EPSON

Epson Stylus Photo PX700W

Printing method: Micro Piezo
Nozzle array:
  180 black nozzles,
  900 color nozzles
    (180 nozzles for each of the 5 colors)
Resolution: 5760 × 1440 dpi
Ink: 6-color independent ink cartridges
    (black, cyan, magenta, yellow, light cyan,
     light magenta)
Print speed: Approx. 14 seconds per photo
External dimensions: 446 × 385 × 150 mm
                              (W × D × H)
Weight: Approx. 9.0 kg
Power consumption: Approx. 25 W
            (when used for standalone copying)

Product features

The Epson Stylus Photo PX700W was an all-in-one inkjet printer that was designed to blend in with its surroundings. In addition to the basic printing, scanning, and copying functions, the printer came with a host of advanced features, including direct printing from a memory card, infrared wireless printing, and printing of composite photos that combine graphics, text, and pictures. It also had a completely revamped design, with a stylish, slim body. The small, slim body gave the unit an unobtrusive elegance, a design that would not look out of place in a living room. It also meant that the Epson Stylus Photo PX700W was 8% lighter and 50% smaller in terms of cubic measurements than models from five years earlier. Moreover, paper was loaded from the front of the machine instead of the rear. This change greatly reduced the constraints on installation, since there was no need to leave extra space in the back for paper loading.

Story Behind the Creation

Consumers had started to use printers in a variety of new ways, in the living room. Some would shoot photos with a digital camera, display them on a big-screen TV, and select the ones they wanted to print from there. Others had also begun to print information embedded in terrestrial digital broadcasts. At the same time, printers were getting larger. Manufacturers were adding scanning, copying, CD/DVD label printing, and a host of other functions. They were also providing larger control panels and larger liquid-crystal display in an effort to maximize ease of use.

Epson's idea was to design an all-in-one that would sacrifice none of this functionality yet would be small enough to fit in a limited space and, moreover, sport an unobtrusive design elegance that would make it a fine fit in the living room. The result was the Epson Stylus Photo PX700W.

Reception and Market Impact

The design concept of the Epson Stylus Photo PX700W, with its emphasis of blending into the living room, was continued in subsequent Epson printers. Epson printers continued to evolve in terms of user friendliness, offering such things as convenient wired and wireless LAN connections, mobile printing, cloud support, and an improved interface. Even today Epson is working to reduce the size of its inkjets. Toward this end, Epson is shrinking the size and number of parts used, modifying internal mechanisms, and developing other new technologies. By making the printing housing smaller, Epson not only saves resources but also reduces environmental impacts during shipping because more products can be loaded on a truck or shipping container.

*Note that product names and availability vary by region.

(Written in May 2013)