



3840 Kilroy Airport Way
Long Beach, California 90806-2469
Phone: 562.981.3840

P.O. Box 93012
Long Beach, CA 90809-9941

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Epson Booth #850

CONTACT: **Angela Diffly**
The Stephenz Group
404.221.8895
adiffly@stephenz.com

EPSON'S SECURCOLOR WINS INTERNATIONAL FORUM (iF) DESIGN AWARD
On-Demand Color Printer for Healthcare Recognized for Excellence in Design



Atlanta, GA, March 1, 2010 – Today at the HIMSS Show [Epson](#), a leading global supplier of inkjet printing technology, announced that its [SecurColor™](#) inkjet printer has been awarded the [2010 International Forum \(iF\) Design Award](#). The award recognizes excellence in product design and functionality from iF, one of the world's biggest and best-known design centers. The iF seal of fine design is an internationally recognized trademark, serving as a buyer guidance tool in markets throughout the world. Specifically designed for high-quality on-demand printing and labeling, Epson's SecurColor is an ideal solution for hospitals looking to implement accurate and cost effective color on demand printing at the point of service, in the lab or pharmacy, or in any department where color labeling improves customer care.

For the 2010 awards, a panel of international experts selected 778 products from 2,486 submissions throughout 39 countries. The winning products will be showcased at the iF Hanover Exhibition Center starting March 2, 2010 and continuing throughout August 2010. The International Forum Design evaluated products against a number of criteria including design quality, workmanship, innovation, environmental compatibility, ergonomics, choice of material, universal design appeal, and functionality. As an independent institution, iF has been rewarding design in industry as well as providing a window to the latest design developments and trends for more than 50 years.

About SecurColor

SecurColor is the first inkjet printer designed to meet a wide range of hospitals' needs for on-demand color printing in a single, cost-effective unit. Its patented MicroPiezo® Inkjet Technology print heads ensure precise control over the ink, allowing SecurColor to produce impressive text and image quality at speeds up to 3.7" per second. SecurColor meets a wide range of color enhanced printing needs for hospitals including pharmacy compounding labels, patient wristbands, specimen labels, meal tickets, laboratory labels, test result labels and more, while accepting a wide range of qualified permanent, waterproof and durable media from 1.2" to 4.4"wide. In addition, SecurColor offers front-loading labels and ink cartridges for easy access, and its small footprint fits easily onto a desk or shelf. SecurColor is controlled through a user-friendly Windows driver system and system software assigns the correct color codes, reducing the risk of human error and minimizing the amount of wasted labels.



About Epson

Epson is one of the world's leading manufacturers of highly reliable point-of-service technology, including printers, precision printing mechanisms and digital image scanners. With a series of world firsts, Epson continues to lead the way in inkjet printer technology for both home and professional users. Founded in 1975 and headquartered in Long Beach, CA, Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. The Seiko Epson organization is proud of its ongoing contributions to the global environment and for the second year in a row is part of the Dow Jones Sustainability World Index, an indicator for leading companies in economic, environmental and social criteria. For more information, please visit pos.epson.com/healthcare.

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