



Artisan® 725 Arctic Edition



Sporting a sleek white finish to match the décor in any room in your home, the versatile Artisan 725 Arctic Edition is built to keep up with your creative vision, offering image quality that's preferred 3-to-1 over competitive products¹ and the world's fastest 4"x6" photo print speeds². With the ability to print directly from an Apple® iPhone³ or other mobile devices, and scan, print and access memory card slots from any room in the house⁴ with Wi-Fi CERTIFIED™ wireless networking⁵, the Artisan 725 Arctic Edition is a high-performance all-in-one that blends style and performance to help you do it all.

Estimated Street Price: \$199.99

Availability: September 2010

Innovate

Image Quality Beyond Compare

- Six-Color Ultra Hi-Definition Claria® ink delivers vibrant color photos and crisp clear text
- Prints last up to four times longer than those from a traditional photo lab⁶
- Built-in Auto Photo Correction automatically evaluates and corrects images – better than the competition
- Automatically removes red eye
- Easily brings old, faded photos back to life with convenient color restoration

Ultra Hi-Definition Prints at Unbeatable Speeds

- World's fastest 4"x6" photo printer
- Prints 4"x6" photos in as fast as 10 seconds, without sacrificing quality
- ISO print speeds of 9.5 ISO ppm black and 9 ISO ppm color⁷
- Maximum copy speeds of 38 ppm for black and color⁷

Support for Portable Devices

- Uses the front USB port to easily charge a cell phone or MP3 player without tying up an additional power outlet⁸
- Prints outstanding images directly from digital cameras, mobile phones and USB Flash drives with PictBridge®
- Prints several applications wirelessly from an iPhone, including PDF files, amazing photos, photo calendars, business documents and more, through applications available on the iTunes App Store

Advanced MicroPiezo® Printing Technology

- Advanced MicroPiezo® print head technology ensures sharp, accurate ink placement, while optimizing print speeds
- With "smart" nozzles, this powerful technology delivers droplets in as many as five sizes, some as small as 1.5 picoliters, ensuring remarkable precision, sharper detail and outstanding image quality – every print, every time
- Epson's advanced MicroPiezo technology used in the Artisan series is the same technology featured in wide format printers used by professional photographers

Smart Ink System

- Uses convenient individual ink cartridges – replace only the color needed
- Standard and High-Capacity black/color ink cartridges accommodate various printing needs at an affordable price⁹

Captivating One-of-a-Kind Projects

- Creates captivating customized projects with Ultra Hi-Definition printing
- Uses personal images to create coloring book pages, greeting cards and more
- Creates elegant note paper and invitations with ease
- Creates professional-looking discs by printing images and text directly onto ink jet printable CDs/DVDs with easy-to-use Epson Print CD software

Produce

Built-in Wireless and Ethernet Networking

- Easily share the Artisan 725 with multiple computers
- Wi-Fi CERTIFIED n networking, which delivers up to 2.5 times the performance of previous 802.11b
- Ethernet port for wired networking
- Print, scan and access memory card slots from any room in the house

Paper-Saving Features

- Easily save up to 50 percent on paper with automatic two-sided printing
- Prints up to four different pages on a single sheet
- Two auto-selecting paper trays – adjustable tray for up to 8.5"x14" media; dedicated photo tray for 4"x6" and 5"x7" media

Better Products for a Better Future™

- For more information on Epson's environmental programs, go to www.epson.com/environment

Eco-Features

- Estimated power consumption for one year is less than two dollars¹⁰
- Supports printing on recycled paper
- Designed to be recycled¹¹
- ENERGY STAR® qualified
- RoHS compliant
- Epson America, Inc. is a SmartWaySM Transport Partner¹²

Protection You Can Count On

- One-year limited warranty and free lifetime phone support¹³ with quick and convenient product exchange

Sleek, Compact Design

- 17.6" x 18" x 5.9" (W x D x H); 21.2 lbs.

Windows and Mac Compatibility

- Windows 7, Windows®: Vista™, Windows XP, Windows XP Professional x64, Windows 2000
- Macintosh®: OS X 10.3.9, 10.4.11, 10.5.x, and 10.6.x, Snow Leopard

Availability

- The Artisan 725 Arctic Edition will be available in September 2010 at Best Buy retail locations nationwide and Bestbuy.com.

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¹Compared to photo all-in-ones priced at \$300 or less as of 11/1/08 in testing by Newman-Stein, Inc.

²Compared to ink jet, photo all-in-ones priced at \$299 or less as of April 1, 2010, based on independent testing.

³See www.epson.com/mobileprinting for more information on optional phone applications.

⁴Some applications and/or functions may not be supported by Mac®

⁵Wi-Fi 802.11 b/g/n certified; level of performance subject to the range of the router being used. Visit www.wi-fi.org/files/11nbasics_glossary.pdf for more information.

⁶Display permanence based on accelerated testing of prints displayed under glass in indoor display conditions; album permanence based on accelerated testing of prints in dark storage conditions. Actual print stability will vary according to media, printed image, display conditions, light intensity, temperature, humidity and atmospheric conditions. Epson does not guarantee the longevity of prints. For maximum print life, display all prints under glass or UV filter or properly store them.

⁷ISO ppm is based on the new international standard for measuring print speed. Black and color print speeds are determined in default, single-side mode, in accordance with ISO/IEC 24734. Actual print times will vary based on system configuration, software, and page complexity. See www.epson.com/printspeed for details, including complete ISO reports.

⁸User supplied cable required to fully or partially charge USB devices that comply with USB 2.0 standards, rated 500 mA or less.

⁹Cartridge yields are based on continuous printing of a suite of five black and color pages as required by ISO/IEC 24711 and 24712. Actual yields will vary considerably for reasons including images printed, print settings, temperature and humidity. Yields may be lower when printing infrequently or predominantly with one ink color. A variable amount of ink remains in the cartridges after the "replace cartridge" signal. Part of the ink from the first cartridge is used for priming the all-in-one. Ink is used for both printing and print head maintenance. All inks are used for both black and color printing. For more information about yields for this all-in-one, see www.epson.com/cartridgeinfo

¹⁰Calculated printing/copying five sheets of A4 size color documents per day; one day defined as 8 hours with the power on and 16 hours with the power off. Power consumption will vary according to the customer's product usage

¹¹See our website for convenient and reasonable recycling options at www.epson.com/recycle.

¹²SmartWay is an innovative partnership of the U.S. Environmental Protection Agency that reduces greenhouse gases and other air pollutants and improves fuel efficiency.

¹³Epson provides phone support, without charge, for the life of the product. Telephone toll charges may apply.