



Printing method: On-demand inkjet
Nozzle configuration: Black: 64 nozzles;
Color: 16 nozzles x 3 columns
Resolution: 720 dpi
Printing direction: Bidirectional printing with logic seeking
Paper feed method: Friction feed
Ink: Black ink cartridge, color ink cartridge (three colors integrated)
Power supply voltage: AC 100 V \pm 10%, 120V, 220-240V
Dimensions: (W) 470 x (D) 525 x (H) 192 mm
Weight: 7.2 kg

Product Features

The Epson Stylus Color (MJ-700V2C in Japan) earned Epson a renewed recognition across the globe as a printer company. It exerted a major impact in the printer market, in which color printing for personal users was just starting to grow. This was the first printer to offer 16 million color combinations and high-image-quality 720 dpi printing. The secret behind its beautiful print quality was the unique Micro Piezo print head technology developed at Epson in 1993. The high injection pressure produced by this print head caused the ink to be fired steadily onto the paper, resulting in excellent quality printing. Moreover, the development of new, super-penetrative ink that dried one hundred times faster than its predecessors meant that ink bleeding and washing-out were eliminated. Further, the microweave function prevented horizontal banding between lines and color irregularities, producing clear and sharp type. The Epson Stylus Color's high, 720 dpi (output of 720 x 720 dots per square inch) resolution, along with half-tone technology, also resulted in improved gradation, so that even the finer parts of graphics and photographs were reproduced faithfully. The printer could boast color reproduction that left competitors' earlier offerings well behind.

The Epson Stylus Color also offered increased speeds in all print processes, including data-processing within the computer and in data-transfer. Printing characters at 200 characters per second (cps) in 10-characters per inch mode, it also offered faster printing than any of the equivalent products from Epson's competitors. It had the additional attraction of being highly economical considering the many functions it included. Running costs were also economical: The Epson Stylus Color printed black text A4 pages and color pages for only a few cents—both costing less than any of its competition in the same class.

Finally, the printer's value was enhanced to the greatest possible extent by Epson's attention to ease of use, as through its development of a variety of paper, and bundling both Windows and Macintosh printers drivers as standard.

Background

The printer market at the beginning of the 1990s was characterized by a strong trend away from impact (dot matrix), and toward inkjet and laser printing. Also, increasing ubiquity of the personal computer among individual users, combined with new heights of image-processing stemming from increasingly powerful CPUs and operating systems, brought about an environment in which individual users could take advantage of low-cost PCs with advanced functionality to enjoy the world of color. At the same time, Epson threw itself into development of the color inkjet printer determined that it would not be second best. All of these factors combined in May 1994 to culminate in the announcement of the Epson Stylus Color.

Impact

The Epson Stylus Color dominated the competition and elicited an enormous reaction from users. These achievements came as a result of the printer's outstanding image quality, along with its affordability. A great success, the MJ-700V2C set what was then a record for printer sales in Japan, selling 300,000 units cumulatively. Its versatility, being suitable for applications ranging from birthday cards to colored materials for presentations, helped it succeed in promoting the use of color. The printer was well received around the world, and had the effect of growing the market for color inkjet printers. The Epson Stylus Color won a variety of awards both within and outside of Japan, including the Nihon Keizai Shimbun Awards for Excellence (Nikkei Awards for Superior Products & Services). Beyond that, it had considerable influence on the technological development of subsequent color inkjet printers arriving on the market.