



Epson® Portrait Edition Series

MORE CONTROL. MORE PROFIT.



© 2007 Bambi Control



© 2007 Joey Ikemoto
Epson Stylus® Pro 4800



"The main reason I use an Epson 4800 is the phenomenal print quality. There's no question they're superior to silver-halide lab prints. When I shoot black-and-white, I get true, neutral blacks and whites. When I shoot color, I get an incredibly wide color gamut."

— Joey Ikemoto



© 2007 Andy Marcus / Fred Marcus Photography
Epson Stylus Pro 3800



"We're all about control, and our Epson 3800 gives us more control than we've ever had. By creating and printing packages for our clients in-house, we no longer have to live and die with delivery dates from the lab."

— Andy and Brian Marcus



Creative talent and imagination behind the camera are what make people like you great photographers. It's what challenges and stimulates you. The rest of it, the details involved in running your wedding, event or portrait photography business, can often distract you from the job you love.

That's why we've combined our Epson Portrait Edition professional ink jet printers with ExpressDigital® Darkroom™ Core Edition software, customized for Epson. With this system, you'll spend more time concentrating on your craft and less time wrestling with delivery dates, lab fees and cash flow issues.

Introducing a total workflow solution that puts you in control

It all starts with the printers. Designed by Epson, the overwhelming brand of choice among professional photographers, the Epson Stylus Pro 3800 and Epson Stylus Pro 4800 ink jet printers are no exception.

Both utilize the best print technologies Epson has developed to date. And, both are capable of producing the highest quality photographic prints in the industry.

Couple that with ExpressDigital Darkroom software and you have the most complete solution available today for producing print packages. Surprisingly easy to use, this system puts you in complete control of your workflow, increases your competitive advantage — and your

profitability — and reduces or eliminates your dependence on labs. It's a total solution that is designed to grow with your business.

The key is control. You'll be able to print archival quality photographs your clients will cherish for generations. And, the color accuracy of your prints, the shadow-to-highlight detail, the clarity and sharpness will be unmatched. Best of all, you can accomplish it all in-house, on your schedule, without lab fees or delays, even during those busy holiday seasons.

With the extreme precision of our Epson Stylus Pro print engines and the extraordinary performance of Epson UltraChrome K3™ Ink technology, the bar has been raised for printing professional color and black-and-white prints. This incredible technology, which incorporates a three-level black ink set, along with rich color pigments, ensures quality that's simply astounding.

You get the ultimate in media flexibility as well. Use 17-inch wide roll or cut-sheet media, depending on the printer you choose. With this kind of versatility, you'll be able to offer your customers more options than most labs.

Just imagine the competitive advantages: greater control over your workflow, the highest possible quality, increased profitability and more satisfied customers. The Epson Stylus Pro 3800 and Epson Stylus Pro 4800, together with ExpressDigital Darkroom Core Edition software, customized for Epson, represent a new era in portrait photography.

WELCOME TO A FUTURE CONTROLLED BY YOU.



Print technology that raises the bar out of sight.

Achieve picture-perfect prints

Perfected over a four-year period, Epson UltraChrome K3 Ink represents a new standard for quality and longevity in portrait photography, delivering prints superior even to silver-halide lab prints. The results will astonish both you and your customers.

Prints produced using Epson UltraChrome K3 Ink are smudge resistant, scratch resistant and water resistant. And, with a wider color gamut, this ink produces more colors, more accurately.

It also offers up to 100 years of lightfastness^A. So, you'll be able to offer your customers not only superior quality photographs, but photographs that will last for generations to come.

Offer a multitude of media types in-house

With our Portrait Edition printers, you'll no longer be limited to traditional E-surface luster papers. These innovative products accommodate a wide range of media types including photographic matte, fine art and canvas, all in sizes up to 17 inches wide and all possessing unprecedented print quality.

And, whatever the media type, Epson's remarkable, high performance, one-inch wide print head will produce images with an astonishing resolution. The result is a level of image quality and speed that exceeds even our previous best.

Make the business end of your business more manageable

While your Epson printer and software streamline the day-to-day details of your business, you'll have more time and energy to create great photographs, which is the whole idea.

It's just good business sense. When you consider both startup costs and the on-going cost of ownership, you will soon realize the financial advantages of printing in-house.

And, by selling genuine Epson UltraChrome K3 prints, you'll have a leg up on referrals and repeat business. Why? Because your customers will immediately notice and appreciate the astounding print quality. In a very real sense, this system makes quality your competitive advantage.

Workflow software you don't have to be a computer expert to use.

The total solution to a complete, customized workflow

Every Portrait Edition printer comes with ExpressDigital Darkroom Core Edition, customized for Epson printers. A complete solution for portrait printing, this workflow software will automatically color manage your print packages, no matter what Epson media you choose.

Just install the software and begin reaping the rewards right away. It's easy to use and customize. And, its advanced features can be utilized as your business grows.

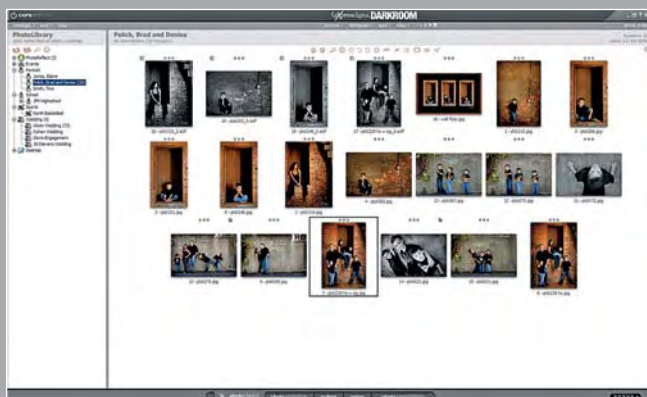
ExpressDigital Darkroom Core Edition, customized for Epson, offers everything you've asked for in a professional workflow system.

Now you can:

- Print everything from wallets to fine art wall portraits
- Print on a wide variety of media, including canvas

	Epson Stylus Pro 3800 Portrait Edition	Epson Stylus Pro 4800 Portrait Edition
Description	This sleek, space-saving professional printer offers a complete, large-format, in-house, wedding/portrait printing solution at a truly affordable price.	Ideal for wedding/portrait studios that need roll-feed or higher volume printing, this high performance printer features a built-in roll feeder and paper tray cassette.
Print Sizes	Ideal for package printing and specialty printing from 4" x 6" to 16" x 20"	Perfect for package printing and specialty printing from 8" x 10" to 16" x 20"
Media Choices	Cut-sheet – glossy, matte, fine art, canvas and more (up to 17" x 22" cut-sheet; up to 1.5 mm thick)	Roll and cut-sheet – glossy, matte, fine art, canvas and more (up to 17" x 22" cut-sheet; 250-sheet paper tray cassette; up to 17" roll feed; up to 1.5 mm thick)

Browse and categorize all events and sittings.



Edit photos or create new photo products. Upload selected photos to an internet store front.





- Create virtually limitless print packages on any size Epson media with customized pricing
- Drag and drop photos into over 200 different graphic templates
- Edit built-in templates, and even create your own custom album pages with a robust template editor
- Catalog and archive images by customer, event, date or location
- Easily create an online storefront in just hours to sell prints on the Web and expand your customer reach

And, by doing it all in-house, you can accomplish even more — faster and more affordably.

For even greater productivity, you can connect up to four compatible Epson printers, including the Epson Stylus Pro 7800 and 9800. Your print packages will automatically load balance to the appropriate printer, based on the size and type of media loaded in each printer. All color management and print settings are automatically set and controlled in the background to ensure maximum image quality and productivity.

Workflow software that makes it simple to succeed

ExpressDigital Darkroom Core Edition, customized for Epson, is compatible with Windows® only. It's designed to run on the same workstation you use in your studio to manage your print packages, as well as other financial, accounting and studio management applications.

Review and organize thousands of photographs

Copy, rotate, preview, notate and archive images.

Edit and enhance images

Use the complete set of tools included to quickly edit your images. Easily adjust the color balance, exposure, brightness and contrast. Or, enhance your images with Adobe® Photoshop®, which is seamlessly integrated into the workflow.

Create packages and templates

Select from over 150 graphic templates and frames, simply by dragging and dropping.

Design your own album pages

A robust template editor allows you to customize the included templates, or design unique album pages to reflect your own creativity and style.

Display prints in Presentation Mode for in-house sales

Assist in the client decision-making process by letting your customers view their photos in a slide show. Or, show them their favorite photos in a variety of interior room settings. This allows them to easily decide what size will look best hanging on their living room wall.

Market and sell print packages online through a customized interface

Upload your photos to your own online storefront for free, and get built-in credit card and check processing capabilities, plus password, copyright and watermark protection.

Manage customer orders easily

Review all web-based and in-house orders. Then, print and fulfill orders in-house, on your schedule. It's the perfect way to take control over the process and increase your profit margin at the same time.

Watch your business grow with the highest possible print quality and an easy, efficient workflow. The Epson Portrait Editions make it all possible by allowing you to offer print packages in a staggering array of sizes and configurations, on virtually any media. You'll reach new customers in greater numbers with your online store. And, you'll save on lab fees by printing your orders in-house. With Epson Portrait Edition ink jet printers and ExpressDigital Darkroom Core Edition, customized for Epson, the possibilities are unlimited.



View orders from the Web on the photographer's order screen.



Print orders in-house with an Epson printer and fulfill client requests.





"My Epson 4800 really helps me run my business. With the in-studio presentation tools, I can present my images in their best light — and that has increased my sales while leaving me more time to be creative."

— Bambi Cantrell



Epson Portrait Edition Series Specifications

Printing Method

8-channel, Variable-size droplet, drop-on-demand, ink jet with Advanced MicroPiezo® AMC print head technology, Epson UltraChrome K3 Ink technology, auto head alignment and cleaning

SP3800	9 installed ink cartridges (C, Lc, M, Lm, Y, Lk, LLk + PK or MK) pigment-based
SP4800	8 installed ink cartridges (C, Lc, M, Lm, Y, Lk, LLk + PK or MK) pigment-based

Dual Black Ink Technology

SP3800	Fully automatic switching between Black ink modes
	Black ink conversion times
	Matte to Photo Black 2:55 min:sec
	Photo to Matte Black 1:55 min:sec

SP4800	Manual switching between Black ink modes
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Nozzle Configuration

Color and Monochrome heads	180 nozzles x 8
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Droplet Technology

Smallest droplet size	3.5 picoliters
Variable Droplet Technology can produce up to three different droplet sizes per print line	

Resolution

2880 x 1440 dpi; 1440 x 720 dpi; 720 x 720 dpi;	
720 x 360 dpi; 360 x 360 dpi	

Print Engine Speed^B (min:sec)

SP3800	
8" x 10" prints from 2:03 to 7:47	Normal is 4:08
11" x 14" prints from 3:18 to 12:15	Normal is 6:39
16" x 20" prints from 5:32 to 19:40	Normal is 10:59

SP4800

8" x 10" prints from 50 sec to 6:25	Normal is 3:17
11" x 14" prints from 1:44 to 10:55	Normal is 5:35
16" x 20" prints from 4:07 to 18:57	Normal is 9:46

Printer Language/Drivers

Epson ESC/P2® raster photographic drivers standard

Operating Systems Supported

Epson printer driver
Macintosh OS® X 10.3.9 or higher (universal binary supported)
Microsoft® Windows Vista™, XP, or 2000
ExpressDigital Darkroom Core Edition
Microsoft Windows XP only

Windows® Minimum System Requirements

For system requirements concerning ExpressDigital Darkroom Core Edition, please visit the ExpressDigital web site at www.expressdigital.com

Printer Interfaces

SP3800	Includes as standard one Hi-Speed USB 2.0 (1.1 compatible) and one 10/100Base-T Ethernet port
SP4800	Includes one USB (1.1 and 2.0 compatible) and one IEEE 1394 (FireWire®) port

BorderFree® Printing

SP3800	Complete borderless printing on the following cut-sheet sizes: 4" x 6", 5" x 7", 8" x 10", 11" x 14", 16" x 20", 17" x 22"
SP4800	Left and right borderless printing for the following roll media widths: 8", 10", 13", 16", 17"
	Top and bottom edges can be automatically cut to any length three different ways during printing on roll media

Media Handling

SP3800	
Main top-loading feeder	Up to 17" x 22" Up to 120 sheets plain; 50 photo
Second top-loading feeder	Up to 17" x 22" Single sheet manual feeder, optimized for fine art paper
Front manual feeder	Up to 16" x 20" Straight-through, single sheet manual feeder up to 1.5 mm
Weight	12 lb bond, up to 1.5 mm thick
SP4800	
Roll media size	Single roll up to 17" wide
Cut-sheet input tray size	Up to 17" x 22"
Cut-sheet media input	Up to 250-sheet tray, top and rear manual feed slots
Media core compatibility	Handles both 2" and 3" cored media
Max. roll media diameter	4" (2" core) or 6" (3" core)
Weight	12 lb bond, up to 1.5 mm thick
Built-in media cutter	Automatic and manual cutting

Epson Intelligent Pressurized Ink Cartridges^C

SP3800	
Cartridge fill volume	80 ml each color
Ink cartridge shelf life	2 years from printed production date or 6 months after opened
SP4800	
Cartridge fill volume	110 ml or 220 ml each color
Ink cartridge shelf life	2 years from printed production date or 6 months after opened

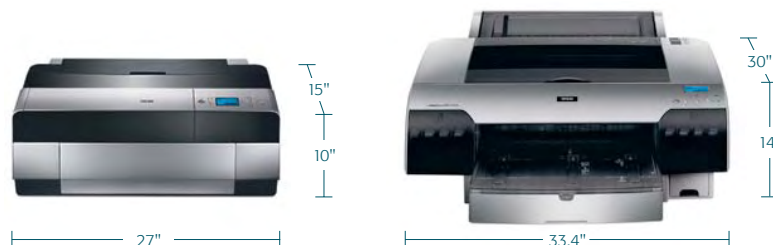
Product/Accessories

Product/Accessories	Part Numbers
SP3800	
Epson Stylus Pro 3800	
Portrait Edition Print Engine	C635011EXP
Additional One-year Epson Preferred SM Plus Service	EPP38B1
Additional Two-year Epson Preferred Plus Service	EPP38B2
Replacement Ink Maintenance Tank	T582000
SP4800	
Epson Stylus Pro 4800	
Portrait Edition Print Engine	C593001EXP
Additional One-year Epson Preferred Plus Service	EPP48B1
Additional Two-year Epson Preferred Plus Service	EPP48B2
Replacement Ink Maintenance Tank	C12C890191

A Ink lightfastness rating based on accelerated testing of prints on specialty media, displayed indoors, under glass. Actual print stability will vary according to media, printed image, display conditions, light intensity, humidity and atmospheric conditions. Epson does not guarantee longevity of prints. For maximum print life, display all prints under glass or lamination or properly store them. Visit www.wilhelm-research.com for the latest information.

B Based upon print engine speed only. Total throughput times depend upon front-end RIP, file size, printer resolution, ink coverage, networking, etc. Normal Mode based on Superfine - 1440 dpi.

C Cartridge yields vary considerably based on images printed, print settings, paper type, frequency of use and temperature. For print quality, a variable amount of ink remains in the cartridge after the "Replace cartridge" indicator comes on. The printer ships with full cartridges and part of the ink from the first cartridges is used for priming the printer. See www.epson.com/cartridgeinfo for more information about cartridges.



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EXCEED YOUR VISION

EPSON ULTRACHROME
K3 INK

ExpressDigital
DARKROOM
core edition



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