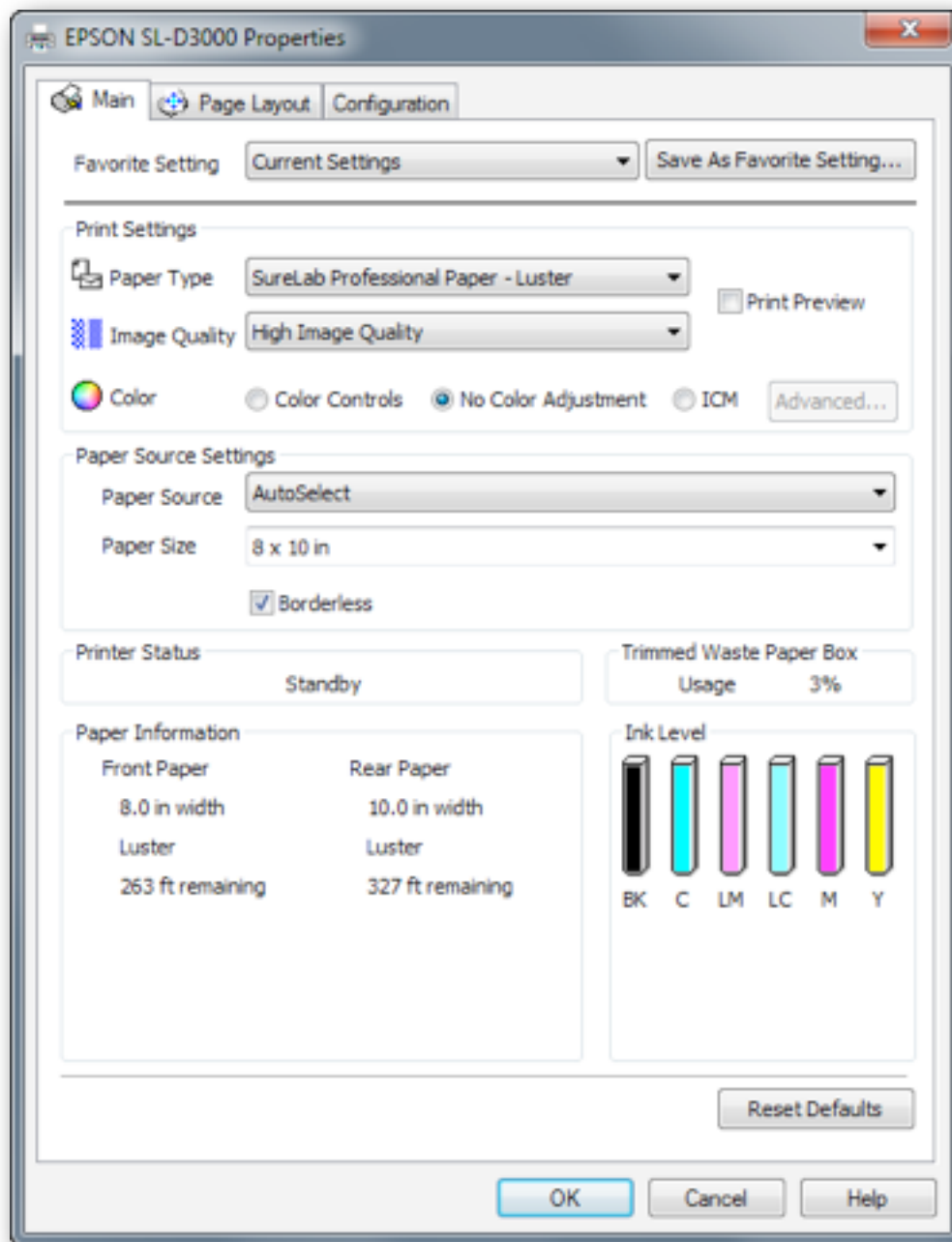
- Developed and refined from over 10 years of photo printing experience with Epson Stylus® Pro Series printers
- Offers the features and flexibility required for Dry Lab use in a photo studio environment

### ■ Extreme Ease of Use

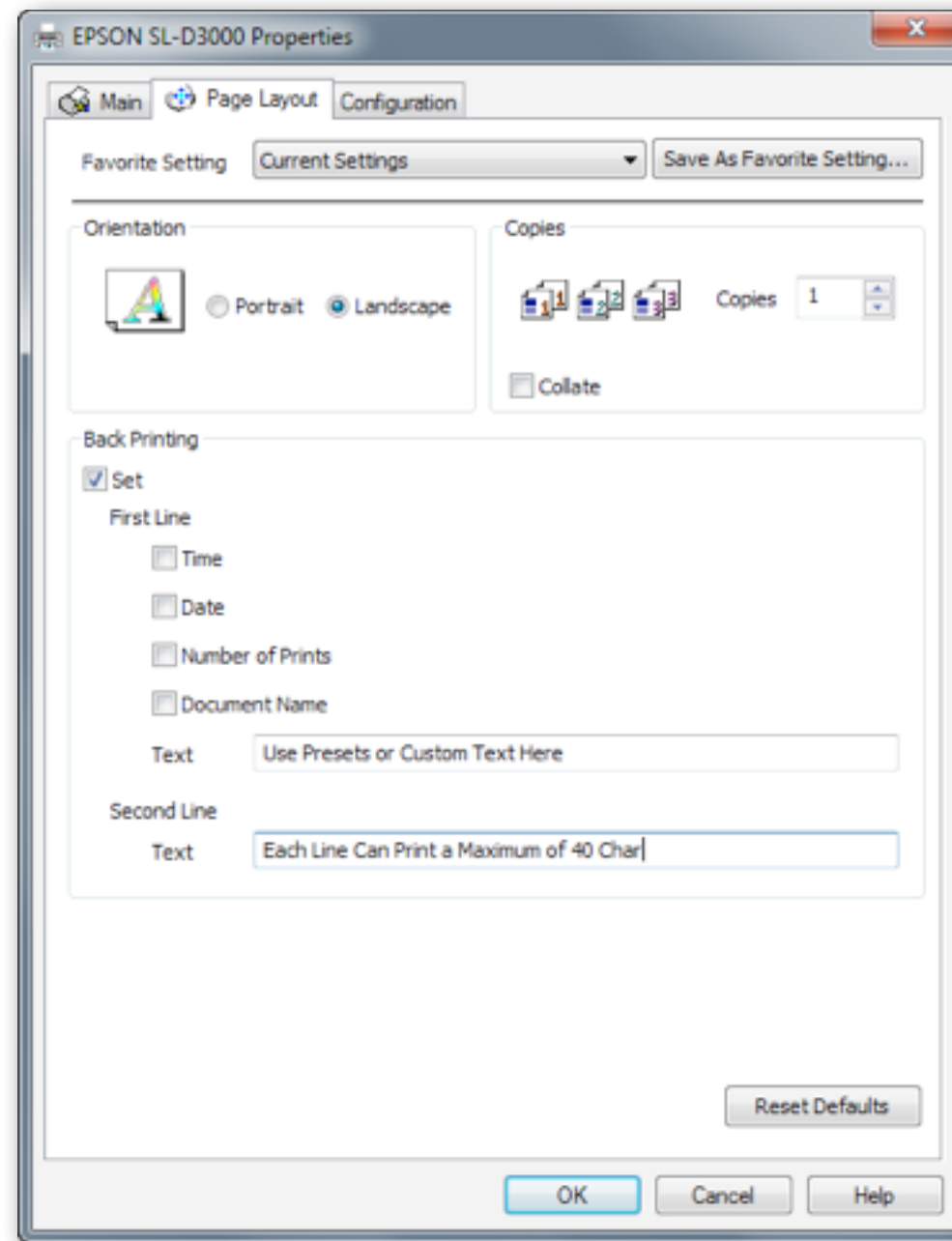
- Work seamlessly with sRGB or AdobeRGB files, or use an ICC profile workflow
- Save presets for simple selection of favorite printing modes and color preferences
- Control the two-line back-print on each photograph produced

### ■ Uses Existing Windows Photo Workflow Software

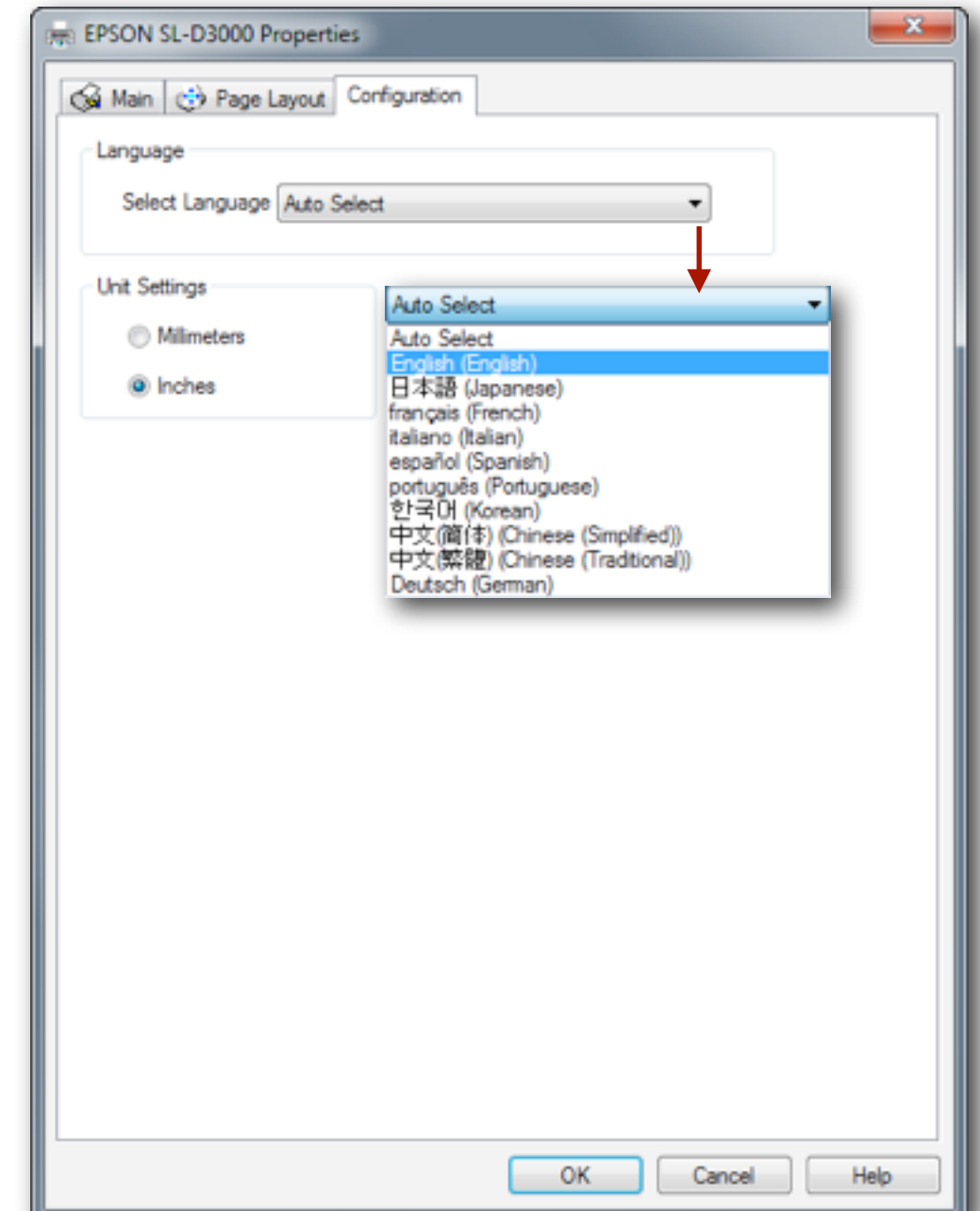
- Works with Adobe Photoshop, Adobe Lightroom, Darkroom software, and just about any Windows imaging application that has a print dialog



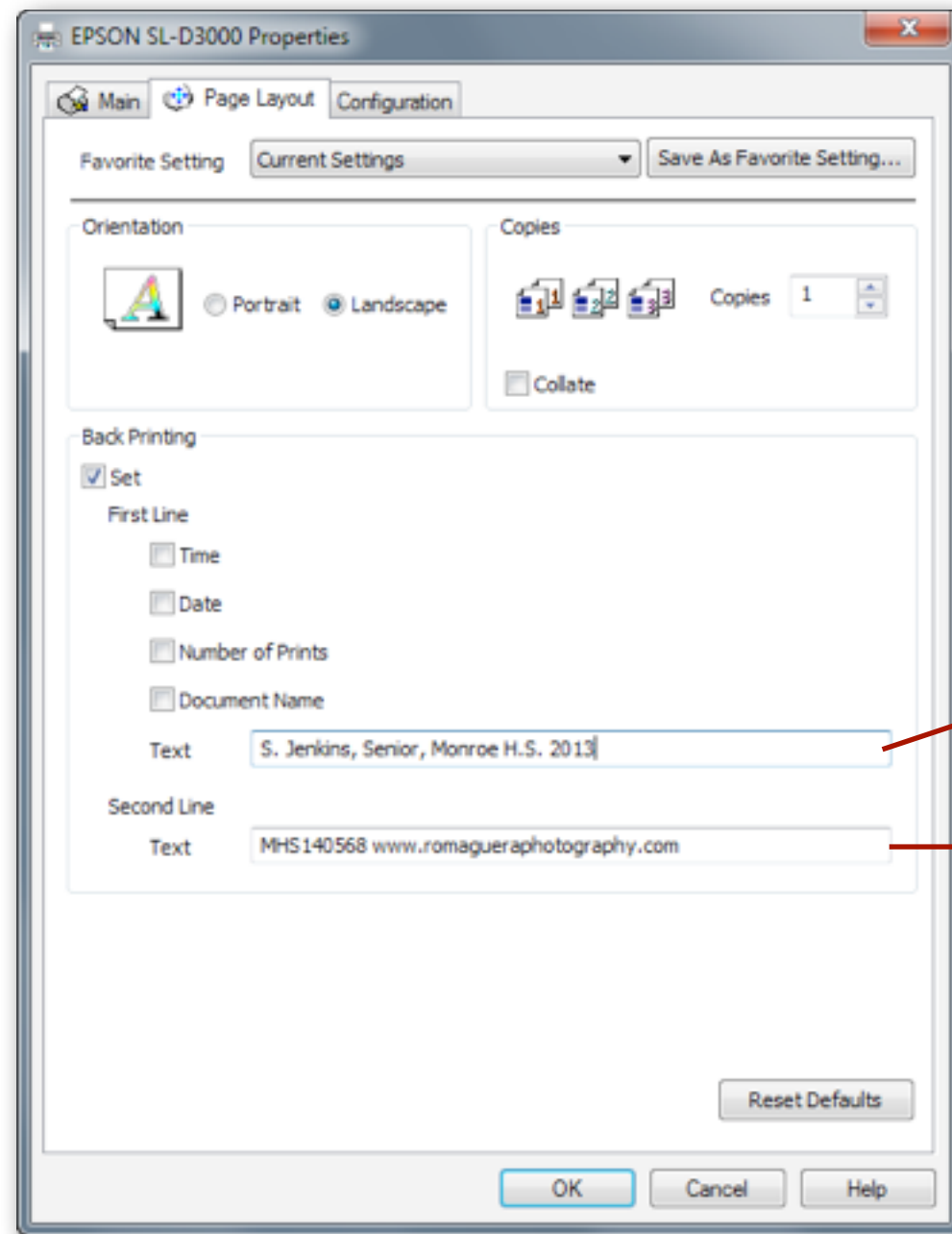
Main Window



Page Layout



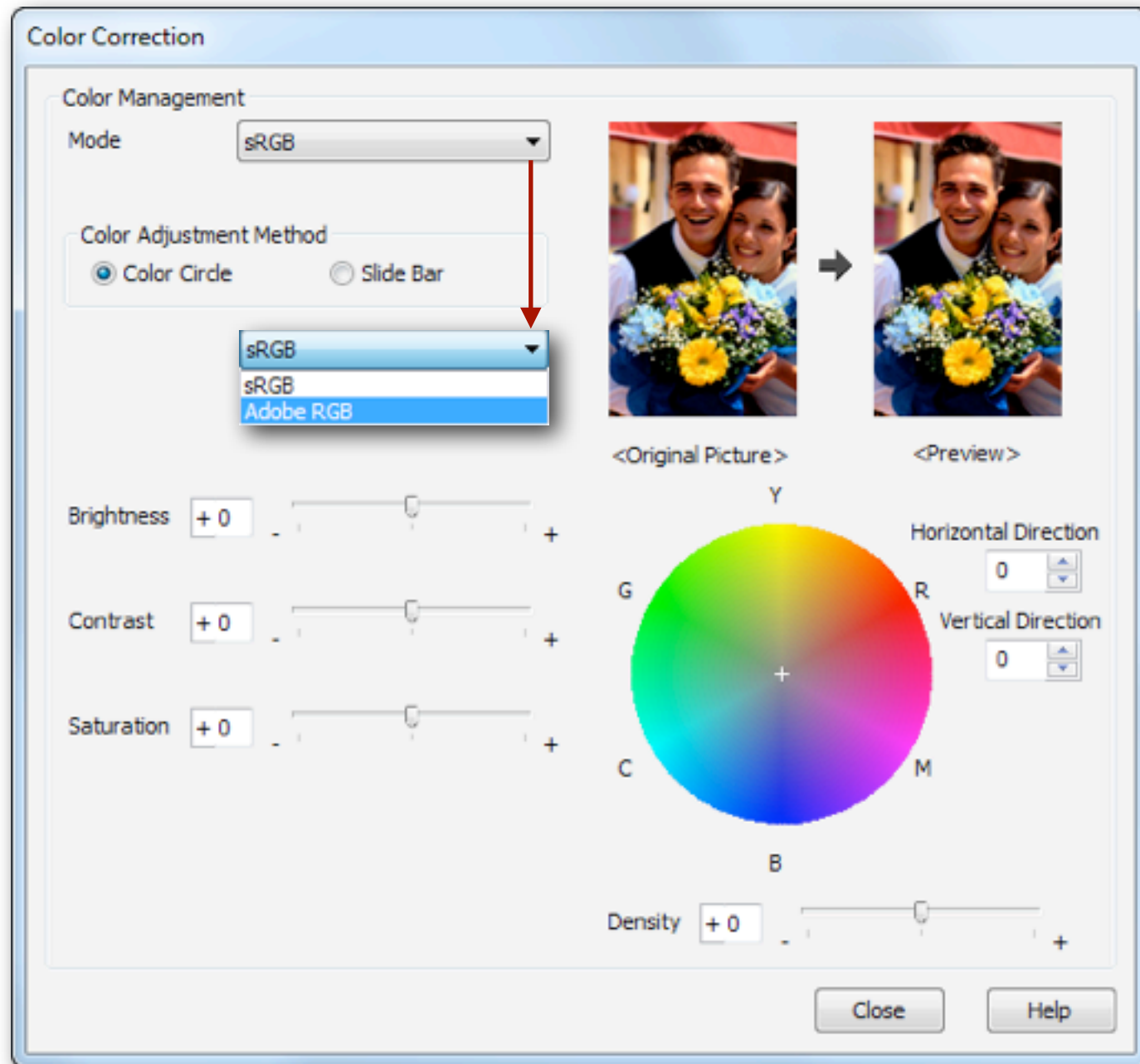
Configuration



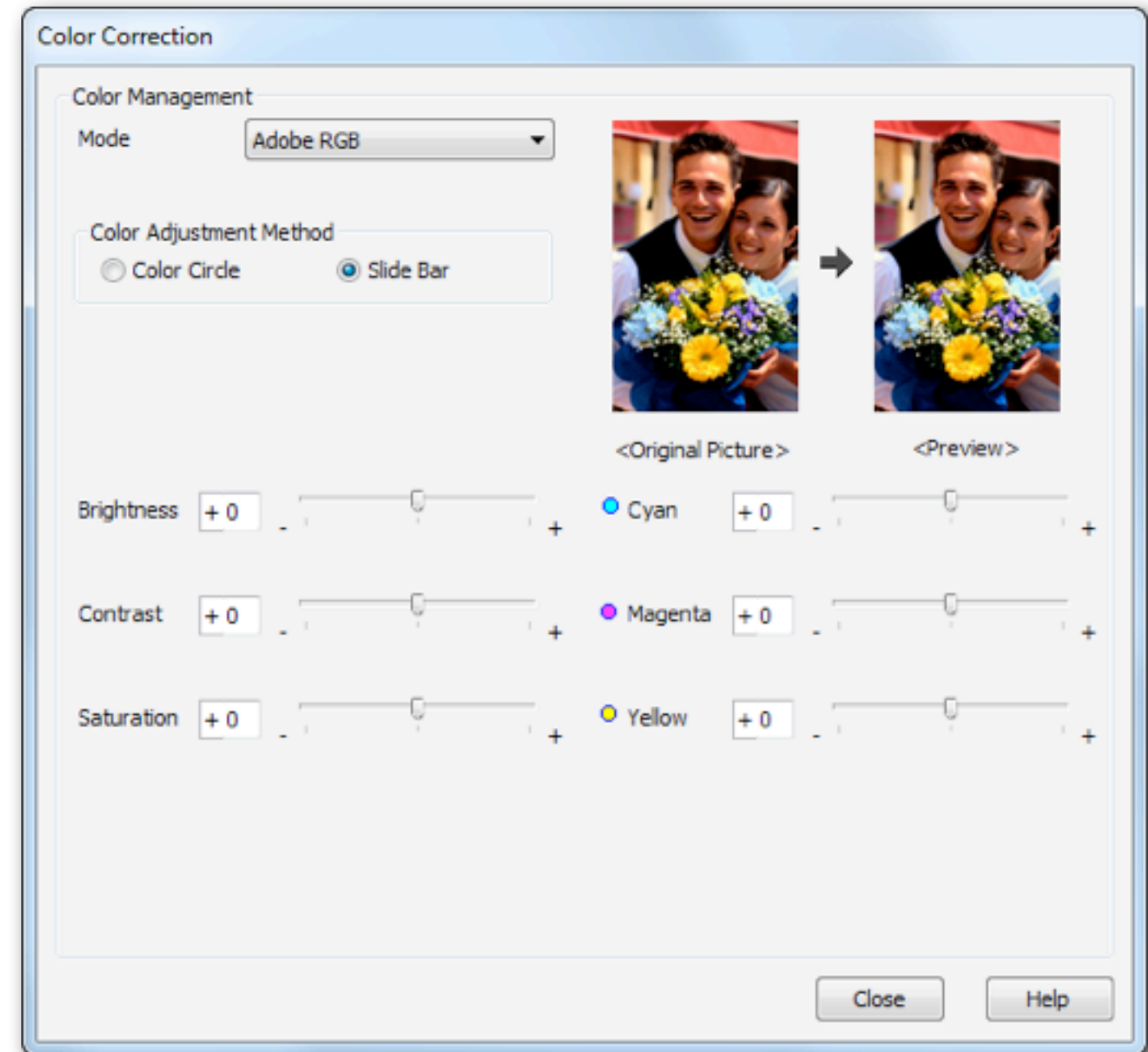
Page Layout



Professional Watermark with Custom Back Print Example



Standard View



Slide Bar View



# Cost of **Ownership**

Epson SureLab D3000



Ethernet  
100/1000

USB 2.0



Shaded area is included in the price from Epson

Up to Two Windows Based Client PCs

Printer PC

Epson SureLab D3000 Printer



**Dual-Roll Version**

**\$22,995**

**MSRP**



**Single-Roll Version**

**\$19,995**

**MSRP**



**Optional Ten-Bin Print Sorter with Top Eject Unit**

**\$4,995**

MSRP



	<b>MSRP</b>
<b>Epson SureLab D3000 Printer - Single Roll</b>	\$19,995
<b>Epson SureLab D3000 Printer - Dual Roll</b>	\$22,995
<b>Epson SureLab D3000 10-bin Print Sorter with Top Eject Unit</b>	\$4,995
<b>Epson Preferred Plus One-Year Service Plan (stackable for four years)</b>	\$2,395

**NOTES:**

Dealer pricing may vary. See your Authorized Epson SureLab Reseller for the latest pricing and product availability.

All Epson SureLab printers come standard with a full set of six 700 ml ink cartridges and the printer PC.

	<b>4-Inch</b>	<b>5-Inch</b>	<b>6-Inch</b>	<b>8-Inch</b>	<b>10-Inch</b>	<b>12-Inch</b>
<b>Epson Professional Photo Paper - Luster</b>	S045381	S045382	S045383	S045384	S045385	S045386
<b>Epson Professional Photo Paper - Glossy</b>	S045375	S045376	S045377	S045378	S045379	S045380
<b>Packaging - Rolls per Box</b>	4	4	4	2	2	2
<b>MSRP per Box</b>	\$175	\$220	\$265	\$175	\$220	\$265
<b>Effective MSRP per Roll</b>	\$43.75	\$55.00	\$66.25	\$87.50	\$110.00	\$132.50

**NOTES:**

Each roll comes in a 328' length; MSRP per square foot is the same on all: \$0.40

Dealer pricing may vary. See your Authorized Epson SureLab Reseller for the latest pricing and product availability.

	<b>SIZE (ML)</b>	<b>MSRP</b>	<b>MSRP / ML</b>
<b>Black Ink Cartridge (T710100)</b>	700	\$230	\$0.33
<b>Cyan Ink Cartridge (T710200)</b>	700	\$230	\$0.33
<b>Magenta Ink Cartridge (T710300)</b>	700	\$230	\$0.33
<b>Yellow Ink Cartridge (T710400)</b>	700	\$230	\$0.33
<b>Light Cyan Ink Cartridge (T710500)</b>	700	\$230	\$0.33
<b>Light Magenta Ink Cartridge (T710600)</b>	700	\$230	\$0.33

**NOTES:**

The per ml ink cost shown is a simple estimate derived from MSRP divided by cartridge fill volume.

Dealer pricing may vary. See your Authorized Epson SureLab Reseller for the latest pricing and product availability.

	<b>4" x 6"</b>	<b>5" x 7"</b>	<b>8" x 10"</b>	<b>11" x 14"</b>
<b>Estimated Ink Consumption (ml)</b>	0.23	0.32	0.75	1.43
<b>Ink Cost (MSRP/unit)</b>	\$0.07	\$0.11	\$0.25	\$0.47
<b>Media Cost (MSRP/unit)</b>	\$0.07	\$0.10	\$0.22	\$0.47
<b>TOTAL</b>	<b>\$0.14</b>	<b>\$0.21</b>	<b>\$0.47</b>	<b>\$0.94</b>

Based on Epson America, Inc. testing

**NOTES:**

**Ink consumption** at 720 x 720 dpi (production mode) is estimated at .75 ml per 8" x 10" print unit. Other sizes are extrapolated from the 8" x 10" usage. These estimates do not necessarily reflect the actual cost of ink for a particular print, which can vary considerably based on image printed, print settings, paper type, frequency of use and temperature. A variable amount of ink remains in the cartridge after the "Replace Cartridge" indicator comes on.

**Simple cost per ml** is calculated at \$230 MSRP per 700 ml ink cartridge; fill volume = \$0.33 per ml

**Cost of media** is calculated at \$0.40 per square foot. 11" x 14" media usage is calculated on 12" wide media

	4" x 6"	5" x 7"	8" x 10"
<b>Epson SureLab D3000</b>	\$0.14	<b>\$0.32</b>	<b>\$0.47</b>
<b>Epson Stylus Pro 4900</b>	\$0.40	\$0.47	\$0.92
<b>Professional Photo Lab</b>	\$0.49	\$1.99	\$3.25
<b>Meridian Professional Imaging</b>	\$0.29	\$0.99	\$1.49
<b>Costco Photo Lab</b>	<b>\$0.13</b>	\$0.39	\$1.49

NOTES:

Professional photo lab is an average of multiple online providers for prints including color correction.

Meridian Professional Imaging based on online pricing for an uncorrected print produced on Kodak Professional Endura Premier

Costco Photo Lab based on online pricing; does not include shipping and taxes.

All Pricing as of October 2012, **Best pricing shown in blue**

# The Best Photo Lab Solution?



### ■ Amazing Photographic Print Quality

- Up to 1440 x 1440 dpi utilizing Epson UltraChrome D6 six-color ink technology

### ■ A Smart Business Decision

- Low hardware pricing with an aggressive cost per print

### ■ The Fastest Chemical-free Photo Lab in its Class

- Up to 260 8" x 10" prints per hour or up to 650 4" x 6" prints per hour
- Easy to use and maintain
- Simple consumables loading and management; exceptional space-saving design

### ■ Compatible with Your Workflow

- Simple-to-use Professional Driver Technology for Windows-based PCs

### ■ Fully Supported by Epson

- The brand of choice for the world's most demanding photographic professionals



## Footnote Definitions

- 1** - Print speeds are based on print engine speed only. Total throughput times depend upon front-end software, file size, printer resolution, networking, number of pages per print job and frequency of jobs, etc.
- 2** - Print permanence lasting for generations is based on accelerated testing of prints, on specialty media, displayed indoors in a glass frame or stored in an album. Actual print permanence will vary according to media, printed image, display conditions, light intensity, temperature, humidity and atmospheric conditions. Epson does not guarantee the permanence of prints. For maximum life, prints should be displayed under glass, UV filter or lamination, or properly stored.
- 3** - The SureLab printers are designed to use only Epson ink cartridges and not other brands of new or refilled cartridges, or other brands of ink or bulk ink systems. Using Epson cartridges is important for reliable performance and high image quality. Epson offers voluntary recycling of spent ink cartridges.



**Specifications are Subject to Change Without Notice**

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