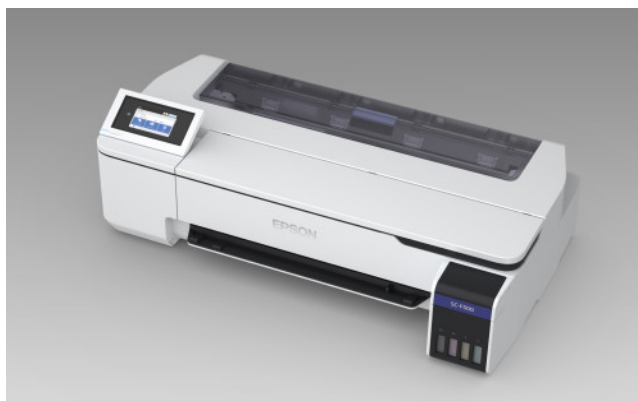


Press Release
01.08.2019

Epson announces its first 24-inch dye sublimation printer, the SureColor SC-F500

Expand business opportunities with high-quality printing on myriad gifts and promotional goods.



1 August 2019 –Epson has announced the new SC-F500, 24-inch, dye-sublimation printer, developed to help promotional houses, photo labs, clothing producers and copy shops increase customer choice through flexible, high-quality printing. Whether producing printed phone covers, mugs, mouse mats, t-shirts or cushions, the SC-F500 offers fast turnaround times, reliability and a low total cost of ownership (TCO) to small businesses, and it requires no specialist knowledge to set up, operate or maintain.

The SC-F500 forms part of Epson's complete end-to-end printing solution, which includes inks, software and paper, all designed to work in perfect harmony.

To keep businesses agile and responsive to customer needs, the SC-F500 has been built with ease of use, productivity and efficiency in mind. This is achieved through features that complement Epson's established dye-sublimation technology, including:

- Refillable ink solution (140ml bottles can be used even when printing)
- Wi-Fi connectivity (an Epson first in the dye sublimation range)
- Media auto-switch (switch between cut sheets and roll media with ease)
- Epson's LFP Accounting Tool (to accurately calculate print costs)
- Head guard (for dust prevention)
- 4.3-inch touchscreen (for ease of use)

Neil Greenhalgh, product manager, Epson Europe, says: "We're excited to offer this dye-sublimation printer that's set to open up new opportunities for many small businesses. This is our first 24-inch printer in our dye sublimation range. What's most rewarding for us is to see just how many applications that are supported by the SC-F500 – the range of gifts and promotional items that can be produced is truly impressive. We're also confident that the suite of new and enhanced features we've introduced, including the

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refillable ink solution, will help keep businesses running for longer, with little user intervention needed. That has to be a benefit to ambitious small business owners looking to steal a competitive advantage, without having to have specialist staff.”

The SureColor SC-F500 will be available in October.

About Epson

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, smart glasses, sensing systems and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 67,000 employees in 90 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts.

<http://global.epson.com/>

About Epson Middle East:

Epson Middle East oversees Epson's operations in the Middle East markets, in close coordination with Epson Europe. Headquartered in Dubai, United Arab Emirates, Epson Middle East works closely with a network of resellers and distributors across Kingdom of Saudi Arabia, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Libya, Oman, Qatar, Syria and Yemen, ensuring the availability of its wide, technologically-advanced product range to businesses and consumers in the region.

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