Epson **SureColor™ Series**

# Epson SureColor™ SC-S30610

## How To Demonstrate Guide

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# Introduction

The aim of this guide is to assist you with delivering a successful demonstration of the Epson SureColor SC-S30610 printer whilst conveying the end-user benefits associated with the product. As always, the key to delivering a professional demonstration lies in the preparations made before the event. This guide will assist you not only with the technicalities of performing a demonstration, but also with advice on how to present, prepare and deliver.

# What are the SC-S30610 Key Features?

The SC-S30610 is a **cost effective and versatile** 64in printer able to produce everything from:

- High-quality signage
- Banners
- Backlit panels
- POS
- Vehicle wraps
- Interior decoration
- Exhibition displays
- Posters

The SC-S30610 **supports a wide variety of substrates** such as;

- Vinyl
- Clear film
- Range of popular banner substrates
- Canvas
- Photographic paper
- Polyester

Thus offering its users an opportunity to expand their service portfolios.

# What is the SC-S30610 Proposition?

## VALUE FOR MONEY

- **Competitive** purchase price
- On-going **reliability** increases production uptime and profit

## EASE OF USE

- Supports a **wide range of media** for many applications
- **Single operator loading** and easy media tension adjustment

## PRODUCTIVITY AND PERFORMANCE

- **High-speed** output
- **Reliability** and easy to set-up

## VERSATILITY

- Multiple RIP support, Adobe® Plug-in software*. Optional **heavy roll media** system
- Optional **heating** system
- **Media support** up to 1mm thickness

## ECO-FRIENDLY

- High-yield cartridges
- Odourless, nickel-free inks
- Low power consumption

* Adobe is a registered trademark of Adobe Systems Incorporated in the United States and other countries

# 1 VALUE FOR MONEY

- **New Epson hardware printer chassis** built by robots for enhanced reliability at a low investment price
- **Minimised running costs** with the new Epson Micro Piezo® Advanced TFP printhead, delivering accurate dot placement and optimised ink usage
- **Enhanced hardware reliability** with reduced end-user maintenance
- **Better power efficiency** with no ventilation system required

# 2 EASE OF USE

- **Single-operator loading** of roll media thanks to a unique jack at the rear
- **Auto-adjustment function** for paper feed and head alignment
- **Details of printer status information** are displayed on the LCD panel (ie heater temperature, remaining paper length, ink and waste bottle level, media selected)
- **New 2.5in colour LCD panel with short-cut buttons** for quicker access to key functions
- **The media holder is spindleless** and media tensioning can be controlled easily from the front or back of the printer

# 3 PRODUCTIVITY AND PERFORMANCE

- **Highest productivity** in its class with 29.4m²/hr in 720 x 720dpi
- **Optional print drying system** for faster printing and quicker drying
- **Remote monitoring system** for easy off-site control with email notifications for print job completion, low ink and other warnings
- **New UltraChrome® GS2 Ink** with new yellow formulation dries faster and is lightfast for over three years without lamination
- **Automatic substrate alignment and take-up system** enables multiple and long prints, ensuring paper feed accuracy from beginning to end of roll

# 4 VERSATILITY

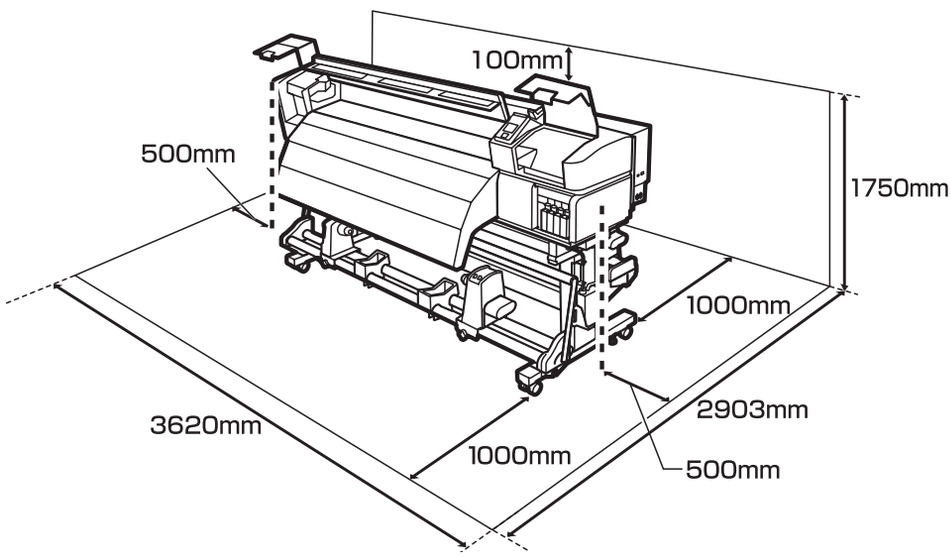
- **New generation of Micro Piezo AD-TFP printhead** combines high image quality with efficiency
- **Heating system with three individual heating areas** to support a large range of available media
- Supports **media up to 1mm thick**
- **Supported by the most popular RIP vendors**, and also controlled with **Adobe® plug-in software**
- **Optional heavy roll media system** Support for media rolls up to 80kg

# 5 ECO-FRIENDLY

- **New UltraChrome GS2 Ink** does not contain nickel, carcinogenic compounds or harmful fluorine compounds, and requires no ventilation
- **Odourless and with low VOC levels** means no special ventilation system is required
- **Low power consumption** ENERGY STAR-qualified
- **Nozzle check and head alignment** carried out by ink mark sensor, reducing ink and paper wastage
- **New wastage ink bottle** without tap for improved recycling process (avoiding multiple ink transfer)

# Prepare for a Successful Demonstration

Please ensure the installation space around the SC-S30610 has enough room for customers to explore the key hardware features. Epson recommends that the demonstration space includes enough space at the rear to view the production features that demonstrate ease of use.




Before any planned demonstration, please ensure that the SC-S30610 printer has been installed and set-up in line with the Epson ‘Setup Guide’. For example, the ink system should be primed and ready for print and the performance of the printer should be verified before the commencement of a demonstration.

Make sure that consumables such as media, ink and maintenance ink bottles are available in case replacements are required during the demonstration period or in the event that users would like to view these items individually. A full list of consumable items can be found in the appendix of the ‘Epson SC-S30610 User Guide’.

If printing the prepared print files described on page 14, please ensure that the media from 3M or Mactac is available. In the case of using a RIP or the Epson printing tool with other media, please ensure that the appropriate colour profiles are available and that ‘Media Setup’ has been performed on the printer prior to your demonstration.

Have a selection of pre-printed samples to hand to illustrate the wide range of media supported by the printer.

Ensure that the chosen printer interfaces, either USB or Ethernet, are working as expected by sending a test job prior to the customer’s arrival.

If possible, obtain the customer’s print sample artwork prior to the demonstration. This will allow for any issues such as missing fonts, missing halftones, to be addressed prior to the demonstration.

Ensure both the printer and the surrounding area are clean and clear of empty ink cartridges, old printed samples and general waste material. It is quite usual that during use prints samples are either placed on or next to the printer and can quickly end up obscuring the product completely.

Ensure that all product information such as brochures, price lists, consumable information and sales support material are available for the product being demonstrated.

# The Guided Tour

1. **Cartridge loading**. Four individual CMYK 700ml Epson UltraChrome GS2 Ink cartridges are loaded and secured via the easily accessible cartridge holder. Cartridges have a IC chip installed to allow for accurate ink consumption data to be shared with the user. The new Epson UltraChrome GS2 Ink for the SC-S30610 builds on the strengths of the Epson UltraChrome GS inks with new formulations that increase longevity and performance.

2. **Maintenance access cover**. Printhead cap units and cleaning mechanisms can be easily accessed to ensure maintenance operations are completed simply and efficiently.

3. **2.5in colour control panel**. The main interface for all printer setup and configuration options. Menus are easy to navigate allowing for intuitive operation of the device.

4. **After heater**. Large heated surface area allows for inks to be dried at the optimum rate to ensure both print quality and productivity. The design of the media path is optimised for various media.

5. **Epson Micro Piezo Advanced TFP printhead access cover**. Maintenance area allowing for quick, easy access to printhead units for preventative maintenance operations.

6. **Auto take-up reel unit**. Allows for the printed material to be carefully rewound in the users preferred direction. Automatic take-up can be cancelled for manual operation.

7. **2L maintenance bottle.** This is a consumable part that collects all waste ink from the printer. The bottle is easily sealed and replaced without the need to come into contact with the disposed ink. Replacements can be easily obtained through your local reseller.

8 **Media roll holder and media loading station.** The media loading station comes equipped with an easy-to-use 'Jack System' which allows the operator to load media efficiently and safely into the printer. The media roll holder allows for spindleless operation and supports cores up to 3in in diameter.

9 **Pre-heater.** Heats the substrate prior to printing to ensure optimum printing conditions for the chosen media.

10 **Media loading lever.** Enables the operator to set the media from either the front or the rear of the machine.

11 **Tensioner.** Allows the operator to set the best substrate tension for rewinding by the 'Auto take-up system'.

## Epson UltraChrome GS2 Ink

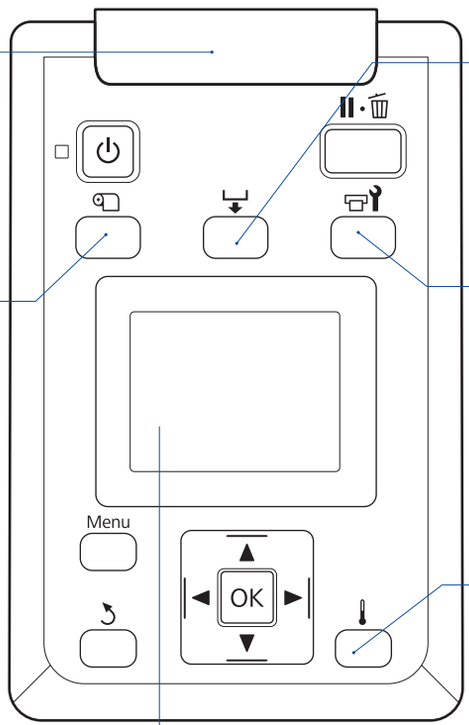
EPSON ULTRACHROME GS2 INK

The new Epson UltraChrome GS2 Ink for the Epson SureColor SC-S30610 builds on the strengths of the Epson UltraChrome GS Ink with a new yellow formulation. Epson UltraChrome GS2 Ink is odourless, nickle-free and requires no special ventilation, allowing the SC-S30610 to be used in any office environment.

# The Control Panel

**Alert lamp**
- OFF: Normal operation
- ON (Orange/Flashing): An error has occurred

**Media set-up**
- Select media
- Customise setting
- Media remaining
- Print media list




**Media feeding**
- Move media to cut position
- Select manual feed adjustment

**Maintenance**
- Nozzle check
- Cleaning
- Head washing
- Head maintenance
- Waste ink counter

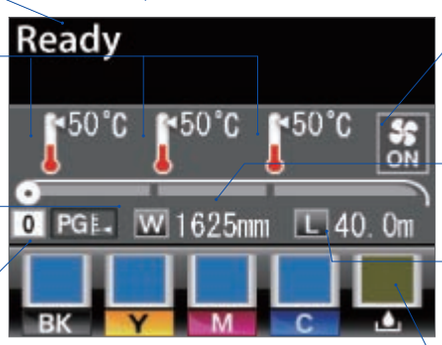
**Heating and drying**
- Heater temperature
- Additional dryer setting

**Status**

**Heater temperature**
- Pre-heater
- Platen heater

**Platen gap**

**Selected media number**



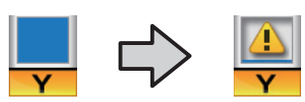

**Ink cartridge status**

**Dryer monitor for additional drying system**

**Paper width**

**Remaining paper length**

**Waste ink bottle status**

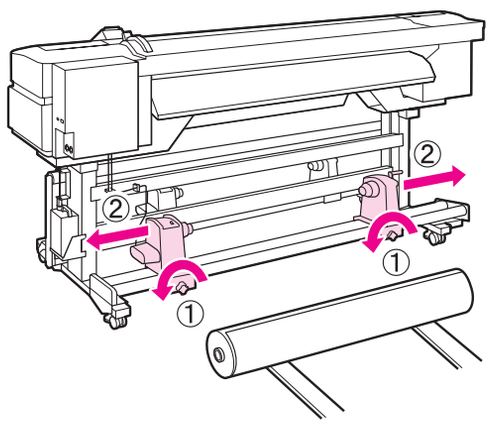



**Normal** **Warning or error**

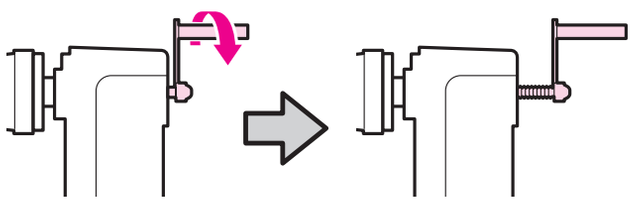
# Loading Media

Loading and unloading media from the SC-S30610 offers an opportunity to highlight the ease of use and productivity of the printer. During operations it will be possible to highlight how a single operator can load substrate, correctly position and access operational features in a considered, efficient manner.

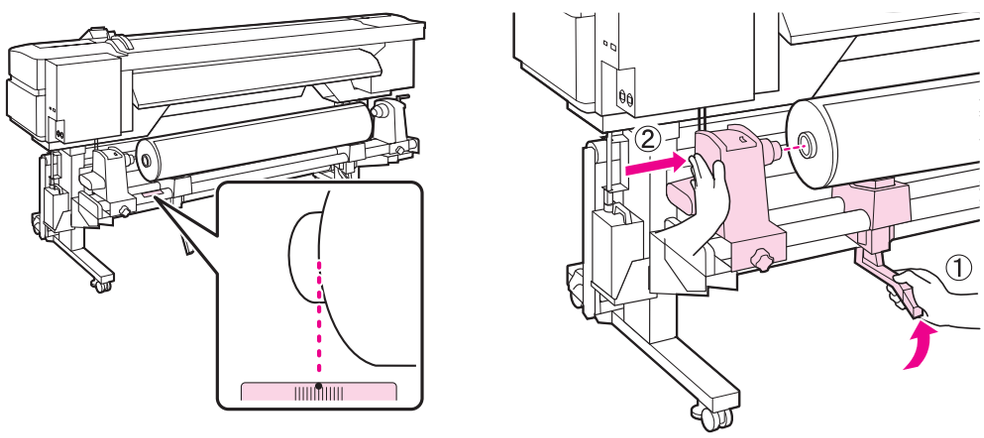
## Recommended media loading method



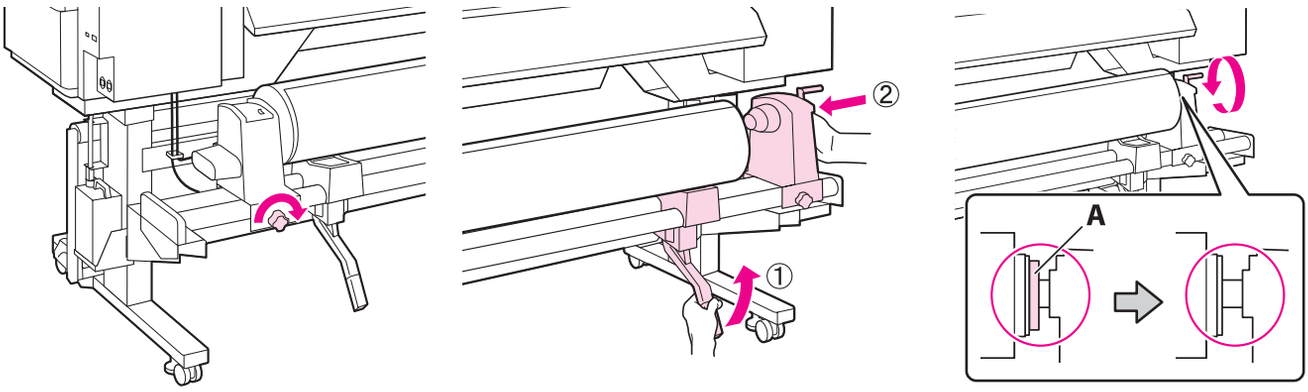

1. Loosen the roll holder fixing screws (1) and adjust the roll holders (2) to accommodate the substrate. Try to position the holders at equal distances from the centre.



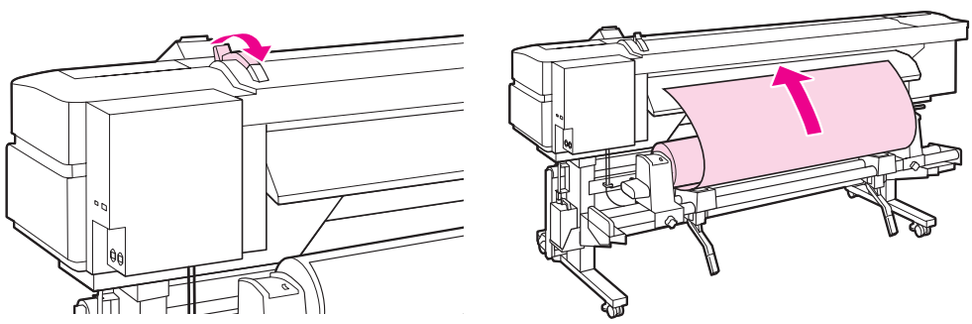
2. If you notice that the right holder handle shaft is not visible, rotate the holder forward until it stops.



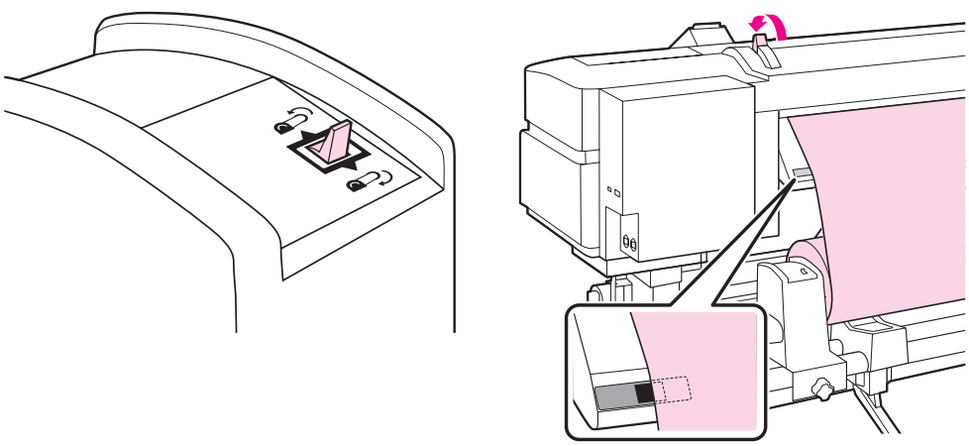

3. Align the left-hand edge of the substrate within the scale near the roll support, then using the left-hand ‘Jack’, lift the substrate to allow easy insertion of the left-hand roll holder which allows for **spindleless operation**. The media loading ‘Jack’ has been designed to make media loading quick, easy and consistent.




4 Tighten the roll holder fixing screws and repeat the process on the right-hand side. Rotate the right holder handle in the direction indicated to ensure the roll holder is fully inserted.

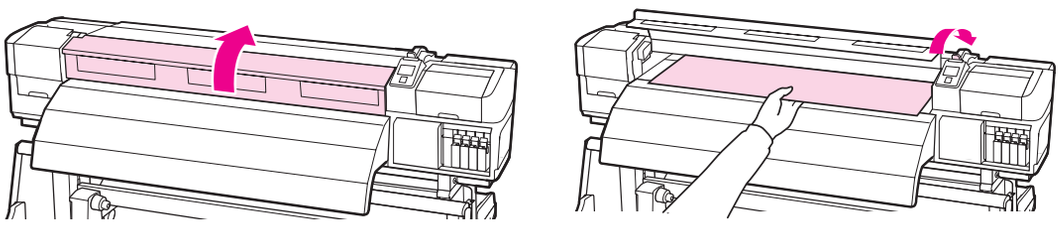


5 Open the media loading lever and insert the media into the printer. The media loading lever has been designed to be accessible for either the front or rear of the printer allowing **quicker media loading operations**. In case of difficult to feed media, such as heavy substrates, this can be assisted by using the media drive switch.

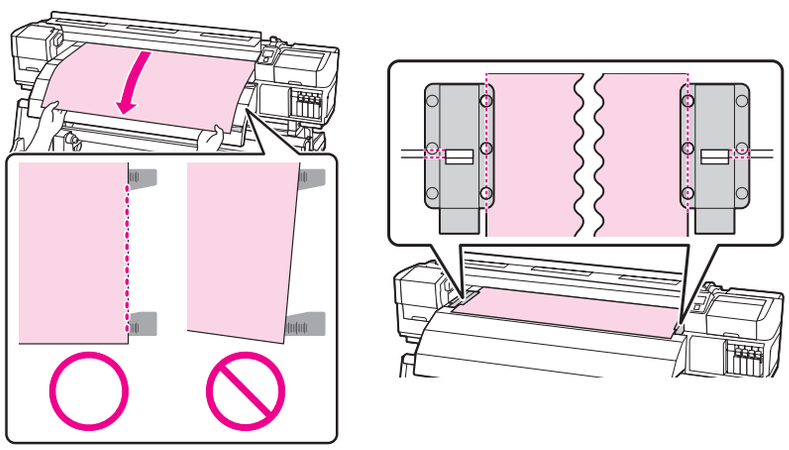


6 Insert the media past the pressure rollers and lower the media loading lever to hold it in place.

At this point it's good to confirm that the left edge of the media passes over the centre of the square label on the pre-heater. If you discover the left edge of the media is not in the range of the label indicator, repeat the loading process.



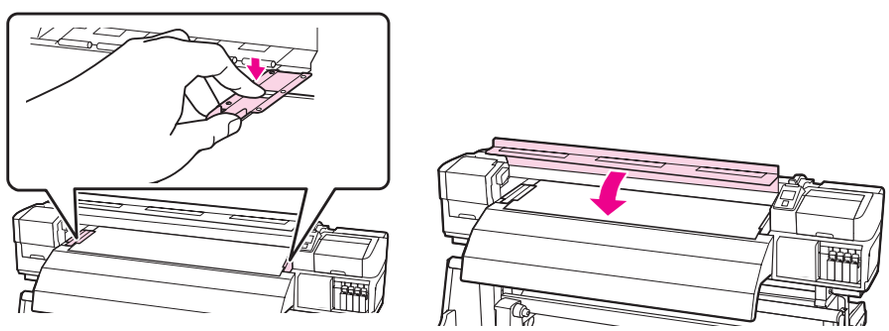
7 Open the front cover, release the media securing lever and pull the centre of the media towards you. Then pull the media through the printer position with the alignment marks on the right hand side of the printer.



8 Lower the media loading lever to hold the media in place. The SC-S30610 comes with the ability to **backward feed the media** and this has three key advantages:

- **Auto de-skewing** even after the media has been set
- **Optimising tension control** for various types of media
- Allows the operator to **reduce waste** by backfeeding substrate

Attach the media holding plates at either side of the media.

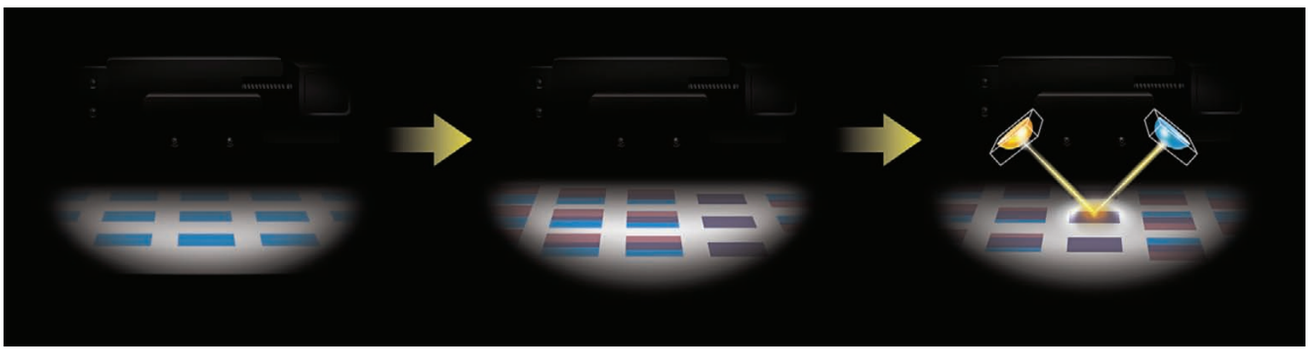


9 Position the plates so that the edges of the media are in the centres of the round holes. Then slide the plates until the white line is visible in the square window and push the plates down to lock them in place. Close the front cover, your media is now loaded.

At this stage, the SC-S30610 will automatically ask the operator to confirm the media setting via the control panel.

If the media has not been used before, access the media set-up options to define media performance parameters. Media feed adjustments can be performed while printing, from the control panel, to optimise print quality. After set-up, the media can be named to the operator's preference.

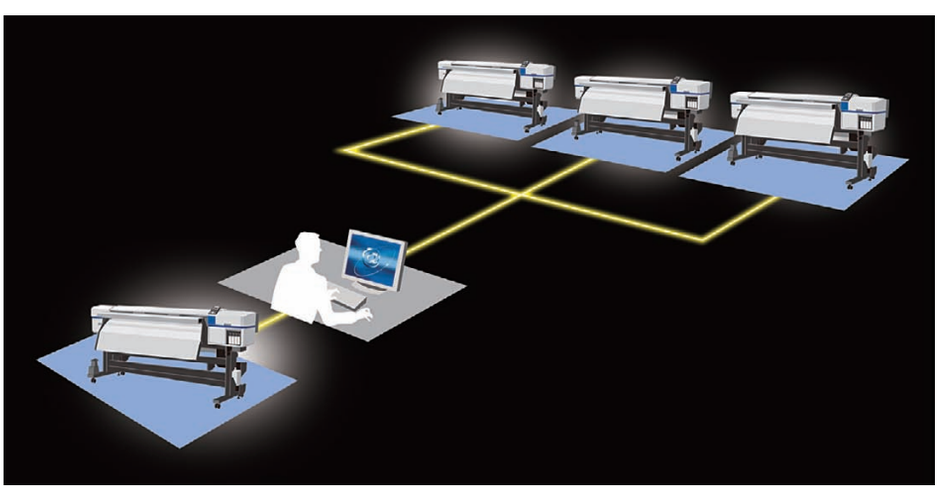
# Productivity Tools



## Ink Mark Sensor

As part of the Epson SC-S30610's efforts to enhance productivity, an operator can efficiently set up new substrates with optimal quality parameters via the automatic adjustments of this printer.

Demonstrate the ease of operation through the control panel by selecting **'Media Setup>Customize Settings'** and performing an auto adjustment of either **'Head Alignment'** or **'Feed Adjustment**'.



## Epson LFP Remote Panel 2

If you have more than one SC-S30610, you can use the Epson LFP Remote Panel 2 software to perform software upgrades, copy media set-up and calibrate data from one device to another. This productivity tool enables you to efficiently duplicate media customisation settings on each device thus reducing printing downtime.

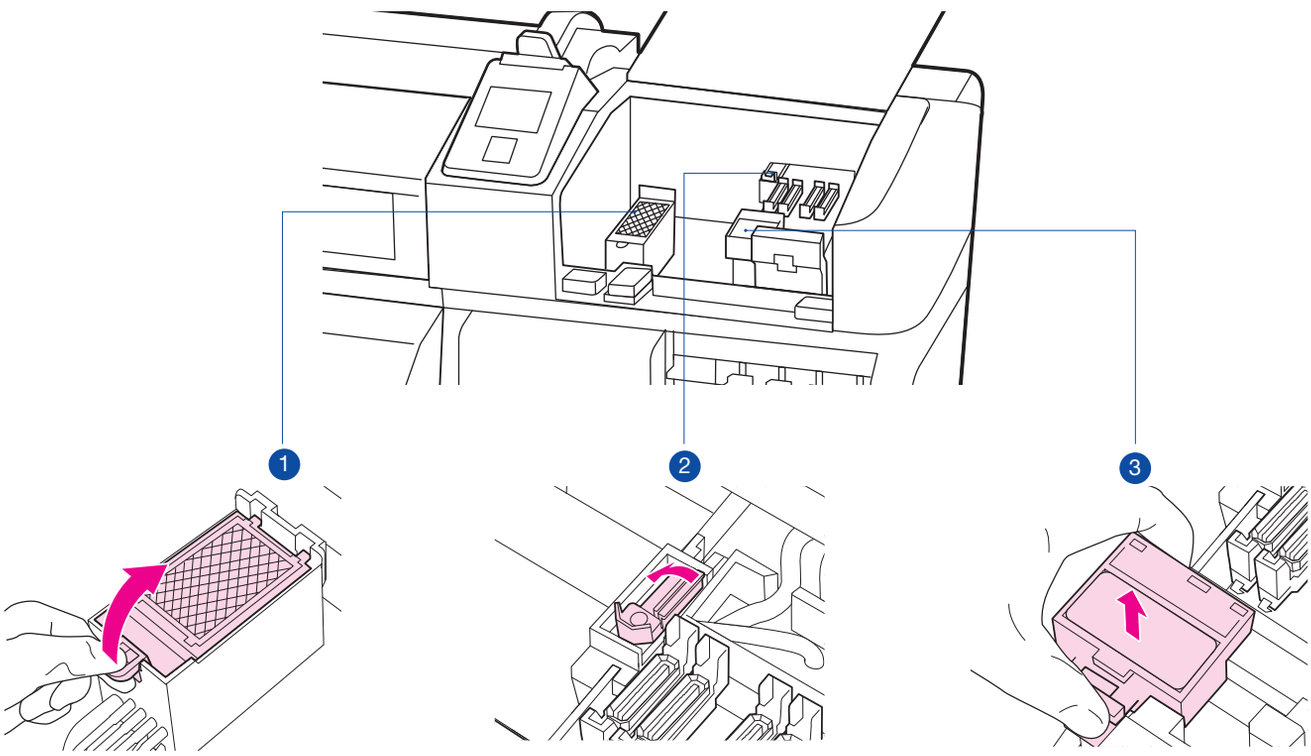
# User Maintenance

Only light maintenance is required for the SC-S30610 to ensure consistent high-quality output. Aside from general cleaning, such as printhead and platen cleaning, an operator will only need to perform quick maintenance operations approximately every 6 months.

If requested, demonstrate the principals involved with maintenance by selecting ‘Maintenance’ via the control panel then select ‘Head Maintenance’.

If the OK button is pressed the printhead will move to the cleaning position on the left-hand side of the printer. There are three operations that can be performed during this time.

Flushing Pad replacement, the wiper cleaner replacement and manual wiper cleaning.




*Flushing pad replacement* *Wiper removal for cleaning* *Wiper cleaner replacement*

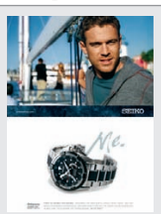
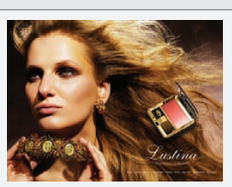
Full maintenance details can be found in the ‘Epson SC-S30610 User Guide’.

Due to the simple accessibility and ease of use, the maintenance of the SC-S30610 can be performed with confidence by the end-user rather than relying on service providers.

# Let's Print

Epson has provided four prepared samples that can be used to as part of an effective demonstration to show the printer's capabilities with the minimum of technicalities ie all colour management and print options are already embedded into the print file. All that is required is to 'download' the file to the printer. For that purpose, Epson have supplied some basic software to assist.

## Print Sample Data

| Name | Image | Qty | Resolution | Uni-d/Bi-d | No. Passes | Media |
|---|---|---|---|---|---|---|
| Seiko |  | 1 | 720 x 1440dpi | Bi-d | 6 | 3MIJ40 |
| Mosaic | | 1 | 720 x 1440dpi | Bi-d | 6 | 3MIJ40 |
| Dinosaur | | 2 | 720 x 1440dpi | Bi-d | 6 | 3MIJ40<br>3MIJ160 |
| Lustina |   | 1 | 720 x 1440dpi | Bi-d | 6 | Mactac JT 5829R |

It is highly recommended to copy the print sample data to your local hard drive, because using the print sample data directly from the DVD or USB stick may cause slow transmission and print speeds.

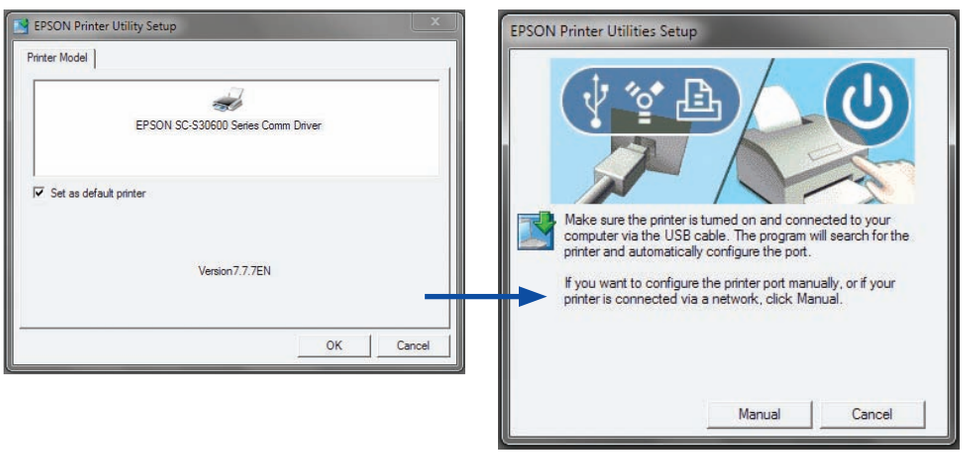
Once copied, the interface software will need to be installed. Please note that the software is only compatible with Windows software so a PC will be required. Supported operating systems include  Windows XP, Windows 2000, Windows Vista and Windows 7*

* Windows is registered trademark of Microsoft Corporation in the Unites States and other countries.

There are two parts to the interface software. The first part is the **communication driver**. This is essentially a normal printer driver with no selectable print options.

Install the **'Epson SC-S30610 Series Comm Driver'** by launching the appropriate version of **'Setup.exe'**. There are two versions, one for 32bit operating systems and another version for 64bit.

### Epson SC-S30610 Series Comm Driver installation wizard




After launching the set-up, follow the on-screen instructions and allow the driver installation wizard to complete. If any problems are encountered, please contact your Epson technical support representative for assistance.

Next, launch the **'DataTransmit.exe'** to see the following screen.

### DataTransmit Interface Screen explained

1. File select button will allow you to navigate to the print file (PRN) on your hard drive
2. Select the Epson SureColor Printer from the drop down menu
3. Number of copies desired
4. Print button
5. Quit button

After installation select the appropriate print file, number of copies and then select print.

For further information on how to successfully demonstrate the Epson SureColor SC-S30610 keep checking for updates on **www.epson.eu/signbyepson**

# Questions and Answers

**Q - Can you empty and re-use the 2L maintenance bottle as you could on the Epson Stylus Pro GS6000?**

A - The maintenance bottle is now a consumable and must be recycled when prompted by the control panel. The part number for the maintenance bottle is T7240.

**Q - What is the purpose of the handle on the right side of the media holder?**

A - When the media holder has been set inside the media core, use the handle to insert the cone firmly for a perfect grip.

**Q - What is the use of the white stripe on the platen?**

A - The white stripe is used for transparent media printing.

**Q - In which conditions can I back feed the media and how?**

A - If you need to back feed the media ensure the printed surface is completely dry. Press the 'Media feeding' button and use the 'backward' button of the control panel to back feed the media. Thanks to the Automatic Feeding Unit, the media will be rolled back.

**Q - I can create up to 30 personalised media. Can I personalise the media name as desired?**

A - Improvements to the Control Panel interface allow you to personalise media names. This can be done from the control panel or from the LFP Remote Panel 2 software.

**Q - What additional options are available for the new SC-S30610?**

A - The SC-S30610 has two additional options:

Heavy roll feeding unit - up to 80kg with a maximum diameter of up to 25cm. This option can be purchased by customers using the larger media rolls.

External drying system can be purchased to increase drying speed and efficiency on specific media.

**Q - I don't have any of the mentioned media in the Print Sample Chart (page 14), can I use other types of media?**

A - If you use alternative media, we cannot guarantee the resulting print quality, even though the printer supports a wide range of substrates, the print files have already been optimised for the pre-defined media.

**Q - What are the advantages of the ink mark sensor for the customer?**

A - The ink mark sensor allows the SC-S30610 to automatically perform standard adjustments such as paper feed, Bi-D and Uni-D alignment for any type of media. You no longer need to read adjustment patches and input correction values to ensure high quality output levels across a variety of media.

**Q - How do I use other media and other print files to demonstrate the SC-S30610?**

A - To demonstrate the printer using custom print data and additional substrates other than that described by the 'Epson How to Print document', either a RIP or the 'Epson Printing Tool' must be used. Additional colour profiles and media settings including temperature control settings are required to be used by the operator. Qualified profiles can be found at the following address: **https://epson.color-base.com/**

# Product Specifications

| | |
|---|---|
| **PRINTING TECHNOLOGY** | |
| Printhead | Micro Piezo Advanced TFP |
| **PRINT RESOLUTION** | |
| Maximum resolution* | 1440 x 1440dpi 16pass |
| **INK SYSTEM** | |
| Ink | Epson UltraChrome GS2 |
| Colour | CMYK |
| Ink cartridge | 700ml |
| **PRINT SPEED** | 720×720 2pass 29.4m²/h<br>720×720 4pass 15.0m²/h<br>720×1440 6pass 10.1m²/h<br>720×1440 8pass 7.3m²/h |
| **PAPER HANDLING** | |
| Roll media dimension | Diameter: 250mm, Width: 300-1625.6mm (64 inches) |
| Maximum print area | 1615.6mm |
| Print Margin | 5mm for each side / 10mm for each side (when you use paper holder plate) |
| Max weight | 40kg (standard) / 80kg (with heavy roll option) |
| **CONTROL PANEL** | 2.5in colour LCD screen |
| **CONNECTIVITY** | |
| Wired connection | Hi-Speed USB, 100BASE-TX/1000BASE-T |
| **MEMORY** | Main: 512MB, Network: 128MB |
| **DIMENSIONS** | |
| Dimension (WxDxH) | 2620×963×1311 (Take-up reel in storage position)<br>2620×1259×1311(Take-up reel in operational position with raised Jack lever) |
| Weight | 180kg (without cartridges) |
| **SOFTWARE** | Communication Driver, Online Guide, LFP Remote Panel 2, EpsonNet Config |
| **ELECTRICAL SPECIFICATIONS** | |
| Voltage | AC 100-240V 50/60Hz |
| **OPTIONS** | |
| Additional Print Drying system | C12C890751 |
| Heavy Roll Media System | C12C890761 |
| Waste Ink Bottle | C13T724000 |
| Maintenance Kit | C13T724100 |
| Ink Cleaner | C13T699300 |
| **WARRANTY** | Standard 1 year on-site service |

*Dependant on installed RIP specifications

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For further information please contact your local Epson office or visit www.epson-europe.com

**Austria** 0810/20 01 13 (0,07 €/min) **Belgium** 070/350120 (0,1735 €/min) **Czech** 800/142 052 **Denmark** 44 50 85 85 **Finland** 0201 552 091
**France** 09 74 75 04 04 (Cost of local call, operator charges may apply) **Germany** 01805/23 41 10 (0,14 €/min aus dem dt. Festnetz, Mobilfunkpreise abweichend. Ab 1.3.2010 Mobilfunkpreis max. 0,42 €/min) **Greece** 210-8099499 **Hungary** 06800 147 83 **Ireland** 01 436 7742 **Italy** 02-660321 10 (0,12 €/min) **Luxembourg** 900/43010 (0,24 €/min) **Middle East** +9714 8818934 **Netherlands** 0900-5050808 (0.05 €/oproep + 0.15 €/min)
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SC-S30610_H_1EN_INT_03/12