

# Channel Bulletin

| LATEST NEWS FROM EPSON

**EPSON**  
EXCEED YOUR VISION

## **NEW** WorkForce WF-2910 Compact 4-in-1 Printer

Print | Copy | Scan | Wi-Fi® | Fax



- **Compact 4-in1 printer** – space-saving design with great performance
- **Wi-Fi & Wi-Fi Direct** – Wireless printing with or without a network<sup>1</sup>
- **Convenient and efficient**– Double-sided printing & a convenient 1.44” colour LCD for easy navigation.
- **4 individual ink cartridges** – Save money by only replacing colour used.

### SLEEK AND STYLISH 3-in-1

The sleek Epson® WorkForce WF-2910 wireless all-in-one offers auto 2-sided printing and other high-performance features for efficient everyday home printing. Featuring a 1.44" colour LCD for simple setup and navigation, the WF-2910 makes it easy to wirelessly print, copy, and scan documents and photos.

### HIGH-SPEED FAXING

Fax as fast as 3 seconds per page, save up to 100 pages in memory, and store up to 100 speed dialing numbers. Using the included PC-Fax, you can even send a colour fax right from your computer. It is a great way to save time and paper.



### AFFORDABLE INDIVIDUAL INK CARTRIDGES



Depending on what you are printing - lots of blue skies will mean your cyan will need replacing sooner than other colours - your printer's ink will reduce at different levels. With individual inks you only need to replace one cartridge at a time - the one that actually needs replacing. With tri-colour cartridges, you end up throwing away the entire cartridge even if just one colour runs out, meaning you waste the good ink you have left. Wasted ink is just wasted money. Epson individual ink cartridges means you save money and don't waste ink.

### EPSON SMART-PANEL

An innovative interface, the Epson Smart Panel app<sup>2</sup> transforms your iOS® or Android™ mobile device<sup>3</sup> into an intuitive control centre for your Epson WorkForce WF-2910. This powerful tool makes it easy to set up, monitor, print, scan and more using your Epson printer, right from your hand-held device. With quick-configuration features, it offers easy product setup on your wireless network and automatically detects your printer. Customize the app to your own preferences and requirements. Built to offer everything you need in one convenient app, Epson Smart Panel allows you to register your product, order supplies and easily access troubleshooting tips.



### POWERED BY HEAT-FREE TECHNOLOGY

The Epson WorkForce WF-2910 is powered by Epson Micro Piezo with Heat-Free Technology. Micro Piezo technology utilises piezo crystals that pulse when electrical signals are sent to them by the printer. It produces incredibly consistent droplets, both in shape and size, to deliver clear and sharp prints.

## CONNECTIVITY

### Simple wired & wireless connectivity

The Epson WorkForce WF-2910 supports the latest wireless standard, 802.11 b/g/n<sup>4</sup> and includes Wi-Fi Direct<sup>®</sup>. Which means no router is required, providing users with greater coverage and faster speeds. You can use your printer from anywhere in your home and share it with multiple PCs.



### Print from your iPad or iPhone



Apple<sup>®</sup> AirPrint<sup>™</sup> makes it simple to print emails, web pages, presentations and documents straight from their iPad or iPhone. There's no software to download, no drivers to install and no cables to connect. Your Apple<sup>®</sup> IOS<sup>®</sup> device will automatically connect to the printer.



<sup>1</sup> Most features require an Internet connection to the printer, as well as an Internet and/or email-enabled device.

<sup>2</sup> Requires Epson Smart Panel app download. Data usage fees may apply.

<sup>3</sup> Compatible mobile device operating systems — for iOS: 11.0 or later; for iPadOS<sup>®</sup>: OS 13.1 or later; for Android: 5.0 or later.

<sup>4</sup> Wi-Fi CERTIFIED<sup>™</sup>, level of performance subject to the range of the router being used. Wi-Fi Direct may require printer software.

PRODUCT INFORMATION	
Product Code	C11CK64501
Barcode	9314020634499
Predecessor	WorkForce WF-2810
Dimensions	375mm (W) x 300mm (D) x 170mm (H)
Weight	4.4kg
Packaging Dimensions	446mm (W) x 388mm (D) x 243mm (H)
Packed Weight	5.25kg

PRODUCT SPECIFICATIONS	
Printer Type	Multi-function printer
Function(s)	Print, Copy, Scan & Fax
Ink Cartridges	4
Ink Cartridge No.	(B,C,M,Y)
Max Print Resolution	5760 x 1,440dpi
Max Scan Resolution	1,200 x 2,400dpi
Min Droplet Size	3pl
Max A4 Print Speed <i>ISO:24734</i>	10.3ppm black   5.8ppm colour
Max A4 Copying Speed <i>ISO:29183</i>	8.4ppm black   4.3ppm colour
Wi-Fi / Wi-Fi Direct / Fax	Yes   Yes   Yes
Smart Device Printing Solutions	Epson Smart Panel   Email Print   Apple AirPrint
Screen Size	1.44"
Automatic 2-sided printing	Yes
A4 Paper Capacity	100 sheets

PRODUCT CODE	DESCRIPTION	RRP (INC GST)
C11CK64501	Epson WorkForce WF-2910	\$109.00
PRODUCT CODE	DESCRIPTION	RRP (INC GST)
C13T10G192	Epson 604 Std Black Ink	\$19.99
C13T10G292	Epson 604 Std Cyan Ink	\$15.99
C13T10G392	Epson 604 Std Magenta Ink	\$15.99
C13T10G492	Epson 604 Std Yellow Ink	\$15.99
C13T10G692	Epson 604 Std Multipack	\$63.99
C13T10H192	Epson 604XL Black Ink	\$41.99
C13T10H292	Epson 604XL Cyan Ink	\$28.99
C13T10H392	Epson 604XL Magenta Ink	\$28.99
C13T10H492	Epson 604XL Yellow Ink	\$28.99