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EXCEED YOUR VISION

BUSINESS INKJET SOLUTIONS

FOR TODAY'S OFFICE
ENVIRONMENT



The Office Printing Market Today...and Tomorrow

Office Printing: A Market in Transition

Market Summary

- Industry consolidation between the printer and copier industries has created an ultra competitive environment
- While the enterprise hardware market is peaking with limited new printer placements, the small and medium business (SMB) market is a prime target for growth with new placements for color printers

Category Summary

- As the office printing market has matured, advancements in ink and laser printing, workflow solutions and business models have continued
- Inkjet technology has evolved and will cause some market disruption by offering affordable color printing for SMBs and small workgroups

Product Consolidation

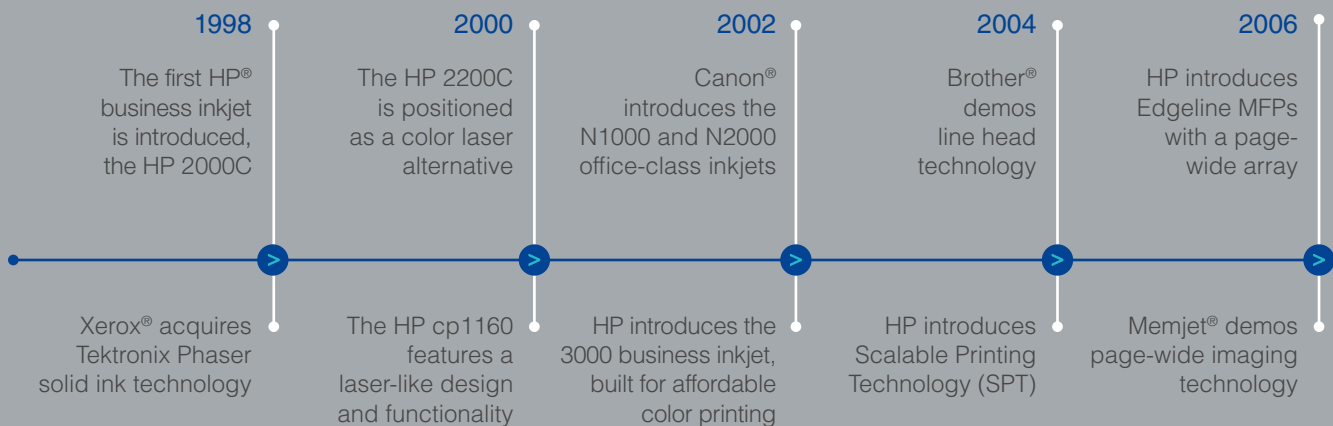
- Letter/Legal (A4) and Tabloid (A3) copiers and printers are converging with Managed Print Services (MPS)
- Inkjets and lasers are increasingly co-existing in the office, with solutions differentiated by various software

Business Model Evolution

- Vendors and resellers are marketing to SMB with many options to purchase printers, including leasing, click-charge and MPS solutions
- With new printer acquisition contract options, IT and business managers jointly affect the product purchase decision

Source: IDC, 2017*

The Evolution of Office Inkjet Technology | 20 Years of Inkjets



How Inkjet Technology Will Disrupt the Laser Printer Market.



Costs

- Inkjet printers have lower costs for supplies, printing and service than comparable laser printers

Imaging

- In an inkjet printer, paper (media) does not touch the ink delivery system (print mechanism)
- Inkjet printers support a broader range of paper types

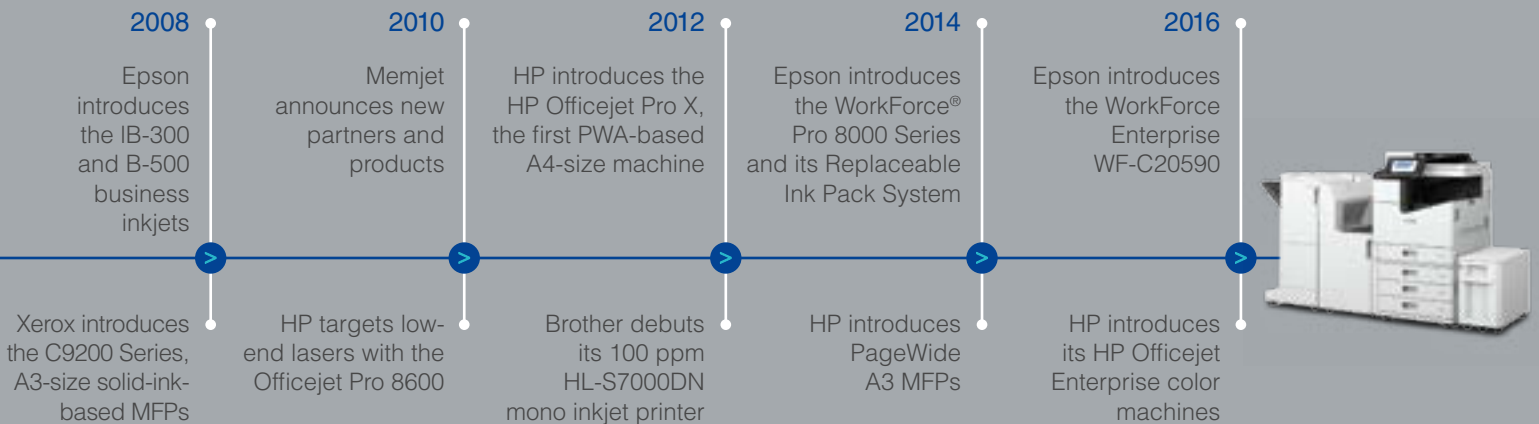
Serviceability

- Inkjet printers are less complex, with fewer break points and serviceable parts
- Inkjet printers are reliable and designed for business applications

Sustainability

- Inkjet printers offer lower energy consumption because they don't need heat to melt toner at high print speeds
- Inkjet printers produce less waste than comparable laser printers because there are fewer imaging components to replace

Source: IDC, 2017*

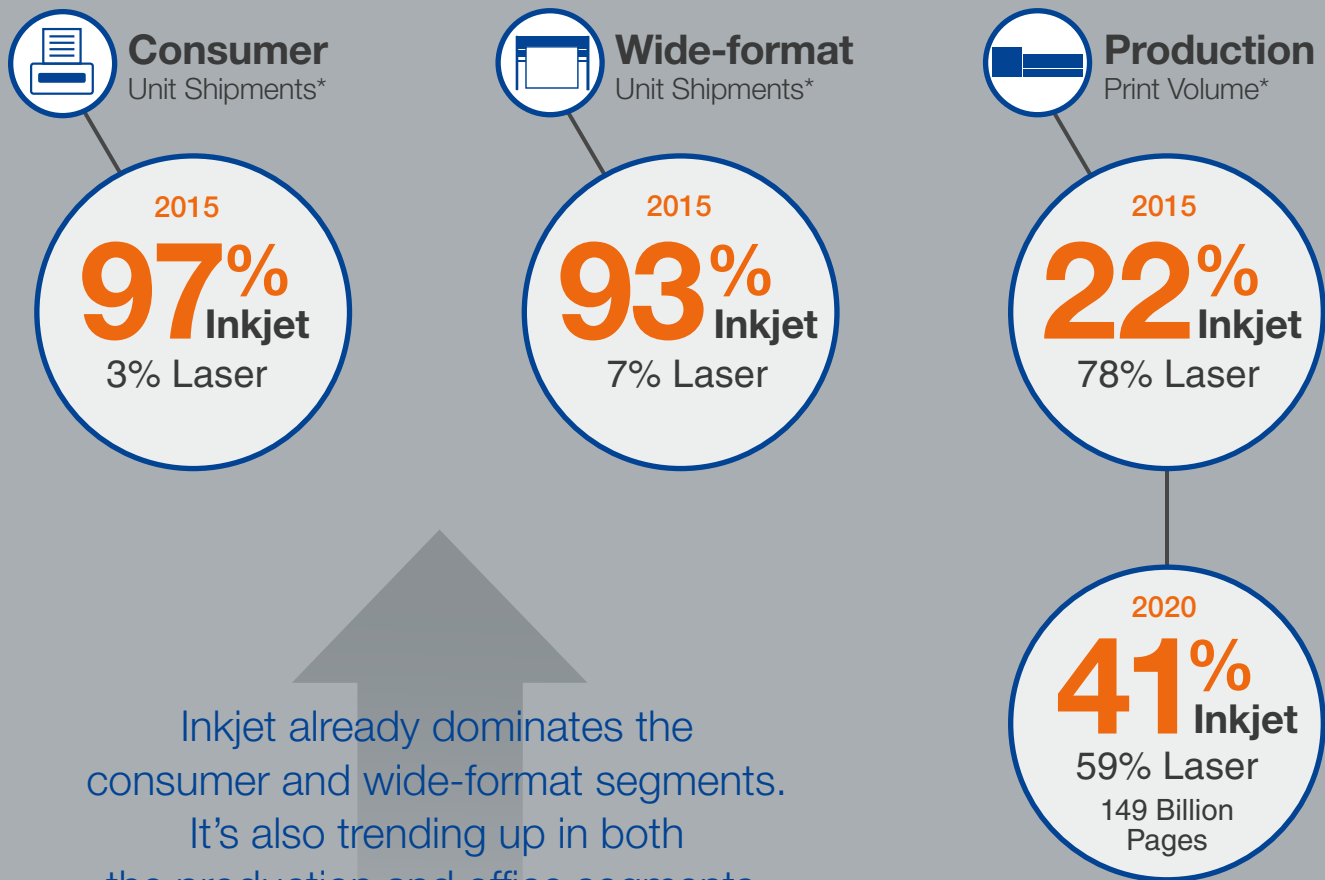


Inkjet Technology is Gaining vs. Laser in All Markets

Inkjet: Penetration by Market Segment

Inkjet Wins Once Established in a Market*

- Inkjet is the market standard in consumer and wide-format shipments
- Inkjet is doubling in production print volume — from 22% to 41% by 2020



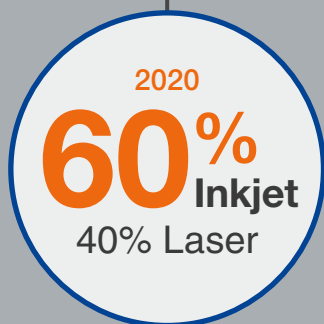
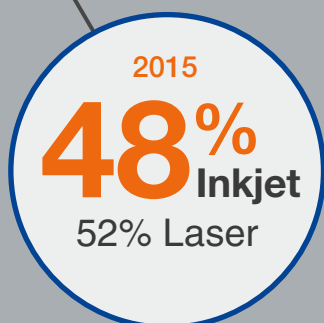
Inkjet already dominates the consumer and wide-format segments. It's also trending up in both the production and office segments.

Conclusion:

Why Inkjet, Why Now?

Inkjet Will Win in the Office

- Inkjet is already 48% of office printer shipments, including Small Office
- By 2020, Inkjet will grow to over 60% of office shipments, with the growth coming from workgroups and SMB



Growth expected from workgroup color printers/MFPs.

Market Forces Create the Perfect Environment for Office Inkjets

- Disruptive technology
- Solutions-enabled
- Disruptive business models
- Affordable, everyday color printing

* Source IDC, 2017 (Based on extrapolation from IDC Inkjet Forecast data, includes SOHO and SMB Market) — Consumer Unit Shipments: IDC Worldwide Single-Function Printer Forecast, 2016–2020, IDC Worldwide Multifunction Peripheral Forecast, 2016–2020; Wide-Format Unit Shipments: IDC North America Large-Format Printer Market Shares, 2015; Production Print Volume: IDC U.S. Production Page Volume Forecast 2016–2020; Office Unit Shipments: IDC Worldwide Single-Function Printer Forecast, 2016–2020, IDC Worldwide Multifunction Peripheral Forecast, 2016–2020

Epson is a Technology Leader in Multiple Market Categories

Areas of Innovation



Inkjet Innovation

- High-speed line head printing
- Digital textile printing
- Digital production press



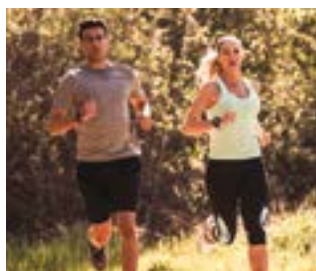
Visual Innovation

- Advanced, high-brightness projectors combining 3LCD and dual laser light source
- Smart glasses for augmented reality (AR) and sensing



Robot Innovation

- Integration of core technologies with sensing and AI technology
- Automated warehouse, manufacturing and service robots



Wearables Innovation

- Precision wearables for health and sports
- Combining timekeeping technologies with emerging sensing technologies to create new platforms



Market Leadership Positions

#1 or #2 in all Major Markets in Which We Compete¹

- We focus on long-term innovation and market leadership
- We own our technology — from the patent stage all the way through manufacturing
- We work to integrate our products with relevant partners — for a comprehensive solution

Large-format Graphics Printers



#1

Business Projectors



#1

POS Printers



#1

Dot Matrix Printers



#1

SCARA Robots



#1

Education Projectors



#1

Home Theater Projectors



#1

Photo Scanners



#1

Interactive Projectors



#1

Supertank Printers



#1

Desktop Printers



#2

Photo Printers



#1

¹ Market share estimates based upon NPD, IDC, IHL, PMA-Americas Projector Census Revenues (excluding Pico and D-cinema) and Epson America data for 2017.

Epson's Broad Office Printer Portfolio for Diverse Needs

Why Epson® Office Printers?

Products for Business Needs

- Monochrome and color ink cartridge printers — for remote office and desktop printing
- Replaceable Ink Pack System — printers and MFPs with high-yield ink packs require fewer interventions
- WorkForce Enterprise — PrecisionCore® Line Head color printer for workgroup and department printing



Printing Convenience

- High-yield ink supplies — reduce downtime for supplies out errors and reduce costs for supplies storage
- Lower printing costs compared to comparable color laser printers



Fully-capable Managed IT Printer

Epson solutions meet IT managers' requirements for networked devices

SPECIFICS:

- Easy network setup — remote and Universal drivers
- PCL²/PostScript® available on key models
- Open Platform for ISV customization
- Epson Device Administration
- MPS compliant: PrintFleet®, FMAudit®, Print Audit
- Security printing, SSL compliant
- LDAP (looks at data sheet for other network issues)
- Letter and Tabloid options available
- Auto paper sensing



WorkForce Enterprise
WF-C20590

Managed IT Portfolio

Mono Inkjet

- Affordable, small-footprint printers and MFPs for general office printing
- High yields: Up to 10,000 pages black**
- Cost savings: Lowest cost monochrome printing in its class³



Color Inkjet

- Affordable, small-footprint printers and MFPs for SMB and corporate desktop
- High yields: WorkForce Pro 6000 and 8000 Series printers deliver up to 10,000 pages black/7,000 color**
- Cost savings: WorkForce Pro 5000 and 6000 Series printers feature up to 50 percent lower printing costs vs. color laser⁴



Replaceable Ink Pack System

- Epson's most convenient printers and MFPs with high yields and affordable operating costs
- High yields: WorkForce Pro WF-C869R delivers up to 86,000 pages black/84,000 color**
- Cost savings: WorkForce Pro R5000 Series printers feature up to 80 percent lower printing costs vs. color laser⁵



Enterprise Inkjet

- Epson's new innovative high-speed color printer for SMB and department printing
- Advanced PrecisionCore Line Head Technology delivers both speed and professional-quality output
- Solutions: Finisher and high-capacity input accessories available

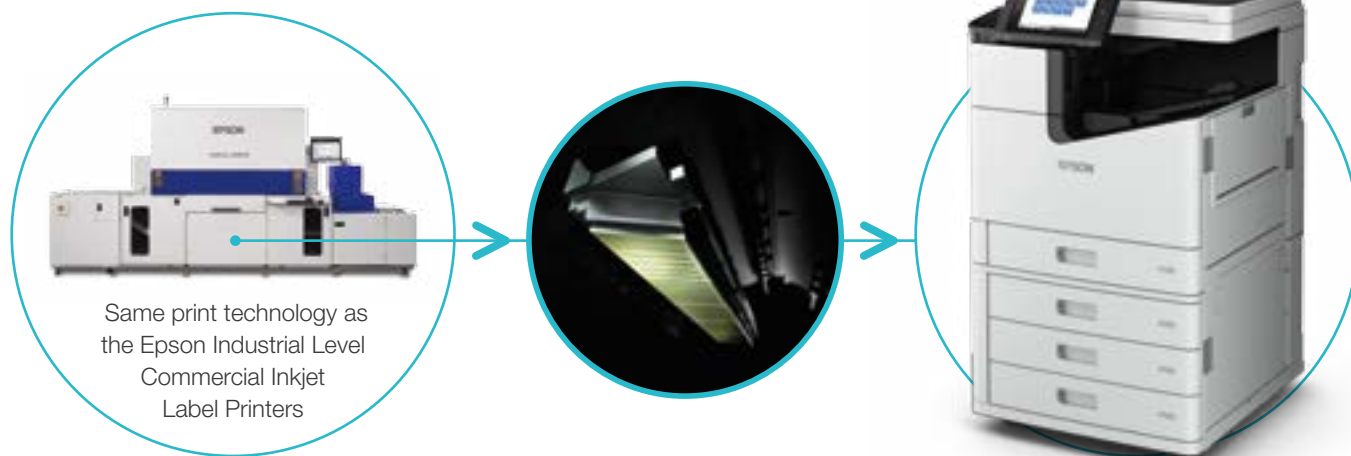


WorkForce Enterprise WF-C20590

A3 Color Multifunction Network Printer

Key Innovations

- **Breakthrough print speed** — short paper path allows print speeds up to 100 ISO ppm (black/color) simplex, 100 ipm (black/color) duplex†
- **DURABrite® Pro fast-drying pigment ink** — formulated for higher speed printing, it delivers professional-quality text and brighter colors
- **PrecisionCore Line Head Technology** — no-heat print technology allows device to work with standard 110 V outlets for easy office installation — no electrical retrofitting required



Leveraging the same **PrecisionCore Line Head Technology** found in our large-scale commercial inkjet label printers, the WorkForce Enterprise WF-C20590 delivers fast printing and superior-quality results with next-generation inkjet technology for SMB or department needs.



Key Benefits

1 High Print Speeds

100 ISO ppm (black/color) simplex,
100 ipm (black/color) duplex†

2 Low Power Consumption

Operates on standard 110 V power with
Finisher; no electrical retrofitting required

3 Simple Mechanism

Easy access to clear paper jams;
simple, cool, contactless technology



4 Print Quality and Consistency

Enhanced DURABrite Pro Ink and
Nozzle Verification Technology

6 Less Waste

High-capacity supplies
reduce waste

5 Ease of Use/Control Panel

9-inch application-centric control
panel for easy operation



Epson Business Solutions

Epson is a leading provider of innovative technology solutions that help businesses succeed. We partner with you to best meet your specific needs, focusing on:

- Improved productivity
- World-class customer service and support
- Cost-effective, high-quality solutions
- A commitment to the environment

Discover how Epson can help you work toward the future. www.epson.com/forbusiness

† Black and color print speeds are measured in accordance with ISO/IEC 24734. Actual print times will vary based on system configuration, software, and page complexity. For more information, visit www.epson.com/printspeed | **Replacement cartridge and ink pack yields are based on ISO/IEC 24711 tests in Default Mode printing continuously. 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. All ink colors are used for printing and printer/all-in-one maintenance, and all colors have to be installed for printing. For print quality, part of the ink from the included cartridges or packs is used for printer startup and a variable amount of ink remains in the cartridges or packs after the “replace cartridge” or “replace ink pack” signal. For details, see www.epson.com/inkinfo | 1 Market share estimates based upon NPD, IDC, IHL, PMA-Americas Projector Census Revenues (excluding Pico and D-cinema) and Epson America data for 2017. | 2 Not all media types are supported for PCL printing. | 3 Compared to similarly featured monochrome printers under \$500 and under 40 ppm based on NPD, June 2015. Cartridges prices are based on manufacturer yield and online pricing. Printer prices are average sales prices per NPD, June 2015. Savings ranges from up to 15 – 50%. Savings will vary based on printers, cartridges and usage conditions. | 4 WF-5190, 5690, 5110, 5620: Compared with best-selling, color laser printers priced at \$499 (USD) or less, as of June 2015. Calculation based on continuous printing with highest-capacity individual cartridges. Actual savings will vary based on print task and use conditions. WF-6090, 6590: Compared with best-selling, color laser printers priced at \$699 (USD) or less, as of June 2015. Calculation based on continuous printing with highest-capacity individual cartridges. Actual savings will vary based on print task and use conditions. | 5 Total costs of printing with the ink included with the WF-R5190/5690 printers and replacement ink compared with the costs of printing equivalent ISO pages with the best-selling similarly-featured color laser printers (per NPD June 2015). Toner costs based on manufacturers’ ISO yields and online pricing; printer costs based on NPD average selling price. Actual savings will vary based on usage conditions.

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