



It's all here. Unforgettable 6-color Photo Quality print performance that's unbelievably affordable.

Undeniably, it's the EPSON Stylus Photo 780 ink jet, the printer that's absolutely perfect for printing and sharing all those digital photos you've been receiving or capturing yourself.

Print up to 2880 x 720 dots per inch of glorious color on uniquely borderless 4" x 6," 5" x 7," 8" x 10" and letter sized prints. The EPSON Stylus Photo 780 prints beautifully right to the edge of each one—that's True BorderFree printing. So you get output that's ideal for framing, for your photo albums, to illustrate your school reports, for printing web and scanned-in images—just about anything you can imagine.

With Epson's award-winning Micro Piezo™ ink jet technology, "invisible" ink droplets and vivid, quick drying 6-color inks on your side, you'll enjoy dazzling photo quality featuring precise skin tones, fine shadow detail and smooth highlights across a wide range of colors.

You'll also enjoy your new status as family hero and photo printing expert. After all, the EPSON Stylus Photo 780 ink jet printer easily handles everything from frame-ready snapshots to personalized greeting cards on water and smudge-resistant EPSON photo papers.

It's also a Windows and Macintosh compatible printer that'll make fast work of your document projects, too, giving you page after page of snappy laser sharp black text.

What more could you ask for? A terrific bundle of photo optimizing and organizing software? It's here as well, making the EPSON Stylus Photo 780 ink jet a Photo Quality print package that's unbelievably unforgettable.

Key Features

Superior, 6-color Photo Inks and 2880 x 720 dpi* resolution

- Photo Quality with the widest array of colors for prints that look like traditional photographs
- Sharper detail, more accurate skin tones and vivid contrasts
- "Unvisible" 4-picoliter ink droplets for smooth gradations

Fast text and photo speeds

- Prints black text at approximately 8 ppm and a 4" x 6" photo in 54 seconds

Laser sharp black text

- A photo printer that's excellent for documents, too

Convenient BorderFree™ photo printing

- Prints right to the edge of 4" x 6," 5" x 7" and 8" x 10" frame-ready prints on specialty paper

Windows® and Macintosh® compatibility

* On EPSON Photo Paper, EPSON Premium photo papers and EPSON Photo Quality Glossy Film

Unforgettable photos for an unbelievable price.



EPSON Stylus
Photo 780

Sales
Guide

EPSON®

INK JET PRINTER

STYLUS® PHOTO 780

Target Markets

The target markets for the EPSON Stylus Photo 780 are amateur photo enthusiasts who are beginning to use digital photos to share memories through e-mail or web posting, as well as digital cameras and scanners. Digital camera purchases and digital processing services (i.e. Kodak Picture CD and online photo finishing) have been getting more accessible, popular and affordable over the past few years, driving the need for the best in photo printing from the desktop.

Primary Family photo imaging enthusiasts who want the ultimate photo image quality for printing, sharing and displaying their pictures.

Secondary Advanced amateur photographers who want affordable, yet real photo image quality printing, and good overall performance.

Tertiary Digital camera and color scanner owners, who want the most affordable and best color printing capabilities.

All three target markets are looking for the best color image quality and text printing flexibility for everyday projects. They also want improved lightfastness with specific media for their most important photo reproduction projects for longer display behind glass or in an album. They also appreciate a printer which offers advanced features like True BorderFree photo printing.

Questions and Answers

Why is the EPSON Stylus Photo 780 the perfect printer for digital photo enthusiastic families?



The EPSON Stylus Photo 780 is the best printer for printing photos as well as everyday text projects because it combines high resolution 2880 x 720 dpi, standard 6-color photographically superior inks and fast photo and text speeds. This printer offers professionally ranked photo image quality, yet is easy enough to use in any home by families beginning to explore the world of digital imaging. Prints from this printer look and feel just like traditional photos, but it is faster, more convenient and even less expensive for enlargements and duplicates. It even prints everyday text documents with ease, and special projects like greeting cards and flyers. Best of all, the EPSON Stylus Photo 780 offers the first ever True BorderFree photo printing, so photos really look like the real thing. You get 4" x 6" and 8" x 10" prints without borders, without cutting or perforations. All of this, combined with a special photo software suite, and you have the best choice for any family entering the digital photo world.

What is the difference between the EPSON Stylus Photo 780, the EPSON Stylus Color 3000 and the EPSON Stylus Color 980?

All three of these printers target specific markets and have different features and pricing appropriate for those differences. The EPSON Stylus Color 980 is a small format printer offering office professionals the ultimate in text and color speed for daily business report and graphics. It yields 2880 x 720 dpi, variable droplets with 4 ink colors (CMYK) for great detail for text and color images. The EPSON Stylus Color 3000 prints as wide as 16.5" and is great for graphic artists who need to print comps or architects and designers doing CAD/CAM. It offers 1440 x 720 dpi, a larger fixed droplet (20+ picoliters) and uses a 4 ink palette as well. The EPSON Stylus Photo 780, in comparison, is designed as a desktop tool for optimal photo printing. Its image quality is Epson's absolute best, offering 2880 x 720 dpi, using 4 picoliter droplets with a 50% larger 6-color ink palette. It has a printable area of 8.5" x 44," slightly larger than the EPSON Stylus Color 980, and it also offers the first ever True BorderFree photos. For larger sized prints, users should consider the EPSON Stylus Photo 1280 or the EPSON Stylus Color 3000 (offers comparably lower gradation quality).

How does the EPSON Stylus Photo 780 compare to the EPSON Stylus Photo 890?

The EPSON Stylus Photo 780 is just as fast and image capable as the other EPSON Stylus Photo printers, but it is priced lower. The EPSON Stylus Photo 780 supports BorderFree printing on 4" x 6," 5" x 7," and letter, plus additional support for 8" x 10," which the EPSON Stylus Photo 890 does not support. However, the EPSON Stylus Photo 780 does not offer the roll paper printing available on the 890 model.

What makes the EPSON Stylus Photo 780 better than other printers on the market?

It's simple. Epson print technology is superior. Our Micro Piezo print head controls the dots put on the page with much more accuracy than conventional thermal technology, and without destroying the print head. Micro Piezo produces very small, perfectly round dots every time, with no misting or splatter. It also guarantees consistent print quality print after print because the print head does not get worn down. In comparison, thermal printers require that the print heads be replaced frequently. This can add additional cost and inconvenience to the user. With smaller variable dots, Epson printers generally can put down more dots for even more detail. Furthermore, Epson ink jets all offer quick-drying inks and true black ink for text and photographs, not composite blacks like other Hewlett Packard® or Lexmark® photo printers, for better detail and color control in the shadow areas of a photograph. By using three variable ink droplets and 6-color Photo Inks, the EPSON Stylus Photo 780 printer provides superior gradation quality, better skin tones, "invisible" dots and more levels of tone than many other ink jets can produce. All this makes the EPSON Stylus Photo 780 the only true Photo Quality solution for digital photo printing. Bottom line: better technology, better images.

What applications can be produced with the EPSON Stylus Photo 780?

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|---|-----------------------------|
| ■ Text Documents | ■ Crafts |
| ■ Reports | ■ Creative Scrapbooks |
| ■ Brochures | ■ Promotional materials |
| ■ Flyers | ■ Photo Contest submissions |
| ■ Greeting Cards | ■ Prints for framing |
| ■ Photo Reprints | ■ Prints for photo albums |
| ■ Photo Enlargements | |
| ■ APS format prints – extra long or panoramas | |



Competitive Comparison

Feature	EPSON Stylus Photo 780	Hewlett Packard Photosmart 1215/1218	Canon BJC-8200	Lexmark/Kodak PM-200
Print Technology	Micro Piezo	Thermal	Thermal	Thermal
Photo Ink Palette	6	3	6	6 only w/optional photo inks
Max Resolution	2880 x 720 dpi on photo papers; 1440 x 720 dpi on any paper	2400 x 600 dpi on photo papers; 600 x 600 dpi on any paper	1200 x 1200 dpi	1200 x 1200 dpi
True Black for Text and Photos	Yes	No, Composite for Photos	Yes	No, Composite for Photos
Dot Technology	Variable 3 dot sizes w/ultra small 4 picoliter droplets, black & color	Fixed 5 picoliter color Fixed 34 pl. black text	4 picoliter droplets 2 drop sizes	Fixed 7 picoliter color 18 pl black text
True Borderless Photos	Yes, BorderFree Technology	No	No, perforated paper only	No
44" Panoramic Cut Sheet Printing	Yes	No	No	No
Permanent Print Head	Yes	No	No	No
Maximum Paper Maximum Printable	8.5" x 44" 8.5" x 44"	8.5" x 12" 8" x 10.5"	8.5" x 14" 8.2" x 13"	8.5" x 12" 8.2" x 11.7"
Software Suite	ArcSoft PhotoImpression 3.0, EPSON Software Film Factory, QBeo PhotoGenetics TE	ArcSoft PhotoImpression 2000	Adobe PhotoDeluxe	Kodak Picture Page

Family Comparison

Feature	EPSON Stylus Photo 780	EPSON Stylus Photo 890	EPSON Stylus Photo 1280	EPSON Stylus Photo 2000P
Application	Family Photos	Advanced Amateur Photography	Advanced Photography	Pro Photography
Print Technology	Advanced Micro Piezo	Advanced Micro Piezo	Advanced Micro Piezo	Advanced Micro Piezo
Ink Palette	6 – Photo Dye Ink	6 – Photo Dye Ink	6 – Photo Dye Ink	6 – Archival Ink
Dot Technology	Variable w/ultra small 4 picoliter droplet	Variable w/ultra small 4 picoliter droplet	Variable w/ultra small 4 picoliter droplet	Variable w/small 6 picoliter; 0.1 micron particles
Maximum Printable Area On Letter	8.5" x 44" 8.5" x 11"	8.5" x 44" 8.5" x 11"	13" x 44" 8.5" x 11"	13" x 44" 8.26" x 10.76"
Continuous Edge-to-edge Snapshot Printing (roll paper holder included)	No	Yes	Yes	Yes
PostScript Option	No	No	EPSON Stylus RIP	EPSON Stylus RIP
Software Suite	ArcSoft PhotoImpression 3.0, EPSON Software Film Factory, QBeo PhotoGenetics TE	ArcSoft PhotoImpression 3.0, ArcSoft Photo Studio 2000, QBeo PhotoGenetics 2.0, EPSON Software Film Factory TE	Adobe Photoshop LE with special upgrade to Photoshop FE \$299, special offer on MonacoEZcolor color management system for only \$199, QBeo PhotoGenetics TE, EPSON Software Film Factory TE	None

Product Code	Description	UPC#
C384011	EPSON Stylus Photo 780	0-10343-83329-6
T007201	Black Ink Cartridge	0-10343-81879-8
T008201	Color Ink Cartridge	0-10343-81881-1
S041458	EPSON Borderless Photo Paper (4" x 6") 20 ct.	0-10343-83406-4
S041134	EPSON Photo Paper (4" x 6" perforated) 20 ct.	0-10343-81382-3
S041141	EPSON Photo Paper (8.5" x 11") 20 ct.	0-10343-81408-0
S041145	EPSON Panoramic Photo Paper (8.3" x 22.5") 10 ct.	0-10343-81362-5
S041464	EPSON Borderless Premium Glossy Photo Paper (5" x 7") 20 ct.	0-10343-83512-2
S041465	EPSON Borderless Premium Glossy Photo Paper (8" x 10") 20 ct.	0-10343-83513-9
S041286	EPSON Premium Glossy Photo Paper (letter) 20 ct.	0-10343-81920-7
S041467	EPSON Borderless Matte Paper—Heavyweight (8" x 10") 50 ct.	0-10343-83515-3
S041257	EPSON Matte Paper—Heavyweight (letter) 50 ct.	0-10343-81832-3
S041062	EPSON Photo Quality Ink Jet Paper (letter) 100 ct.	0-10343-81202-4
S041054	EPSON Photo Quality Ink Jet Cards (A6) 50 ct.	0-10343-81189-8
S041072	EPSON Photo Quality Glossy Film (letter) 15 ct.	0-10343-81207-9
S041267	EPSON Glossy Photo Greeting Cards (letter) 20 ct.	0-10343-81991-7
S041144-KIT	EPSON Photostickers Kit 5 ct.	0-10343-81485-1
S041144	EPSON Photostickers Refill 5 ct.	0-10343-81411-0
S041153	EPSON Iron-On Cool Peel Transfer Paper (letter) 10 ct.	0-10343-81438-7

EPSON Stylus Photo 780

Individual box dimensions (L x W x H)	20.41" x 12.33" x 9.69"
Individual box weight	12.13
Pallet dimensions (L x W x H)	44.92" x 39.4"
Container	20', 12 pallets, 576 units

EPSON Stylus Photo 780 Black Ink Cartridge

Black ink cartridge	T007201
Individual box dimensions (L x W x H)	4.30" x 1.40" x 5.90"
Individual box weight	0.14 lb
Master carton dimensions (L x W x H)	18.00" x 8.70" x 6.50"
Master carton weight	5.5 lb
Master carton quantity	32

EPSON Stylus Photo 780 Color Ink Cartridge

Color ink cartridge	T008201
Individual box dimensions (L x W x H)	4.30" x 2.40" x 5.90"
Individual box weight	0.24 lb
Master carton dimensions (L x W x H)	18.00" x 8.70" x 10.50"
Master carton weight	8.6 lb
Master carton quantity	32

Printing Method

6-color (CcMmYK) Micro Piezo ink jet technology

Nozzle Configuration

Monochrome head 48 nozzles
 Color head 240 nozzles

Resolution (dots per inch)

2880 x 720 dpi; 1440 x 720 dpi; 720 x 720 dpi; 360 x 720 dpi; 360 x 360 dpi; 120 x 120 dpi

Ink Droplet Size

4 picoliters

Print Speed*

Black text memo Approx. 8 ppm

Photo

4" x 6" 54 sec
 8" x 10" 1 min 50 sec

Sound Level

47 dB(A)

Printer Language

EPSON ESC/P® Raster; EPSON Remote

Software Drivers

Windows USB – Windows 98, 2000, Me or later
 Windows Parallel – Windows 95, 98, NT 4.0, 2000, Me or later
 Macintosh USB – Macintosh System 8.5.1 or later

Software

EPSON Software™ Film Factory™

Arcsoft™ PhotoImpression™ 3.0

QBeo™ PhotoGenetics™ TE

Standard Interfaces

USB, Parallel (IEEE-1284)

Print Direction

Bidirectional with logic seeking

Paper Handling

Single Sheets Letter, legal, A4, B5, A5, A6, half letter,
 executive, user definable (4" to 44"),
 4" x 6", 5" x 7", 8" x 10"

Types Supports a variety of EPSON photo
 papers; plain and bond papers

Envelopes No. 10, DL, C6

Types Plain, bond and air mail paper

Printable Area (using No Margin Setting)

8.5" x 11" (full-bleed letter size)

Top margin 0" Left margin 0"
 Bottom margin 0" Right margin 0"

Paper Capacity

Input paper tray 100 sheets/10 envelopes/
 1 transparency

Output paper tray 30 sheets

Physical Characteristics (L x W x H)17.7" x 9.7" x 7.2"
8.36 lb**Environmental Conditions**

Temperature

Operating 50° to 95° F (10° to 35° C)
 Storage -4° to 140° F (-20 to 60° C)

Humidity

Operating 20% to 80% relative humidity
 Storage 5% to 85% relative humidity
 (no condensation)

Safety Approvals

Safety standards UL1950, CSA22.2 950;
 FCC Part 15 subpart B class B,
 CSA C108.8 class B

Power Requirements

Rated voltage 120V AC +/- 10%
 Rated frequency 50 to 60Hz
 Rated current 0.4 Amp (max.)
 Power consumption Approx. 17W (self test mode)

Ink Cartridge Life

Black ink life 540 pages text (ISO/IEC 10561
 letter pattern); 378 pages graphic
 (5% coverage)

Color ink life 220 pages (15% coverage)

Shelf life 2 years from production date;
 6 months from first use

Warranty

Standard one year limited warranty including EPSON Exchange program (U.S. and Canada only)

* Black text is in Economy Mode on plain paper. Color photo is in Fine Mode on EPSON Photo Paper. Additional processing time may vary based on system configuration, software application and page complexity.

YOU'VE GOT TO SEE IT IN



COLOR.™

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