

Epson introduces the next-generation of pigment ink



The colour gamut is expanded further, by the addition of green and orange

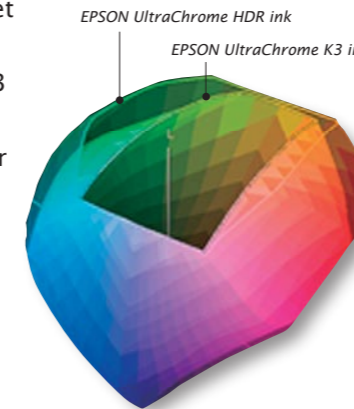
Even though Epson Stylus Pro printers with Epson UltraChrome K3 offered a wide colour gamut and colour accuracy, Epson UltraChrome HDR (High Dynamic range) ink takes inkjet colour performance to an entirely new level with the addition of green and orange inks. This is particularly true in the vivid green

to yellow and yellow to red portions of the colour space. Grass and foliage will be much more vivid and natural, and orange tones like sunsets will be more dazzling. Photographers will be delighted to see that the orange ink also reduces the graininess in skin tones.



Epson UltraChrome HDR Ink: Opening a new era in colour performance

Having improved inkjet printing quality with Epson UltraChrome K3 ink, Epson once again raises the standard for pigment ink performance with Epson UltraChrome HDR. In addition to the eight colours previously offered, Epson UltraChrome HDR includes green and orange inks, providing a significantly larger colour gamut, along with the ability to print vivid green and orange tones. Furthermore, Photo Black and Matte Black ink cartridges can both be installed.



ink set provides a much wider colour tonal range, which means higher colour accuracy, greater colour subtlety and smoother tonal gradations. No matter what type of printing you are doing, Epson UltraChrome HDR will give you quality unlike anything you have seen before.

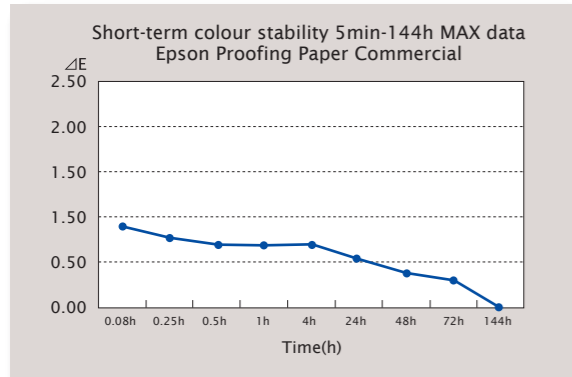


Epson UltraChrome K3 ink with VM | Epson UltraChrome HDR ink



Stabilises quickly and lasts for a lifetime

When the job needs to be done "now!", it's good to know that Epson UltraChrome HDR ink dries and colour stabilises in a matter of minutes. In addition, exceptional light fast characteristics prevent fading and discolouration for up to 75 and 200 years (colour and black & white, premium glossy photo paper, prints framed under glass). Due to the use of specially formulated resin-encapsulated pigments, Epson UltraChrome HDR is also extremely water-resistant.



Accurate colour control

Highly accurate colour control ensures that there are virtually no differences in colour when printing at different resolutions, and that colour gradations are ultra-smooth and well-defined, even at high saturation levels. The beautiful, true-to-life reproduction of skin tones will show you the difference that Epson UltraChrome HDR makes.



Extremely reduced colour inconstancy ensures uniform appearance

Whether displaying prints in a gallery, producing promotional materials or doing print proofing, you don't want the colours to differ under different lighting conditions. This problem, known as colour inconstancy, is a major challenge for inkjet printers. Epson UltraChrome HDR completely overcomes the problem with a carefully developed formulation and three shades of black ink, ensuring consistent colour balance regardless of the light source under which the print is viewed.

