



Imagine what your customers could create with the most advanced photo printing technology in a desktop photo printer—a printer with the flexibility to produce virtually anything with brilliant, long-lasting results. The EPSON Stylus

Photo 960 provides the world's first 2-picoliter ink droplets, a 6-color Photo Ink system, 2880 x 1440 dpi resolution, and flexible media handling.

This phenomenal performer can bring every colorful vision to life. Superior ink technology offers precise color and accurate skin tones, while Photo-optimized Black ink delivers exceptional shadow detail.

Versatile and convenient, the EPSON Stylus Photo 960 features individual ink cartridges, and three paper paths to accommodate a wide range of media. The printer also prints borderless 4" x 6" and 5" x 7" photos. For high-volume photo printing, a roll paper holder and automatic cutter make it fast and easy to create multiple 4" x 6" borderless photos.

Windows® and Macintosh® compatible, this ink jet offers high-speed operation without sacrificing image quality.

When used with lightfast EPSON Photo Papers and quick-drying EPSON Photo Inks, this incredible desktop printer produces durable photos that are both water- and light-resistant. It's an easy, affordable way to create long-lasting prints or enlargements.

The EPSON Stylus Photo 960 offers superior image quality and remarkable versatility, giving users infinite possibilities for all their inspired visions.

Key Features

- **Superior 6-color Photo Ink system with individual ink cartridges**
 - Creates exceptional highlights, smooth gradations, and more accurate skin tones
 - Delivers a rich black ink density and remarkable shadow detail using Photo-optimized black ink
- **World's first 2-picoliter ink droplets for phenomenal precision and detail**
 - Includes award-winning Micro Piezo® ink jet technology, variable-sized ink droplets, and 2880 x 1440 dpi resolution
- **Remarkable paper handling capability for optimum versatility**
 - Three paper paths accommodate a wide range of media, including sheet paper, roll paper and poster board
 - Includes a roll paper holder and an automatic cutter for fast, borderless printing
- **True BorderFree™ photo printing in standard photo sizes (4" x 6" and 5" x 7")**
- **Longer-lasting prints (light resistance rated up to 25 years*)**
 - Produces light-resistant, water-resistant prints using lightfast EPSON Photo Papers with quick-drying EPSON Photo Inks
- **PRINT Image Matching™ (P.I.M.) technology**
- **USB and Parallel connectivity**

Inspired visions. Infinite possibilities.



EPSON Stylus Photo 960

Sales Guide

EPSON®

INK JET PRINTER

STYLUS® PHOTO 960

Questions and Answers

Why is the EPSON Stylus Photo 960 the best choice for superior color photographs?

The EPSON Stylus Photo 960 is Epson's ultimate photo printer in both quality and performance. It delivers the highest level of photographic output with 2880 x 1440 dpi resolution and 6-color Photo Inks in individual ink cartridges. And, it produces dotless prints with its ultra-fine 2-picoliter ink droplets. This small-format printer doesn't sacrifice speed or versatility. A high-speed performer, it offers exceptional media support and superior paper handling capabilities with three convenient paper paths. In addition, it uses Photo-optimized Black ink to achieve the highest optical density and contrast.

How does the EPSON Stylus Photo 960 deliver such deep, dark blacks and amazing shadow detail in color photos?

EPSON Stylus Photo printers use black ink in addition to the color inks to achieve deep, dark blacks in printed images. Using a process known as Gray Component Replacement (GCR), the black ink replaces some of the color inks in dark shadow areas of the image. GCR technology enables Epson printers to reduce the amount of color ink used on the print while boosting the density of the dark shadow areas. The higher density delivers greater depth and shadow detail. The result is a lower cost per print, relative to other ink jet printers and higher contrast prints that look better than traditional photographs.

How does the EPSON Stylus Photo 960 offer such convenient paper handling capabilities?

The EPSON Stylus Photo 960 provides three paper paths for optimum versatility. In addition to its standard paper path, the printer provides a straight-through path, which can handle a variety of media types, including poster board as thick as 1.3 mm. Its roll paper path is ideal for continuous 4" x 6" prints, which are automatically cut by the cutter.

How does the EPSON Stylus Photo 960 compare to its predecessor, the award-winning EPSON Stylus Photo 890?

The EPSON Stylus Photo 960 raises the bar over and above its predecessor, the EPSON Stylus Photo 890. While both are small-format products with 6-color printing, EPSON Micro Piezo technology, lightfastness ratings of up to 25 years,* roll paper support, and BorderFree printing, the EPSON Stylus Photo 960 offers the following improvements:

- 50% smaller dot size—With the world's smallest ink droplets (only 2 picoliters), the printer delivers precise color and detail.
- Higher resolution—2880 x 1440 dpi
- Two paper paths, in addition to the normal cut-sheet path—The printer's straight-through path accommodates thicker poster board media, and its roll paper holder accommodates 4" and 8.3" rolls.
- Individual ink cartridges
- Automatic cutter—This accessory is included for unattended roll paper printing of multiple 4" x 6" prints and panoramas.



EPSON SERVICE AND RELIABILITY
INK JET PRINTERS



JULY 2002
PC Magazine

"A" rating for service and reliability—ink jet printers

—PC Magazine
July 11, 2002

EPSON STYLUS PHOTO 960
INK JET PRINTER



JULY 2002

What is the difference between the EPSON Stylus Photo 960 and the EPSON Stylus Photo 2200?

The EPSON Stylus Photo 960 is Epson's highest quality photo printer to date. Although both printers contain Micro Piezo ink jet technology, three separate paper paths, an automatic cutter, and individual ink cartridges, there are key differences.

The EPSON Stylus Photo 960's 6-color dye-based ink system has been optimized to deliver superior image quality and sharp black text. In contrast, the EPSON Stylus Photo 2200 offers a 7-color pigment ink technology. Dye-based inks have a lightfastness rating of up to 25 years*, as opposed to pigment inks, which have a lightfastness rating of up to 75 years. However, dye inks are compatible with a greater variety of media.

The EPSON Stylus Photo 960 is a small-format printer available at a remarkable price. The EPSON Stylus Photo 2200 is a large-format (13" wide) model available at twice the price.

For what types of applications can the EPSON Stylus Photo 960 be used?

- Frame-ready photos
- Internet printing
- Enlargements
- Display photos
- Composites
- Client proofs
- Large panoramas
- Text printing
- Portfolio prints
- Digital camera images
- Promotional materials
- Graphic designs (charts and graphs)
- Album and scrapbook elements
- Customized greeting cards
- Crafts and projects
- Presentations



Competitive Comparison

Feature	EPSON Stylus Photo 960	Hewlett Packard PhotoSmart 1315	Canon S900
Street Price	\$349	\$399	\$349
Print Technology	Micro Piezo	Thermal	Thermal
Permanent Print Head	Yes	No	No
Resolution (Black & Color)	1440 x 720 dpi (any paper) 2880 x 1440 dpi (photo paper)	600 dpi (any paper)/PhotoRet III OR 2440 dpi - restricted to Photo Paper	1200 x 1200 dpi (default) 2400 x 1200 dpi
Color Palette	6 colors on every media	3 colors only for photos	5 colors only for photos
Smallest Droplet	2 picoliter	5 picoliter color, 34 picoliter black	4 picoliter
Photo Image Quality	Superior	Good	Excellent
Photo-optimized Black Inks for Nighttime and Black-and-White Photos	Yes	No	No
Individual Ink Cartridges	Yes (6 colors)	No	Yes (6 colors)
Borderless Photos	Yes, 4" x 6" and 5" x 7" cut sheets and 4" and 8.3" roll	No	Yes, two sizes (4" x 6" and letter)
Maximum Continuous Print Size	Edge-to-edge 8.3" x 44" panoramas	8" x 10.5", with margins	8.25" x 65.7", with margins
Thick Media Support	Up to 1.3 mm	No	No
Roll Printing/Edge-to-edge 4" x 6" Print	Yes	No	No
Connectivity	Parallel/USB	Parallel/USB	USB

Family Comparison

Feature	EPSON Stylus Photo 820	EPSON Stylus Photo 960	EPSON Stylus Photo 1280	EPSON Stylus Photo 2200
Target Customer	Entry-level digital camera and scanner owners	Pro/semi-pro/advance am photographer	Pro/am photographer	Pro/semi-pro/advance am photographer
Application	Family photos and internet printing	General and commercial photography, comps, color proof, album prints, portfolios, promotional materials	General and commercial photography, comps, color proof, album prints, portfolios, promotional materials	Exhibition, museum, gallery fine art, portrait display and albums prints, graphical art
Format	8.5" wide	8.5" wide	13" wide	13" wide
Light Resistance Rating (indoor display)	25 years on ColorLife and Matte Paper Heavyweight	25 years on ColorLife and Matte Paper Heavyweight	25 years on ColorLife and Matte Paper Heavyweight	100 years black and white, Up to 75 years for color™
Ink Technology	EPSON Photo Inks (light-resistant dye)	EPSON Photo Inks (light-resistant dye)	EPSON Photo Inks (light-resistant dye)	EPSON UltraChrome (pigment)
Color Palette	6 (CcMmYK)	6 (CcMmYK)	6 (CcMmYK)	7(CcMmYKk)
Individual Ink Cartridges	No	Yes	No	Yes
Smallest Dot Size	4-picoliter	2-picoliter	4-picoliter	4-picoliter
Maximum Print Area	8.3" x 44"	8.3" x 44"	13" x 44"	13" x 44"
BorderFree Printing	4" x 6", 5" x 7", 8" x 10", letter	4" x 6", 5" x 7"	4" x 6", 5" x 7", 8" x 10", letter, 11" x 14", 13" x 19"	Use roll paper
Roll Paper Support	Not supported	Yes	Yes	Yes
Roll Paper Holder	N/A	Included	Included	Included
Paper Cutter and Catcher	N/A	Included	N/A	Included
Compatibility	Win 98/2000/Me/XP, Mac OS 8.6 to 9.x and OS X 10.1 or later	Win 98/2000/Me/XP, Mac OS 8.6 to 9.x and OS X 10.1 or later	Win 95 or later/Mac 8.1 or later	Win 98/2000/Me/XP, Mac OS 8.6 to 9.x and OS X 10.1 or later
Built-in Connectivity	Parallel/USB	Parallel/USB	Parallel/USB	Parallel, USB, or IEEE1394
Optional PostScript	Yes	Yes	Yes	Yes

Product Code	Description	UPC#
C11C456021	EPSON Stylus Photo 960	0-10343-84418-6
T033120	Black Ink Cartridge	0-10343-84328-8
T033220	Cyan Ink Cartridge	0-10343-84329-5
T033520	Light Cyan Ink Cartridge	0-10343-84332-5
T033320	Magenta Ink Cartridge	0-10343-84330-1
T033620	Light Magenta Ink Cartridge	0-10343-84333-2
T033420	Yellow Ink Cartridge	0-10343-84331-8
S041649	EPSON Glossy Photo Paper (8.5" x 11") 50 ct	0-10343-84192-5
S041682	EPSON Borderless 4" x 6" Premium Glossy Photo Paper 50 ct	0-10343-84470-4
S041464	EPSON Borderless Premium Glossy Photo Paper (5" x 7") 20 ct	0-10343-83512-2
S041286	EPSON Premium Glossy Photo Paper (letter) 20 ct	0-10343-81920-7
S041667	EPSON Premium Glossy Photo Paper (letter) 50 ct	0-10343-84261-8
S041302	EPSON Premium Glossy Photo Paper (4" Roll)	0-10343-81971-9
S041376	EPSON Premium Glossy Photo Paper (8.3" Roll)	0-10343-83026-4
S041331	EPSON Premium Semigloss (letter) 20 ct	0-10343-82996-1
S041329	EPSON Premium Semigloss Photo Paper (4" Roll)	0-10343-82994-7
S041405	EPSON Premium Luster Photo Paper (letter)	0-10343-83234-3
S041408	EPSON Premium Luster Photo Paper (8.3" Roll)	0-10343-83237-4
S041500	EPSON ColorLife™ Photo Paper (letter) 20 ct	0-10343-83758-4
S041257	EPSON Matte Paper Heavyweight (letter) 50 ct	0-10343-81832-3
S041568	EPSON Double-sided Matte Paper (letter) 50 ct	0-10343-83778-2
S041062	EPSON Photo Quality Ink Jet Paper (letter) 100 ct	0-10343-81202-4
S041586	EPSON Premium Bright White Paper (letter) 500 ct	0-10343-83819-2
S041267	EPSON Glossy Photo Greeting Cards (letter) 20 ct	0-10343-81991-7
S041144-KIT	EPSON Photo Stickers Kit 5 ct	0-10343-81485-1
S041144	EPSON Photo Stickers Refill 5 ct	0-10343-81411-0
S041153	EPSON Iron-On Transfer Paper (letter) 10 ct	0-10343-81438-7

EPSON Stylus Photo 960

Individual box dimensions (L x W x H)	23.23" x 22.44" x 12.60"
Individual box weight	26 lb
Pallet dimensions (L x W x H)	44.88" x 48.81" x 80.90"
Container	40', 18 pallets, 432 units

EPSON Stylus Photo 960 Black Ink Cartridge

Individual box dimensions (L x W x H)	4.30" x 1.40" x 5.90"
Individual box weight	0.92 lb
Master carton dimensions (L x W x H)	8.00" x 8.70" x 6.50"
Master carton weight	4.07 lb
Master carton quantity	32

EPSON Stylus Photo 960 Color Ink Cartridge

Individual box dimensions (L x W x H)	4.30" x 1.40" x 5.90"
Individual box weight	0.92 lb
Master carton dimensions (L x W x H)	8.00" x 8.70" x 6.50"
Master carton weight	4.07 lb
Master carton quantity	32

Printing Method

6-color (CcMmYK) Micro Piezo ink jet technology with individual ink tanks

Head Configuration

Black 192 nozzles
Color 96 nozzles (per color)

Maximum Resolution (dots per inch)

2880 x 1440 dpi black and color on photo papers

Ink Droplet Size

2 picoliters

Print Speed**

Black text Up to 6 ppm
Photo (matte and glossy media)
4" x 6" 1 min
8" x 10" 2 min

Sound Level

45 dB(A)

Printer Language

EPSON ESC/P® Raster; EPSON Remote

Software Drivers

Windows USB - 98, 2000, Me and XP
Windows Parallel - 98, 2000, Me and XP
Macintosh USB - 8.6 - 9.x and OS X 10.1 or later

Software

EPSON Software™ Film Factory™
PRINT Image Matching plug-in for Adobe® Photoshop®
Special third-party software offers

Standard Interfaces

USB, Parallel (IEEE 1284)

Print Direction

Bidirectional with logic seeking

Paper Handling

Letter, legal, A4, 4" x 6", 5" x 7", plus 4" and 8.3" wide rolls
Up to 8.5" x 44" with user definable settings

Printable Area (using No Margin setting)

8.3" x 44"
Top margin 0" Left margin 0"
Bottom margin 0" Right margin 0"

Paper Capacity***

Input paper tray 100 sheets (plain paper)/
10 envelopes/1 transparency

Physical Characteristics (L x W x H)

Storage 20.27" x 13.10" x 8.22"
Printing 20.27" x 26.10" x 11.77"
Weight 16.2 lb

Safety Approvals

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

Environmental Conditions

Temperature
Operating 50° to 95° F (10° to 35° C)
Storage -4° to 140° F (-200 to 60° C)
Humidity
Operating 20% to 80% relative humidity
Storage 5% to 85% relative humidity
(no condensation)

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 Yield

Black ink yield 630 pages text (ISO/IEC 10561
letter pattern); 440 pages graphics
(5% coverage)
440 pages (15% coverage)
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)

Product Ordering Information

EPSON Stylus Photo 960 printer
Product code C11C456021
UPC code 0-10343-84418-6
Black Ink Cartridge
Product code T033120
UPC code 0-10343-84328-8
Cyan Color Cartridge
Product code T033220
UPC code 0-10343-84329-5
Light Cyan Color Cartridge
Product code T033520
UPC code 0-10343-84332-5
Magenta Color Cartridge
Product code T033320
UPC code 0-10343-84330-1
Light Magenta Color Cartridge
Product code T033620
UPC code 0-10343-84333-2
Yellow Color Cartridge
Product code T033420
UPC code 0-10343-84331-8

* Lightfastness rating of approximately 25 years based on accelerated testing of prints on EPSON ColorLife Photo Paper and EPSON Matte Paper Heavyweight, displayed indoors, under glass. Actual print stability will vary according to 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 laminations or properly store them. For more information on these lightfastness ratings, visit www.epson.com.

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

*** Capacity measured using 17 lb paper stock.

YOU'VE GOT TO SEE IT IN  COLOR.™

www.epson.com

Epson America, Inc.
3840 Kilroy Airport Way, Long Beach, CA 90806

Epson Canada, Ltd.
3771 Victoria Park Avenue, Toronto, Ontario M1W 3Z5

Epson Latin America, Inc.
6303 Blue Lagoon Drive, Suite 195, Miami, FL 33126

