

Kuala Lumpur, Malaysia, 23 July 2013 – Seiko Epson Corporation (TSE: 6724, "Epson") has invested approximately 16 billion yen¹ (approximately RM 511, 024, 000) in two new production lines in Japan. The lines have been constructed to manufacture next-generation print heads – the core component in ink jet printers – for use in business and industrial printing systems to come to market in the latter part of the 2013 fiscal year.

An Epson six-axis robot used in the next-generation print head production line at Tohoku Epson, Yamagata, Japan.

This capital investment, made over three years from fiscal 2011, has been made to build new production lines that contain a host of original Epson manufacturing technologies. These new lines will be located in Epson's Suwa-Minami Plant in Nagano Prefecture and the Sakata Plant in Yamagata Prefecture. Production demands a high level of technical skill, and Epson was required to bring to bear its many years of accumulated expertise in monozukuri - the art and science of manufacturing - to make the production lines a reality.



Epson will conduct front-end manufacturing processes at Suwa-Minami and back-end processes at Sakata. Front end processes involve manufacturing the ultra-fine MEMS² component that forms the core of the print head, while the back end processes involve using Epson's industrial robot technology to complete the assembly process. By fully automating the assembly line process, Epson will achieve dramatic improvements in productivity and quality.

Epson's new print head is based on an advanced new and original design including development of new materials to be used in the print head's actuator³ component. The print head combines the inkjet technology and expertise that Epson has accumulated over 20 years with state-of-the-art MEMS production technology. Using the high precision, durability and ink versatility of Epson's renowned Micro Piezo print head technology as a base, the new head pursues more compact design, even greater precision and improved cost performance.

Epson believes that the enhanced precision and density of the new print head will act as a platform for significantly improving the fundamental performance of Epson inkjet printers, and for making further improvements going forward.

"Epson's corporate vision calls for the expansion of the inkjet printer business, and the new production lines represent an essential element in these plans," said Motonori Okumura, executive officer and general administrative manager, Imaging Products Key Component Research & Engineering Division. "Going forward, Epson will enhance competitiveness by expanding use of the new print head into its line-up and by further promoting the use of common platforms throughout the inkjet printer line-up."

Yasuhiro Kasai, country manager of Epson Malaysia said, "The new production lines in Japan will lead to the manufacturing of the new print head, which will soon expand Epson's line of inkjet systems. More importantly, when these new line-up of inkjets are launched in Malaysia, they will bear better performance and produce significant quality to Malaysian customers. We are confident that these new and improved lines-ups will increase the competitiveness, thereby setting new industrial benchmarks in the market."

*1 Total includes planned investment for fiscal 2013.

*2 Microelectromechanical systems (devices with a mechanical driving system that are manufactured using semiconductor and other processing technologies)

*3 An actuator is a device that converts electrical power into mechanical movement.

About Epson

Epson is a global imaging and innovation leader whose product lineup ranges from inkjet printers and 3LCD projectors to sensors and other microdevices. Dedicated to exceeding the vision of its customers worldwide, Epson delivers customer value based on compact, energy-saving, and high-precision technologies in markets spanning enterprise and the home to commerce and industry. Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 81,000 employees in 97 companies around the world, and is proud of its ongoing contributions to the global environment and the communities in which it operates. <http://global.epson.com/>

About Epson Southeast Asia

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters, Epson Singapore Pte Ltd., Epson Southeast Asia spans an extensive network of 10 countries, and is responsible for delivering and supporting Epson's cutting-edge consumer and business digital imaging products to the customers of these markets through its comprehensive infrastructure of over 360 service outlets, 10 Epson solution centres and 8 manufacturing facilities. <http://www.epson.com.sg>

About Epson Malaysia

Epson Malaysia Sdn Bhd was incorporated in 1991 where it was known as Epson Trading (M) Sdn Bhd previously. The company has the exclusive rights to market, distribute and support complete range of Epson products in Malaysia and Brunei. Epson Malaysia supports its customers with an extensive network of 54 Epson service outlets spread throughout the country. For more details, please visit <http://www.epson.com.my>