EPSON®

Introducing the
SureColor®
P5370

**17- Inch Professional
Photographic Printer**

Sales Reference Guide

17" History & Leadership

Epson Stylus Pro 4000

Epson Stylus Pro 4880

SureColor® P5000

2004   **2007**   **2008**   **2010**   **2017**   **2024**

Epson Stylus Pro 4800

Epson Stylus Pro 4900

SureColor® P5370

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Creativity without Compromise

Designed for the demanding needs of the serious photographer, the SureColor P5370 17" printer incorporates technological breakthroughs for only one purpose:

To Produce Prints as the Artist Intended

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Key Dates

North America Announcement

Product Sample at show

Public Announcement: October 12, 2023
Shipping: January 24, 2024

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Markets & Applications

Professional & Fine Art Photographers

Advanced Amateur Photographers

Fine Art Printers

Print Service Providers

Portfolio Prints

Gallery Prints

Fine Art Collectable Prints

Print Fulfillment

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Refined design

Combines our NEW 10-Channel MicroPiezo® AMC™ printhead, extensive media support and brilliant UltraChrome® PRO10 ink to consistently deliver exhibition-quality prints.

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NEW 10-Channel MicroPiezo®
AMC™ Printhead

Dedicated channels for Matte Black and Photo Black Ink

No Switching

Droplets as small as 1.5 picoliters

Highest Photographic Quality

Ink repelling coating

Reduced Nozzle Clogs

Advanced and Reliable

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UltraChrome® PRO10
10-Color Pigment Ink Set
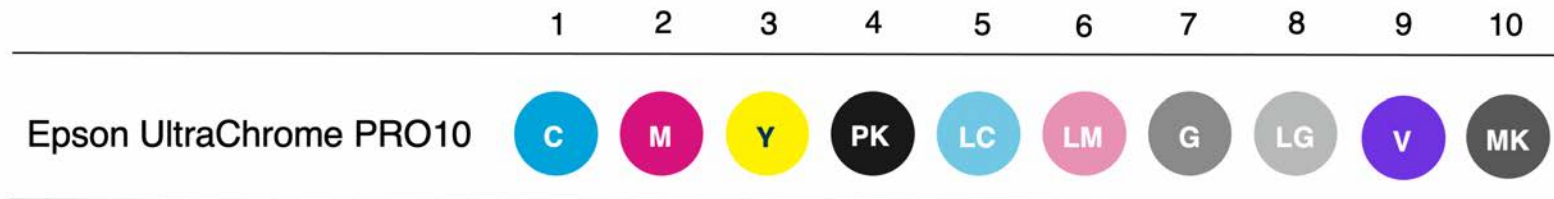
NEW Violet Ink for extended gamut in blue hues[2]

Dedicated Photo Black and Matte Black Channels
Saving Time and Minimizing Ink Waste

Lightfastness Rating (in test) up to 200 years in color
and up to 400 years Black and White[1]

**200 mL
Large Capacity Cartridges**

	1	2	3	4	5	6	7	8	9	10
Epson UltraChrome PRO10	C	M	Y	PK	LC	LM	G	LG	V	MK

Versatile Media Handling

Includes built-in roll support with auto cutter for efficient roll production

High capacity 8.5" x 11" to 17" x 22" sheet cassette for productivity

Manual straight thru paper path thick fine art papers

Prints on rigid posterboard up to 1.5 mm thick

BorderFree® Printing (sheet and roll)

C12C815351 Auto Cutter

C12C811251 2"/3" Roll Feed Spindle

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Intuitive Operation & Enhanced Connectivity

New larger 4.3" touch panel LCD

Easy setup, printer control and maintenance
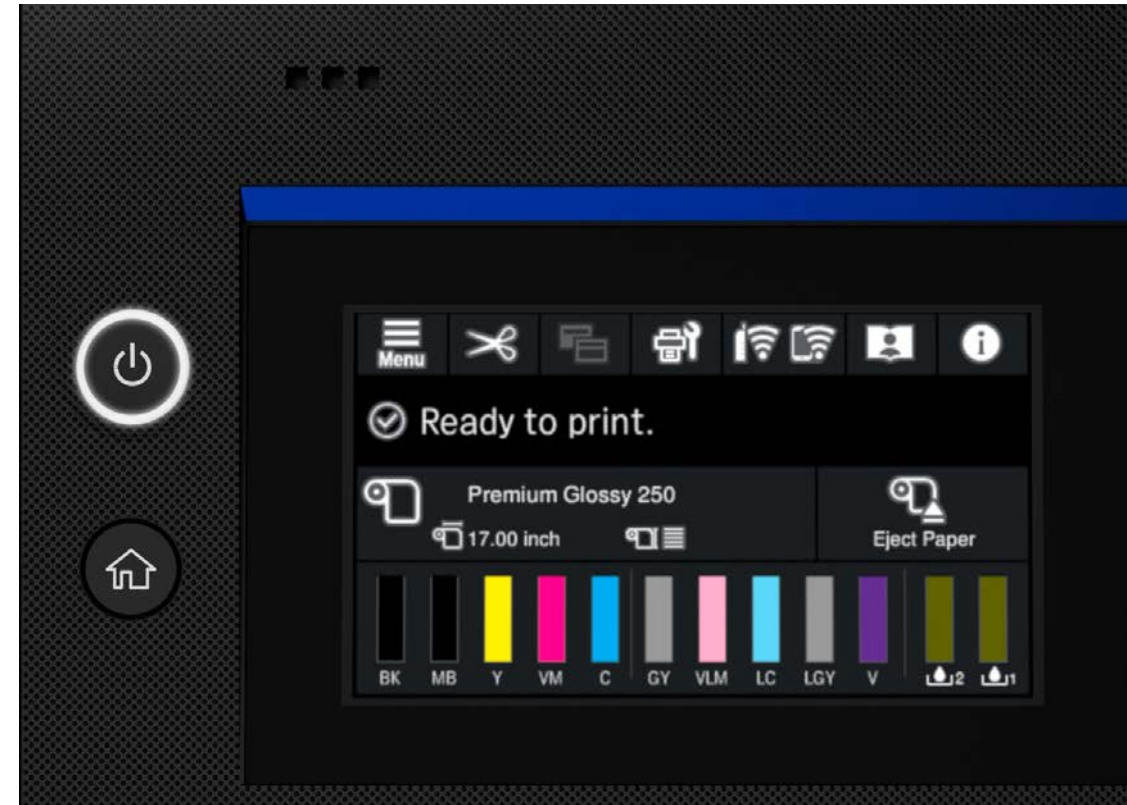
User Long-Term Maintenance

Enhanced connectivity includes:

Gigabit Ethernet

SuperSpeed USB 3.0

WiFi- 2.4 Ghz and 5 Ghz

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Black Enhance Overcoat Technology

"Carbon Black" Mode

Higher black density than SureColor P5000 on high gloss papers

Increases contrast with smoother tonal gradations on glossy papers

Mode built directly into the print driver, NO special ink overcoat needed

Before | After

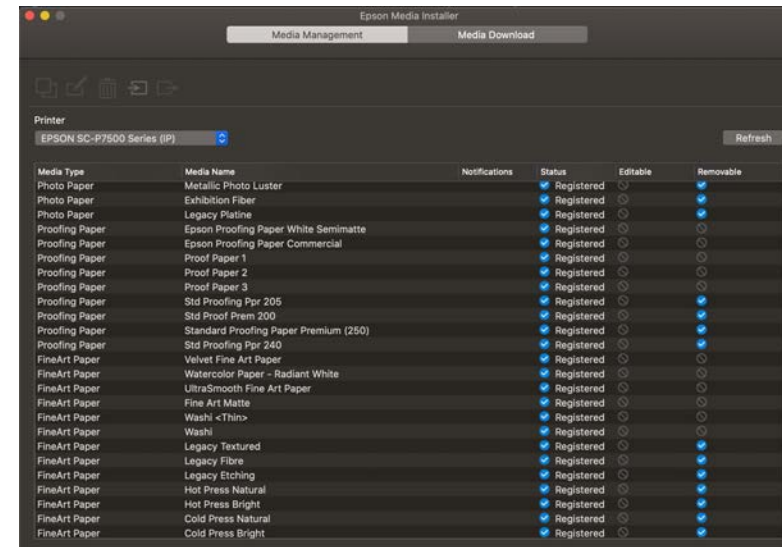Image Simulated

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Advanced Software

Epson Print Layout

- Streamlined and Simplified Photo Printing application

- OS X 10.10 or later, Windows 7 or later, iOS, iPadOS, Photoshop® export plug-in

- Full ICC support for all Epson Media

- Live print Preview of Advanced Black-and-White Photo Mode

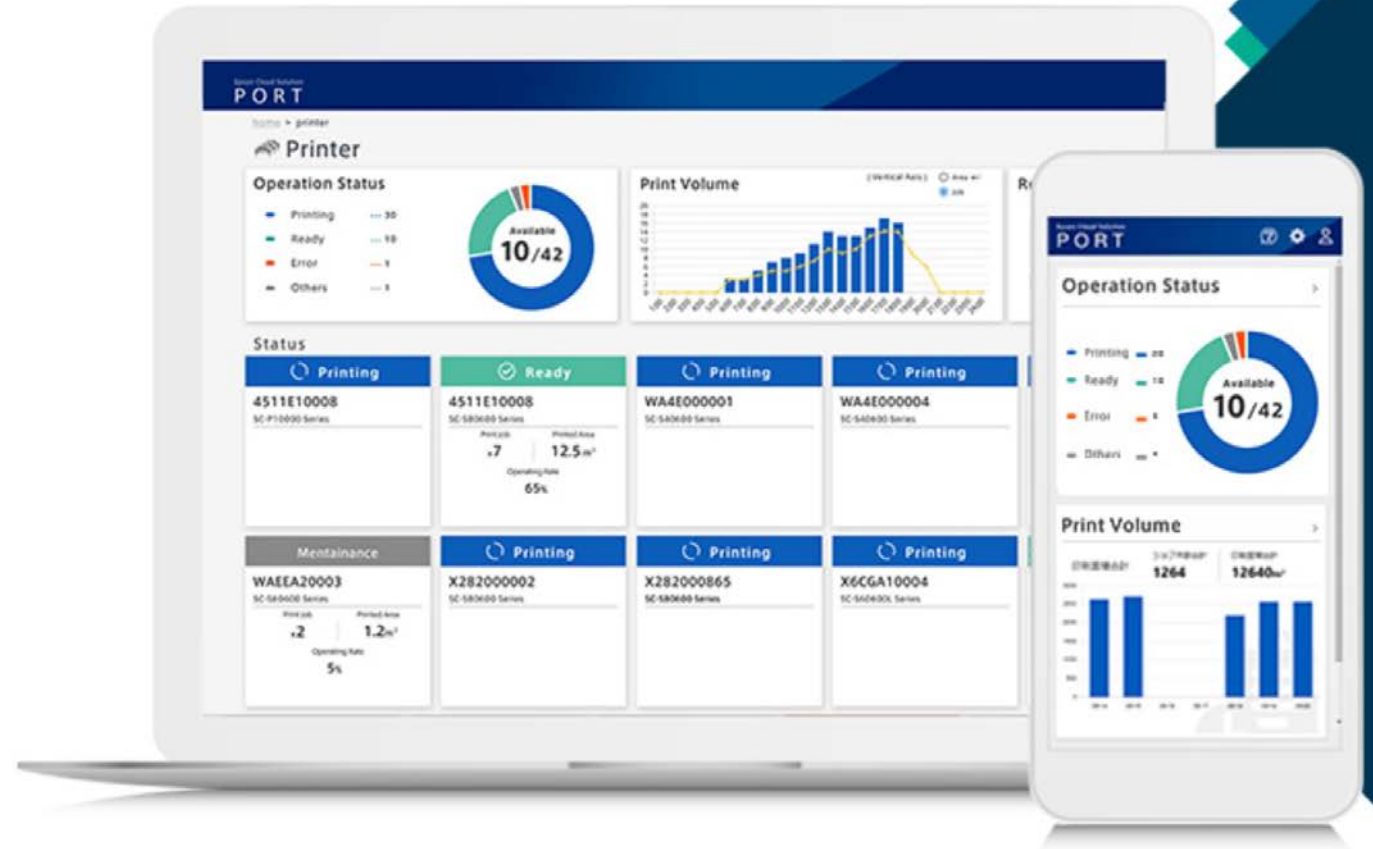© Sean Davey

Epson Media Installer

- Manages media and printer mechanical parameters

- Imports non-Epson branded medias

- Synchronizes with Epson Print Layout, printer driver and printer control panel

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Advanced Software

Epson Cloud Solution PORT®4

- Remote Monitoring System

- Virtually Live view of printer fleet, utilization and service info across most Epson Professional Imaging Printers

- Clear, Simple, and customizable dashboard

- Works through web browser and iOS app.

Remote Monitoring   **Production Tracking**   **Dashboard Tracking**   **Secure & Encrypted**   **Mobile Access**   **Expedited Service**

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17" Product Comparison

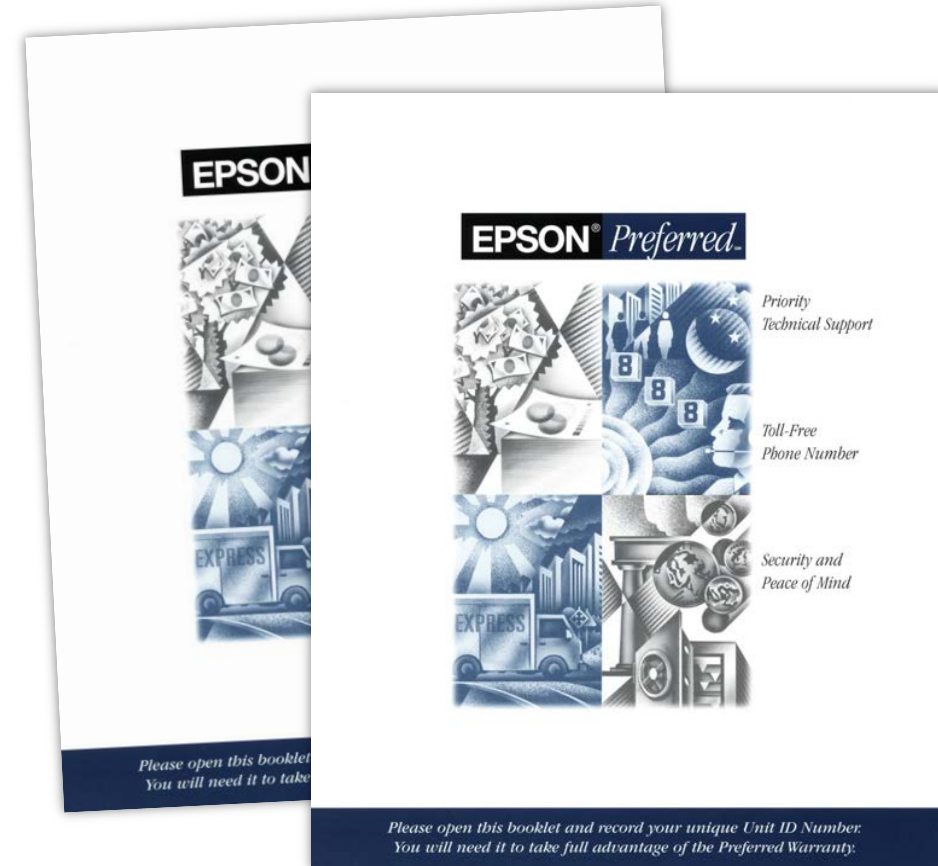| Features	SureColor P900	SureColor P5000SE	SureColor P5370
Max Width	17"	17"	17"
Inks	UltraChrome PRO 10 ink	UltraChrome HDX	UltraChrome PRO 10 ink
Colors	10 Color (Violet)	11 Color (Orange / Green)	10 Color (Violet)
Cartridge Size	50 mL	200mL	200 mL
Print Head	MicroPiezo AMC	MicroTFP	MicroPiezo AMC
Touch LCD	4.3" LCD	No	4.3" LCD
WiFi	Yes	No	Yes
Roll Support	Optional	Built-in	Built-in
Built-In Cutter	No	Yes	Yes
High-Capacity Cassette	No	Yes	Yes
Carbon Black Mode	Yes	No	Yes
iOS EPL Support/ PORT support	Yes / No	No / No	Yes /Yes
MSRP Price	$1,249	$2,095	$2,095

Winning feature vs SC-P5000SE

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Extended Service Plans

1-Year Preferred Limited Warranty

- Free technical support Monday through Friday

- If required, onsite service provided – usually next business day*

- Covers the printer, genuine optional accessories, and software

Optional Extended Plans for 4 additional years

- Extends coverage when the standard limited in-box warranty ends

- Can be purchased at time of hardware purchase for discount

- Multi-year plans will be available at a discount

* Limitations apply. See www.Epson.com/support for details.

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Why to Buy | SureColor P5370

- **Improved Reliability**
  - *New* MicroPiezo AMC print Head

- **Wider Color Gamut in Blue Hues**
  - *New* UltraChrome PRO 10 Ink (with Violet)

- **Reduced time and waste for Photo/ Matte Paper**
  - *New* Dedicated Channels for Photo/ Matte Black

- **High Productivity**
  - High-Capacity Paper Cassette
  - Roll support / Cutting
  - High Capacity 200 mL inks

- **Improved Usability & Connectivity**
  - New 4.3 Touch LCD
  - New WiFi Connectivity
  - New Epson Cloud Solution PORT Support

- **Improved Software**
  - Epson Print Layout and Mobile
  - Epson Media Installer

Estimated MSRP $2,095

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Specifications are Subject to Change Without Notice

1. Print permanence in testing. Wilhelm Imaging Research lightfastness ratings are based on accelerated testing of prints on specified 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 UV-absorbing acrylic and protect them from prolonged high-humidity environments. Visit www.wilhelm-research.com for the latest information.

2. Versus previous-generation UltraChrome HD Ink

3. Resin-coated inkjet papers only

4. All features of this system require an active Internet connection and the use of a supported browser

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