

PHILIPPINES

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The Epson Story on Innovation Continues

PRINTING INNOVATIONS

Business Inkjet Printers:

Epson has transformed the way people look at printers when the company pioneered the World's first genuine Ink Tank System printers- an innovation that stemmed from the customers' drive for high volume printing and affordable supplies cost without sacrificing quality and reliability. Combining the best of both worlds - an inkjet printer that significantly lowered total ownership costs while producing Epson-quality prints—the Epson L-Series was born, revolutionizing the landscape of printing.

Epson Philippines' continuous success in the Business Inkjet Printers segment was proven as the company's market share grew through the years and quickly gained market leadership.

“Epson has changed the market with the introduction of the Genuine Ink Tank and we have become the brand of choice here in the country and the whole of Southeast Asia as well. Since the launch of the first Epson L-Series printers, we have sold over 15 million units, and we are glad to say that 1 out of 2 printers sold last year was an Epson inkjet printer”, says Russer Cabrera, Product Manager for Business Inkjet Printers, Epson Philippines.

From 2017 onwards, Epson Philippines will continue to expand its line-up of its business segment with more features to address the printing needs of corporations and big enterprises. With Epson's PrecisionCore technology, the new business printers can offer more options on duplex printing, A3 printing and monochrome printing, as well as high-speed Inkjet Multi-Function Printers in the A3, 45ppm & above domain, where laser copiers predominated.

The newest Epson technology also addresses its environmental objectives by lowering power consumption, with fewer parts for maintenance and enhanced document security.

Professional Printers:

Epson also achieved the No.1 Position for 7 consecutive years in POS (Point-of-Sale) printers, not a small feat for the small printer category. The intelligent range of Epson POS printers connect seamlessly with tablet POS solutions, operating connectivity via Bluetooth, Wi-Fi, and Ethernet—which creates new opportunities of growth and mobility for retail businesses.

“Epson delivers unmatched ease-of-use, exceptional connectivity and legendary quality for customers, with all the technical resources they need,” says Thea Austria, Product Manager for Professional Printers Group, Epson Philippines.

Epson's small printer category also includes label printers, which have been developed for industrial and commercial use, addressing the new wave of printing on-demand in color.

Commercial & Industrial Printers:

From the smallest counter top POS printer to a 64-inch commercial printer, Epson has a wide range of products that are built for the changing needs of the customer.

The large-format printers under the Commercial & Industrial Printers category have created significant changes in work processes in various industries, such as shortening production processes, improving workflow, and tasks more economical allwhile being environmentally-sound. Moreover, signage printing has transformed applications that include car wraps, tarpaulin banners, wallpapers, standees and backlit posters.

Another Epson professional printing product, the breakthrough digital textileprinter, also helped put the country on the map once again, when Filipino avant-garde designer John Herrera won “Britain’s Top Designer Competition” for a collection digitally printed by the Epson dye sublimation printer.

“Digital textile printing offers unrivaled creative freedom, reduces time to create new designs that are more sustainable and environmentally-friendly,” adds Ms. Chu Bacsal-Pajarito, Product Manager for Commercial & Industrial Printers, Epson Philippines.

VISUAL IMAGING INNOVATIONS

Epson has achieved what no other projector brand has done--- be on top as World’s No. 1 for 16 consecutive years.

In Southeast Asia, Epson projectors also claimtop spotsin most countries, including in the Philippines. With a 55% market share, it surpasses all other projector brands combined.

In 2017, Epson aims even higher, with new models addressing new applications like interactive learning for the education sector, high-brightness requirements for large venues, rental and staging, and the increased demand for offices and the corporate sector. The past years have seen Epson Philippines launch projectors catering to business usage, as well as the World’s 1st 25,000lumenslaser projector. The interactivefeatures of Epson projectors have also been highly commended for enhancing Video Conference Systems, an ideal solution for concept-sharing and corporate trainings for participants are situated in different locations.

In past years, entry-level models continue to dominate the projector market in the Philippines, but recently, there is an increasing adoption of high brightness projectors in event usage, as well as laser-based projectors. Home projectors are also in-demand as a niche market rises to cater to hobbyists who require large-screen images.

“The future of Epson projectors remains bright as we continue to refine

original microdisplay and projection technologies, and create outstanding visual experiences and a natural visual communications environment for every aspect of business and lifestyles,” explains Ms. Lyn Lizarondo, Product Manager for Visual Imaging Systems, Epson Philippines.

WEARABLES INNOVATION

The champion product in Epson’s range of wearable technology is the Epson Moverio. As early as 2011, Epson introduced the first Moverio, the BT-100. The technology behind Moverio is rooted in the same world-leading 3LCD technology used in Epson projectors for projecting the images on the lenses of the smart glass.

Just last 2016, Epson announced the launch of the latest addition to its Moverio line, the Moverio BT-300. The Moverio BT-300 features Epson’s own cutting edge silicon-based OLED (organic light emitting diode) digital display technology, enabling the device to be the lightest see-through binocular smart glasses on the market, thus setting the new standard for augmented reality smart eyewear.

The Epson Moverio is about Augmented Reality or seeing the actual world, with computer generated graphics augmented on it, much like what the Pokémon Go craze was all about.

But the development of the Epson Moverio is not just for games. Leveraging Epson’s precision engineering capabilities, Epson specifically designed the Moverio to work well in enterprise and industrial environments.

“The Moverio BT-300 continues Epson’s commitment to binocular smart eyewear and real optical see-through overlay. Moreover, the Moverio BT-300 adds a new dimension to professionals for improving their efficiency and accuracy at work, enabling workers to share their experience virtually or provide hands-free movement for hands-on work,” elaborates Mr. Jester Cruz, Department Head for Product Management Division and Product Manager for Moverio, Epson Philippines.

ROBOTICS INNOVATION

At Epson, robots are no longer a future dream. Robotics is already part and parcel of how Epson operates and manufactures. With Epson being named SCARA robot market share leader for 6 successive years, Epson goes forward by expanding applications which robots support people in a wide variety of situations through efficient, compact, precision technologies refined over the years.

“Epson intends to lower the barriers to automation, expand the market and

build a competitive advantage. Globally, Epson has already started by advancing the company's robotic vision, force sensor, and accelerometer technologies. The long-term goal is to sell robots packaged with software that control robot motion and operations. Such packages will dramatically reduce the amount of time it takes users to install robots," explains Mr. Ng Ngee Khiang, Regional General Manager (SE Asia), Robotics Division, Epson Singapore.

About Epson

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, smart glasses, sensing systems and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 72,000 employees in 88 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts.

<http://global.epson.com/>

About Epson Southeast Asia

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters Epson Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities. <http://www.epson.com.sg>

About Epson Philippines

Epson's corporate presence in the Philippines commenced in 1998. It grew rapidly into a billion peso company in a span of a few years from its establishment due to its client-oriented approach in its business management style by its dedicated and innovative staff members and officers. Epson Philippines has an extensive network of 77 Authorized Service Centers nationwide with more than 200 dealers and more than 800 shops across the Country. For more details, please visit our website (www.epson.com.ph) or our Facebook page

(<http://www.facebook.com/EpsonPhilippines>).

For product inquiries and technical support, please contact Epson Customer Care at: Metro Manila: (02) 441-9030; Toll Free: 1-800-1069-37766 (PLDT), 1-800-3-0037766 (DIGITEL) or visit the Epson Customer Care website:<http://customercare.epson.com.ph>