

## Positioning the Epson Ultra Hi-Definition Printers—Course Transcript

### Course Transcript – Course launched September 15, 2007

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#### Slide 1

In this lesson you'll learn how to position the Epson Ultra Hi-Definition printers within the Epson line. You should already be familiar with the core technologies that make up Ultra Hi-Definition printing. If you haven't already taken that course, you may want to do so before beginning this one.

You can select a topic in the menu at left or use the controls at the bottom of the screen to continue.

#### Slide 2

In this segment, you will print a document and use it to familiarize yourself with the step-up features of the products. You'll then go through an interactive session to review the key positioning points, followed by additional discussions on some of the key features. Click the document icon to open the PDF file now to begin.

#### Slide 3

[Interactive Questions – No audio]

#### Slide 4

We'll now recap some of the key features of the models so you can accurately explain them to a customer.

The R380, RX595, and RX680 all feature large color LCDs. Be sure to point out to a customer that these allow them to view photos and select menu items and to see more detail before printing.

#### Slide 5

Plus, remember the RX680 has the exclusive feature to preview Auto Photo Correction on the LCD before printing.

### Slide 6

Also point out the exclusive Print by Date feature on the models with an LCD. How many of you know customers who never download photos from their camera? Or customers who get frustrated scrolling through hundreds of photos on a single memory card just to find the right one to print? With Print by Date, printing specific photos is now easier.

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Do you have customers who've captured a movie on their digital camera and wish they could get a still shot? With the R380 and RX680, now they can! So point this feature out to customers who can now capture a photo of that great action shot. Remember, higher-resolution movies will produce the best prints.

### Slide 8

The RX595 and RX680 allow you to print photo greeting cards without a computer. They can both print a letter-size sheet of three cards.

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The RX680 also can produce 4x6-size photo greeting cards.

### Slide 10

For Red Eye Removal, all models support the feature, and the RX680 is the only model that removes red-eye in Copy mode, ideal when making reprints of existing photos.

### Slide 11

This module is now complete. You can close this window to take the Final Exam, or click "Replay" to start the lesson again.