
2.0 - Product Overview

2.1 Headline (H2 – Secondary level for Web searches; 70 characters max., including spaces):

The Art of Performance. [23 characters]

2.2 100-word Description (650 characters max., including spaces):

We believe technology has the power to push creative boundaries, ~~exceed the limits of imagination~~ and propel artistry to new heights. That's why, after 20 years of perfecting wide-format printing technology, we are ready to unveil our most advanced printer to date, designed to transform your artistic vision into a truly unforgettable experience.

Introducing the all-new SureColor P7570, the next generation of wide-format printing—only from Epson®.

From professional photography to proofing and graphic design, the SureColor P7570 was built from the ground-up to uniquely cater to the **demanding needs of creative professionals**. Featuring all-new UltraChrome® PRO12 Ink, the SureColor P7570 captures every detail with unparalleled color brilliance² and accuracy. And, with a new **12-channel PrecisionCore® MicroTFP** printhead, you get unmatched image quality **at speeds up to two times faster** than our previous generation¹.

Welcome to the future of professional imaging.

[940 characters]

2.3 Key Features Bullets (10 bullets max.; 140 characters max. each, including spaces):

1. **Our most advanced wide-format printer yet** — tackles photography, fine art, proofing and graphic design printing with unmatched image quality and performance
2. **Powered by PrecisionCore** — new **12-channel MicroTFP** printhead performs **at speeds up to two times faster** than our previous generations¹
3. **Extreme color gamut** — all-new UltraChrome PRO12 Ink with Violet produces astounding color with up to 99 percent coverage of the PANTONE® FORMULA GUIDE solid-coated standard²
4. **Realtime Photo and Matte Black ink switching** — dedicated nozzles for both black ink types
5. **Industry-leading print permanence** — creates prints that last up to 200 years color and 400 years black-and-white³
6. **New customizable touchscreen** — first-in-class to feature a customizable, 4.3" color touchscreen for easy navigation
7. **Reliable printer design** — redesigned industrial-level print engine for lasting durability and an interior LED light for convenient operation
8. **Increased black density with Black Enhance Overcoat** — improved DMAX for a wider contrast ratio with enhanced clarity and increased sharpness on glossy papers

Important: The copy in this document must be used verbatim

9. **Optional Epson SpectroProofer®** — automates color calibration and proof verification tasks for proofing applications with optional third-party RIP and workflow software
10. **Easy workflow integration** — compatible with most third-party RIP workflow software

2.4 Category Detail Bullets (5 max.; 50 characters max. each, including spaces; no abbreviations):

1. Epson's most advanced wide-format printer [44 characters]
2. New 12-channel PrecisionCore printhead for ultra-fast speeds [63 characters]
3. Extreme color gamut with all-new UltraChrome PRO12 Ink [57 characters]
4. Dedicated Photo and Matte Black nozzles; no switching [56 characters]
5. Exceptional print permanence³ and color stability [51 characters]

2.5 Fact Tag Features (30 characters max. per feature, including spaces; use ampersands):

1. Epson's most advanced wide-format printer [44 characters]
2. New 12-channel PrecisionCore printhead [41 characters]
3. UltraChrome PRO12 Ink [24 characters]
4. Photo & Matte Black nozzles; no switching [44 characters]
5. Industry-leading print permanence³ [36 characters]
6. Customizable 4.3" touchscreen [32 characters]
7. New print engine & interior LED [34 characters]
8. Increased black density [26 characters]
9. Optional SpectroProofer [26 characters]
10. Compatible with RIPS software [33 characters]

2.6 25-word Description (160 characters max., including spaces):

The next generation of wide-format printing—only from Epson.

[58 characters]

3.0 - Series Copy

3.1 Series Headline (70 characters max., including spaces):

N/A

3.2 Extended Series Description:

N/A

4.0 - Eco Features

4.1 Better Products for a Better Future™
eco.epson.com

4.2 Eco Features

- RoHS compliant
- Recyclable product⁴
- Epson America, Inc. is a SmartWay® Transport Partner⁵

5.0 - Legal Disclaimers

5.1 Disclaimers:

1 Print speeds are based on the print engine speed only. Total throughput time for any print depends on various factors including workstation configuration, file size, print resolution, ink coverage and networking. Actual print speeds will vary.

2 99% coverage of PANTONE PLUS FORMULA GUIDE solid-coated palette based on Epson Proofing Paper White Semimatte printed with the Epson Driver at 2400 x 1200 dpi. PANTONE coverage may vary when printed under other conditions.

3 Ink lightfastness rating based on accelerated testing of prints on specialty media, displayed indoors, under glass. Actual print stability will vary according to media, printed 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 lamination or properly store them. Visit www.wilhelm-research.com for the latest information.

4 For convenient and reasonable recycling options, visit www.epson.com/recycle

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

6.0 - Trademark Attributions (footnotes)

6.1 Attributions:

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