



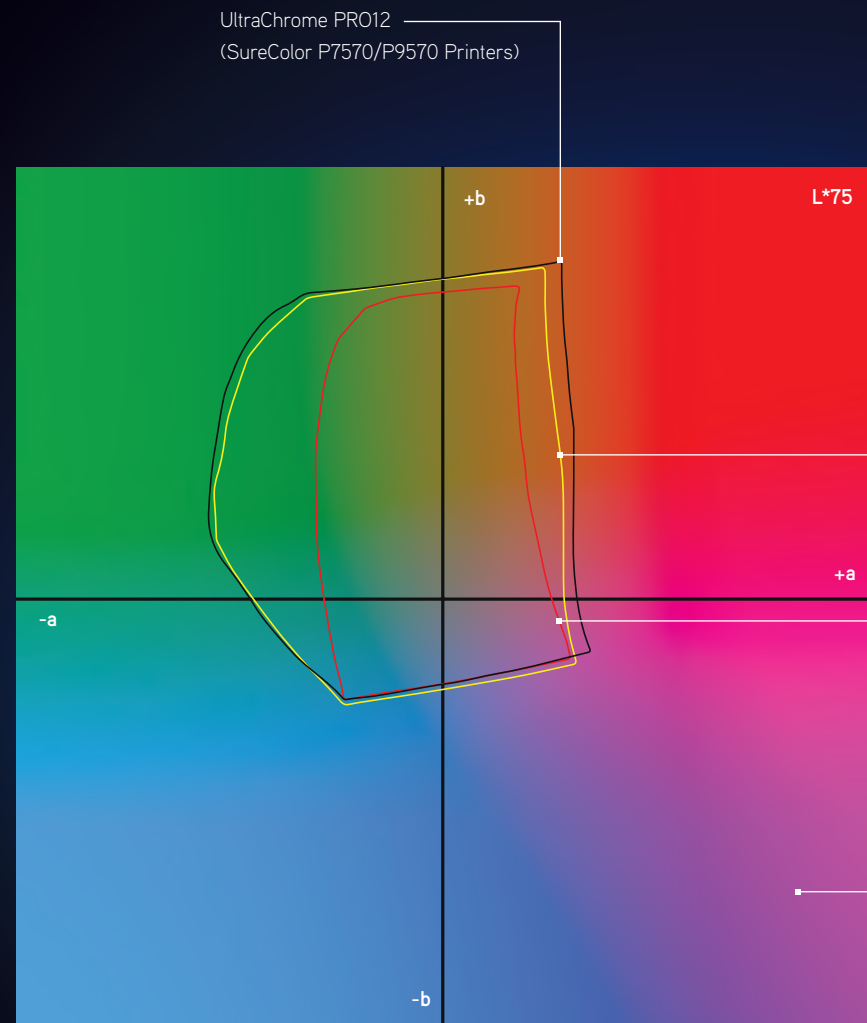
Introducing Epson UltraChrome PRO12 Ink

At Epson, we believe color is critical — it's a feeling, an experience, a vision — your vision. That's why we've continued to set the standard in professional-level pigment ink technologies — to provide artists and photographers with the brilliant, nuanced colors they need to tell their stories. The perfect complement to our breakthrough PrecisionCore printhead technology, our brand-new UltraChrome PRO12 Ink builds upon our innovative core pigments to achieve more vibrant and long-lasting prints than ever before. With the all-new addition of Violet, UltraChrome PRO12 Ink produces an exceptional color gamut with up to 99 percent coverage of the PANTONE FORMULA GUIDE solid-coated standard¹. Plus, with Epson's signature, industry-leading print permanence, you can create prints that will inspire for decades to come³.



Orange, Green and Violet Inks

With additional ink colors including Orange, Green and Violet, our UltraChrome PRO12 Inks produce a wider color gamut to reproduce more colors in photographs and greater accuracy in design comps and proofs.



UltraChrome HDX[®] Standard Edition
(SureColor P7000/P9000)

UltraChrome Pro
(SureColor P20000)

Extreme Color Gamut

SureColor P-Series printers excel at accurate color reproduction — from digital photography files to commercial proofing applications; 4-color process (CMYK), expanded gamut (CMYKOGV), and spot colors.

Up to 99 percent of the Pantone Solid Coated Standard¹

By adding Violet — expanding upon Orange and Green Inks — we've achieved an industry-leading 99 percent coverage of the PANTONE FORMULA GUIDE solid-coated standard¹.



Black Enhance Overcoat Mode

Breakthrough technology increases Dmax for a wider contrast ratio and greater clarity on glossy papers with reduced bronzing and gloss differential.

With Black Enhance Overcoat



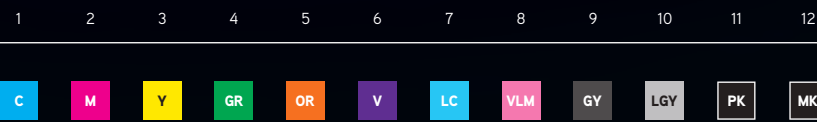
Without Black Enhance Overcoat

Print Permanence

Independently rated by Wilhelm Imaging Research Inc., our latest UltraChrome PRO12 Inks result in prints lasting up to 200 years for color and 400 years for black-and-white³.

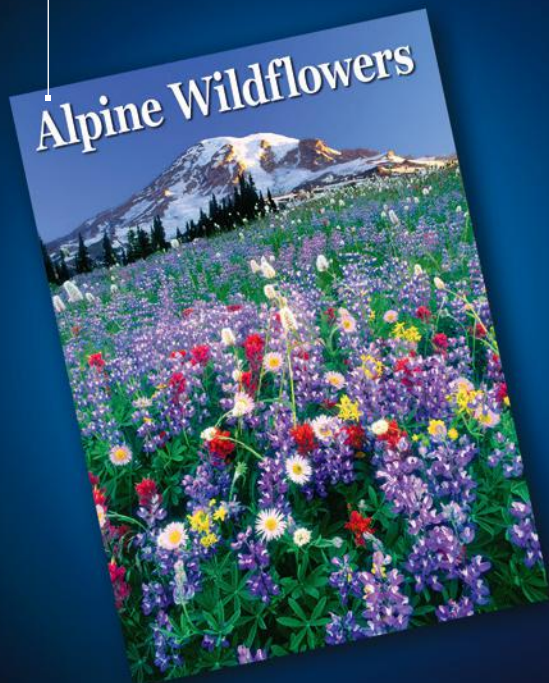


Epson UltraChrome PRO12
Epson SureColor P7570 and P9570



High-Quality Posters

Quickly print highly marketable 4-sided borderless posters on a variety of coated roll media.



© Art Wolfe



© Tim Tadder

Exhibition-Quality Photographic and Fine Art Prints

Photography and fine art printing with unmatched image quality and permanence.

High-Production Indoor Signage

Achieve repeatable and accurate color — without banding or artifacts — for prints that look outstanding.

Professional Color and Black-and-White Photography

Incorporating our all-new UltraChrome PRO12 Inks, with 3-levels of black, the SureColor P7570 and P9570 produce extraordinary color and B&W photographic prints.



© Tim Tadder

© Sylvie Blum

Graphic Design Comps and Contract Proofs

Orange, Green and Violet Inks expand accurate spot colors for outstanding proofing and graphic design applications.



© Elizabeth Carmel