

Introducing the SureColor® P5370

17- Inch Professional Photographic Printer

Sales Reference Guide



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17" History & Leadership





Epson Stylus Pro 4000

2004



2010



SureColor[®] P5000

2017

2008





Epson Stylus Pro 4800



Epson Stylus Pro 4900



SureColor[®] P5370



Creativity without Compromise

Designed for the demanding needs of the serious photographer, the SureColor P5370 17" printer incorporates technological breakthroughs for only one purpose:

To Produce Prints as the Artist Intended





Key Dates

North America Announcement







Public Announcement: October 12, 2023 Shipping: January 24, 2024



Markets & Applications



Professional & Fine Art Photographers Advanced Amateur Photographers Fine Art Printers Print Service Providers





Portfolio Prints Gallery Prints Fine Art Collectable Prints Print Fulfillment

Refined design

Combines our NEW 10-Channel MicroPiezo[®] AMC[™] printhead, extensive media support and brilliant UltraChrome[®] PRO10 ink to consistently deliver exhibition-quality prints.





NEW 10-Channel MicroPiezo[®] AMC[™] Printhead

Dedicated channels for Matte Black and Photo Black Ink **No Switching**

Droplets as small as 1.5 picoliters Highest Photographic Quality

Ink repelling coating Reduced Nozzle Clogs



Advanced and Reliable

UltraChrome[®] PRO10 10-Color Pigment Ink Set

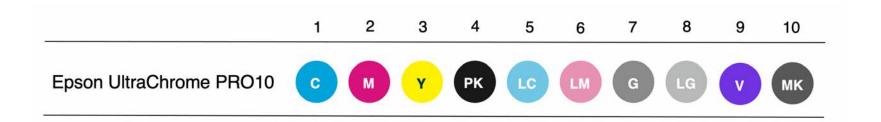
NEW Violet Ink for extended gamut in blue hues²

Dedicated Photo Black and Matte Black Channels Saving Time and Minimizing Ink Waste

Lightfastness Rating (in test) up to 200 years in color and up to 400 years Black and White¹



200 mL Large Capacity Cartridges





Versatile Media Handling

Includes built-in roll support with auto cutter for efficient roll production

High capacity 8.5" x 11" to 17" x 22" sheet cassette for productivity

Manual straight thru paper path thick fine art papers

Prints on rigid posterboard up to 1.5 mm thick

BorderFree[®] Printing (sheet and roll)





C12C815351 Auto Cutter



C12C811251 2"/3" Roll Feed Spindle



Intuitive Operation & Enhanced Connectivity

New larger 4.3" touch panel LCD

Easy setup, printer control and maintenance

User Long-Term Maintenance

Enhanced connectivity includes:

Gigabit Ethernet SuperSpeed USB 3.0 WiFi- 2.4 Ghz and 5 Ghz





Black Enhance Overcoat Technology

"Carbon Black" Mode

Higher black density than SureColor P5000 on high gloss papers

Increases contrast with smoother tonal gradations on glossy papers

Mode built directly into the print driver, NO special ink overcoat needed



Image Simulated

Advanced Software

Epson Print Layout

- Streamlined and Simplified Photo Printing application
- OS X 10.10 or later, Windows 7 or later, iOS, iPadOS, Photoshop[®] export plug-in
- Full ICC support for all Epson Media
- Live print Preview of Advanced Black-and-White Photo Mode

Epson Media Installer

- Manages media and printer mechanical parameters
- Imports non-Epson branded medias
- Synchronizes with Epson Print Layout, printer driver and printer control panel



0	Epson Med				
	Media Management	Media Downlos	Media Download		
rinter					
EPSON SC-P7500 Seri	ies (IP)				Refresh
Media Type	Media Name	Notifications	Status	Editable	Removable
Photo Paper	Metallic Photo Luster		S Registered		U
Photo Paper	Exhibition Fiber		Registered		
Photo Paper	Legacy Platine		😪 Registered		
Proofing Paper	Epson Proofing Paper White Semimatte		Registered		
Proofing Paper	Epson Proofing Paper Commercial		Registered		
Proofing Paper	Proof Paper 1		Registered		
Proofing Paper	Proof Paper 2		Registered		
Proofing Paper	Proof Paper 3		Registered		
Proofing Paper	Std Proofing Ppr 205		Registered		
Proofing Paper	Std Proof Prem 200		Registered		
Proofing Paper	Standard Proofing Paper Premium (250)		Registered		•
Proofing Paper	Std Proofing Ppr 240		Registered		
FineArt Paper	Velvet Fine Art Paper		Registered		
FineArt Paper	Watercolor Paper - Radiant White		Registered		
FineArt Paper	UltraSmooth Fine Art Paper		Registered		
FineArt Paper	Fine Art Matte		Registered		
FineArt Paper	Washi <thin></thin>		Registered		
FineArt Paper	Washi		Registered		
FineArt Paper	Legacy Textured		Registered		
FineArt Paper	Legacy Fibre		Registered		
FineArt Paper	Legacy Etching		Registered		2 C
FineArt Paper	Hot Press Natural		Registered		
FineArt Paper	Hot Press Bright		Registered		
FineArt Paper	Cold Press Natural		Registered		
FineArt Paper	Cold Press Bright		Registered		

Advanced Software

Epson Cloud Solution PORT®4

- Remote Monitoring System
- Virtually Live view of printer fleet, utilization and service info across most Epson Professional Imaging Printers
- Clear, Simple, and customizable dashboard
- Works through web browser and iOS app.

AP Printer				
Operation Status Printing	10/42	Print Volume		RI PORT @ O Operation Status
Status				- Printing - II
O Printing 4511E10008 50 P10000 Series		Printing WA45000001 St Skilled Serves	Printing WA4500004 IC-540803 Series	- teady = 12 - trior = 1 - tr
Mentainance	O Printing	O Printing	O Printing	Print Volume
WAEEA20003 50 GAMAGE Searcy 2 1.2m ³ Counting Sea 5%	X282000002 50180000 Sarves	X282000865 56 58060 Series	X6CGA10004 10 5606303, Server	1264 12640



Remote Monitoring



Production Tracking



Dashboard Tracking



Secure & Encrypted



Mobile Access



Expedited Service



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17" Product Comparison







Features	SureColor P900	SureColor P5000SE	SureColor P5370	
Max Width	17"	17"	17"	
Inks	UltraChrome PRO 10 ink	UltraChrome HDX	UltraChrome PRO 10 ink	
Colors	10 Color (Violet)	11 Color (Orange / Green)	10 Color (Violet)	
Cartridge Size	50 mL	200mL	200 mL	
Print Head	MicroPiezo AMC	MicroTFP	MicroPiezo AMC	
Touch LCD	4.3" LCD	No	4.3" LCD	
WiFi	Yes	No	Yes	
Roll Support	Optional	Built-in	Built-in	
Built-In Cutter	No	Yes	Yes	
High-Capacity Cassette	No	Yes	Yes	
Carbon Black Mode	Yes	No	Yes	
iOS EPL Support/ PORT support	Yes / No	No / No	Yes /Yes	
MSRP Price	\$1,249	\$2,095	\$2,095	

EPSON[®]



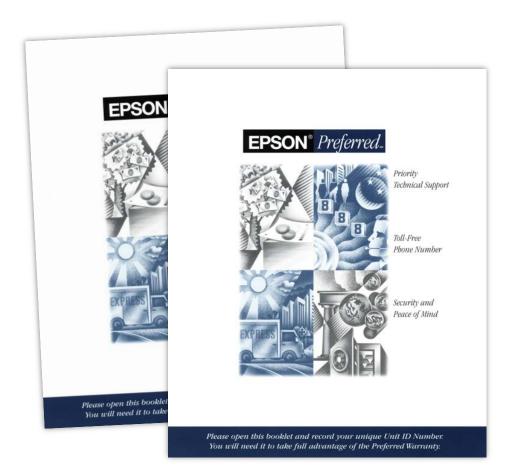
Extended Service Plans

1-Year Preferred Limited Warranty

- Free technical support Monday through Friday
- If required, onsite service provided usually next business day*
- Covers the printer, genuine optional accessories, and software

Optional Extended Plans for 4 additional years

- Extends coverage when the standard limited inbox warranty ends
- Can be purchased at time of hardware purchase for discount
- Multi-year plans will be available at a discount



* Limitations apply. See <u>www.Epson.com/support</u> for details.



Why to Buy | SureColor P5370

- Improved Reliability
 - New MicroPiezo AMC print Head
- Wider Color Gamut in Blue Hues
 - New UltraChrome PRO 10 Ink (with Violet)
- Reduced time and waste for Photo/ Matte Paper
 - New Dedicated Channels for Photo/ Matte Black
- High Productivity
 - High-Capacity Paper Cassette
 - Roll support / Cutting
 - High Capacity 200 mL inks
- Improved Usability & Connectivity
 - New 4.3 Touch LCD
 - New WiFi Connectivity
 - New Epson Cloud Solution PORT Support
- Improved Software
 - Epson Print Layout and Mobile
 - Epson Media Installer



Estimated MSRP \$2,095

Specifications are Subject to Change Without Notice

- Print permanence in testing. Wilhelm Imaging Research lightfastness ratings are based on accelerated testing of prints on specified 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 UV-absorbing acrylic and protect them from prolonged highhumidity environments. Visit www.wilhelm-research.com for the latest information.
- 2. Versus previous-generation UltraChrome HD Ink
- 3. Resin-coated inkjet papers only
- 4. All features of this system require an active Internet connection and the use of a supported browser

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