

2.0 - Product Overview

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

Beyond Brilliant (21 characters)

2.2 Description (1,500 characters max., including spaces):

It's rare for an engineer to start with a completely blank page to create a next-generation printer design that meets the complex and demanding needs of technical and production printing environments. Epson has done just that to develop a platform that could take your technical and graphics printing business to the next level. Introducing the SureColor T7770D—a groundbreaking production printer that's everything a large-format printer should be.

Engineered to deliver breakthrough performance, the first available 44-inch-wide SureColor T7770D features industry-leading 2.6-inch PrecisionCore® printhead technology, delivering fastest-in-class print speeds¹. Plus, it prints posters and POP displays at speeds up to 300 sq ft/hr¹ and CAD and technical drawings at production-class speeds over 1,400 sq ft/hr². An innovative Adobe® Embedded Print engine with four on-board Intel Atom CPUs quickly processes complicated PDF data and accurately reproduces transparent design layers at speeds up to three times faster than previous generations. Featuring an innovative, purpose-built, reliable design with complete front operation, this innovative printer seamlessly produces crisp, detailed prints from virtually anywhere in the workspace—even when pushed against the wall. From vivid posters to crisp CAD drawings, the SureColor T7770D prints with incredible precision and stunning color using vibrant UltraChrome® XD3 Ink with a new Red ink/color. And, with its array of convenient, customizable features, such as simple automatic roll loading and versatile media handling, including a dual roll/take up system, this workhorse printer will easily integrate into almost any production workflow to revolutionize business productivity.

Welcome to the next generation of production printing. (1,789 characters)

2.3 Key Features Bullets (12 bullets max.; 140 characters max. each, including spaces):

- 1. Incredible performance without compromise** — crisp, detailed, colorful prints with industry-leading 2.6-inch PrecisionCore printhead technology, delivers fastest-in-class print speeds¹. Plus, it prints posters and POP displays at speeds over 300 sq ft/hr¹ and CAD and technical drawings at production-class speeds over 1,400 sq ft/hr²
- 2. Innovative design fits any workflow** — up to 25 percent smaller than competitors³ with a unique flattop design and complete front operation
- 3. Unparalleled image quality and precise line detail** — vivid UltraChrome XD3 Ink with a new Red ink produces crisp lines and vibrant colors for graphics, signage, blueprints, documents and more
- 4. Print on a wide range of media for various applications** — print on a variety of media, including glossy, technical, bond, matte and specialty medias, and rigid poster board up to 1.5 mm thick

SureColor T7770D Copy Fix 6/14/21

Important: The copy in this document must be used verbatim

5. **Fast processing with Adobe Embedded Print Engine** — print PDFs with up to 3x faster processing of complicated data than previous generations and accurate printing of transparent layers
6. **Seamless, dual-roll productivity** — accommodates two media types or sizes; or use second roll as a take-up reel for roll-to-roll production
7. **Easy setup and operation** — fast, easy setup with minimal assembly required, plus 4.3" touch screen control panel, automated routine maintenance and user self-service for convenient operation
8. **Versatile connectivity** — High-Speed USB 3.0, Gigabit Ethernet or Wi-Fi® connectivity (2.4 GHz and 5 GHz) options to fit virtually any production workflow
9. **Enhanced IT and security features** — over 28 IT security features for office or remote office locations, including IC card option for user control and tracking, SSD Encryption and IEEE 802.1x
10. **Maximize productivity with included Epson® Software Suite and Epson Cloud Solution PORT** — remotely manage and monitor your printer fleet from convenience of your laptop or smart device

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

1. Incredible performance without compromise (45 characters)
2. Innovative design fits any workflow (38 characters)
3. Unparalleled image quality and precise line detail (54 characters)
4. Print on a wide range of media for various applications (59 characters)
5. Seamless, dual-roll productivity (36 characters)

2.5 Fact Tag Features (10 bullets, 30 characters max. per feature, including spaces)

1. Speeds up to 1,400 sq ft/hr² [30 characters]
2. Innovative design fits any workflow [38 characters]
3. UltraChrome XD3 Ink with Red [31 characters]
4. Flexible media printing options [34 characters]
5. Integrated dual roll/take up reel [36 characters]
6. Configurable 4.3" touch screen [33 characters]
7. Adobe Embedded Print Engine [23 characters]
8. Versatile connectivity options [33 characters]
9. Enhanced IT and security features [36 characters]
10. Epson Cloud Solution PORT compatible [37 characters]

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

Featuring a compact, usable flattop design, the SureColor T7770D delivers vibrant, detailed prints for CAD and Graphics users at up to 1,400 sq ft/hr². [152 characters]

3.0 - Series Copy

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

SureColor T7770D Copy Fix 6/14/21

Important: The copy in this document must be used verbatim

N/A

3.2 Extended Series Description (160 characters max., including spaces):

N/A

3.3 Series Tagline (if applicable):

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:

*This product uses only genuine Epson-brand cartridges. Other brands of ink cartridges and ink supplies are not compatible and, even if described as compatible, may not function properly.

1 Compared to similarly featured CAD/Technical printers, A1/D sized prints, in fastest printing mode, priced at \$10,000 MSRP (USD) or less based on manufactures' published specifications and industry available as of May 2021. Actual print times with vary. 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.

2 Actual print times with vary. 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.

3 Compared to similarly featured CAD/Technical printers priced at \$10,000 MSRP (USD) or less based on manufacturers' published specifications and industry available as of May 2021.

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.

SureColor T7770D Copy Fix 6/14/21

Important: The copy in this document must be used verbatim

6.0 - Trademark Attributions (footnotes)

6.1 Attributions:

EPSON, MicroPiezo, PrecisionCore, SureColor, TFP and UltraChrome are registered trademarks, EPSON Exceed Your Vision is a registered logomark and Better Products for a Better Future is a trademark of Seiko Epson Corporation. Wi-Fi® is a trademark of Wi-Fi Alliance®. All other product and brand names are trademarks and/or registered trademarks of their respective companies. Epson disclaims any and all rights in these marks. Copyright 2021 Epson America, Inc. CPD-60527R1 6/21