

**Number one.
And built like it.**



EPSON®

Only an Epson is an Epson.



If you're in the market for a dot matrix printer for your personal computer, a word of caution: not all printers are built like Epson printers.

What it means to you.

It means not all of them have tack-sharp, correspondence quality printing in scores of different typestyles. Not all of them have Epson features like a Quiet Mode for quieter operation, or our famous disposable printhead. Not all of

them are backed with a one year warranty, or have a service network which stretches across the country. And none of them can come close to Epson's unsurpassed reputation for reliability.

A few modest facts.

Before you buy any printer, there are a few facts you should know.

First, Epson is the original. We developed the technology that led to today's dot matrix printers twenty years ago for the 1964 Tokyo Olympics.

Second, Epson is the world's favorite. We've sold more printers and print mechanisms than the rest of the world's manufacturers combined.

Third, our reliability rate is second to none. It's almost 100% now. And still climbing.

Fourth, fifth and sixth are unparalleled features, unsurpassed graphics, and unequalled precision.

And seventh is value. With all due respect to our worthy competitors, there is no better printer for the money than an Epson.

It's your money.

And you can spend it however you like. But we think that if you spend a few moments looking over Epson printers, you'll come to understand why they've been embraced by more businesses and computer enthusiasts all over the world than any other brand.

That's why we say Epson printers are number one. And built like it.



RX-80™

Frills on a no-frills budget.

You want an inexpensive printer with a lot going for it? You want the RX-80. The RX-80 gives you a lot of the features you only find on much more expensive printers. Things like 128 different user-selectable type-styles; six dot graphics modes; programmable forms control and a special half-speed Quiet Mode to keep the noise down.

And all that's in addition to the things you find standard on all Epson printers. Like incredible print quality. And bidirectional printing with logic seeking of the shortest line. And our famous disposable printhead.

The RX-80 only goes to prove that you don't have to spend a fortune to own a real Epson.

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RX-80, RX-80FT, FX-80, JX-80, RX-100, FX-100 and LQ-1500
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RX-80 F/T™

Affordable paper handling.

If you like the option of being able to use either standard fanfold paper, roll paper, or single sheets, you need the RX-80 F/T. The F/T stands for "friction/tractor paper feed" and on the RX-80 F/T, you get both. But that's not all.

The RX-80 F/T has all the features you get on the RX-80. Like plenty of speed to get the job done on time: 100 CPS. And graphics. Both the RX-80 and RX-80 F/T have six, user-selectable graphic modes, with six different densities, that can even be mixed on the same line.

And like all Epson printers, the RX-80 F/T is plug compatible with virtually every microcomputer on the market today. Which means that no matter which one you own, you can link it to the world's best-selling line of personal printers.



FX-80™

World class printer.

The FX-80 is one of the most advanced personal printers you can buy. You not only get professional-looking, easy-to-read type, the FX-80 also has an integral RAM that will actually allow you to create your own set of up to 256 characters or symbols, and then add them to an already vast array of 128 different types. And if you don't need to create your own alphabet, the RAM works as a 2K input buffer to keep your computer computing while your printer prints.

The FX-80 gives you a crystal-clear 9×9 matrix, and a speed of 160 characters per second. It lets you use pin feed, roll or single sheet paper, and gives you some of the highest resolution graphics on the market today. No wonder it's a world class printer. It's from Epson.



JX-80™

Show your colors.

To really make some impact in your graphic communications you need color. And no printer on the market gives you color hardcopies like the seven-color Epson JX-80.

Using proven impact technology, the JX-80 prints correspondence-quality text at 160 CPS in all the types you'll ever need. But far more importantly, using a four-color ribbon, the JX-80 gives you seven vivid colors and high resolution bit image graphics to clarify pie charts and bar graphs, architectural schematics, topographic maps, organization charts — any graphic, in fact, where color can help you see the concept more clearly.

The JX-80 also features Epson's exclusive SelectType print control system which allows you to select many different typefaces at the printer without using computer commands. The JX-80. Color it hot.

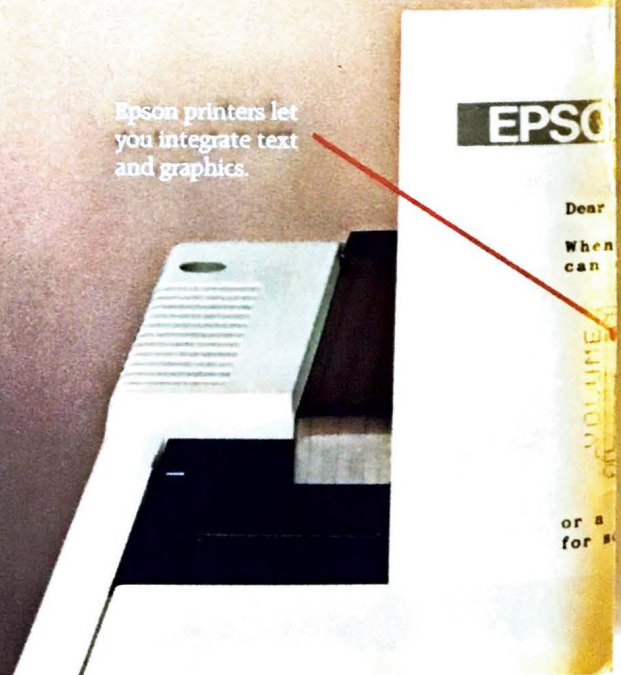
Whatever computer you own, your printer should be an Epson.

Epson printers are not only the world's most popular, they're the world's standard.

Virtually all computer manufacturers and software publishers — as well as a large number of printer makers — design their products to be specifically compatible with Epson printers.

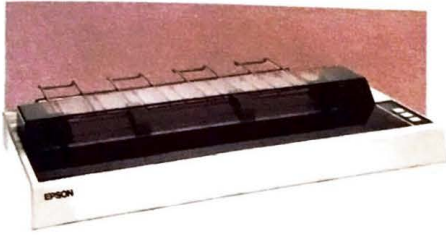
Which means that — with rare exception — no matter what computer you're using, a simple plug connection is all you need to start printing on the world's number one printer today.

Epson printers let
you integrate text
and graphics.



\$1300-

67 Letter Qual.



RX-100™

Useful wide body.

Not everybody needs a printer 136 columns wide, but if you've ever tried to do a spreadsheet or a general ledger on a standard printer, you'll understand why we created the RX-100. But that's not all the RX-100 has going for it.

On the RX-100, you get both friction paper feed and a removable tractor bar for pin-fed paper—so you can print on forms from four to fifteen-and-a-half inches wide. The speed is a steady 100 CPS. And on the RX-100, you get famous Epson graphics, which allow you to precisely place a dot at any of 51,840 positions inside a square inch—so you get blacker blacks and better definition all the way around.

FX-100™

The business printer.

This printer is all business. Because it's 136 columns wide with a speed of 160 CPS, you can breeze through spreadsheets and ledgers. And like the FX-80, the FX-100 has all the graphic capability you could ever want from a printer. Seven different bit-image modes, including a 1:1 plotter and an astonishing 240 dots-per-inch (DPI) Quadruple Density mode.

What's more, the FX-100 has features to simplify working with pre-printed forms, including line feed programmable to 1/216th of an inch, horizontal and vertical tabs, and more.

There are no other reliable, affordable, versatile printers like the FX-100. Because only an Epson is an Epson.

LQ-1500™

The top of the line.

The amazing LQ-1500 is one of the finest printers Epson makes. Which means that, for the price, it's one of the best printers made to revolutionize your office.

Using a precision 24-pin print-head, the LQ-1500 can produce letter-quality type virtually indistinguishable from an office typewriter at a speed almost four times that of the average daisy wheel printer. In draft mode, the LQ-1500 races through reports at 200 characters per second. And in its graphics mode, the LQ-1500 can produce some of the highest resolution graphics ever seen in dot matrix.

The LQ-1500 is literally two printers in one — a high speed draft printer and a high-quality letter printer. For most businesses, it's the only printer they'll ever need.

EPSON AMERICA, INC.

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Prospective Printer Buyer:

When you connect an Epson printer to your computer, you can do things no typewriter could ever dream of.

For example, you can drop a bar chart right in with the rest of your text. Or use a variety of different type styles such as:

EXPANDED
or
EMPHASIZED

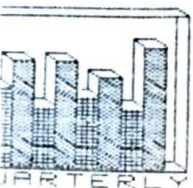
for headings or to emphasize a particular point.

If you've got a lot to say, you can say it in condensed.

And if you're a scientist...

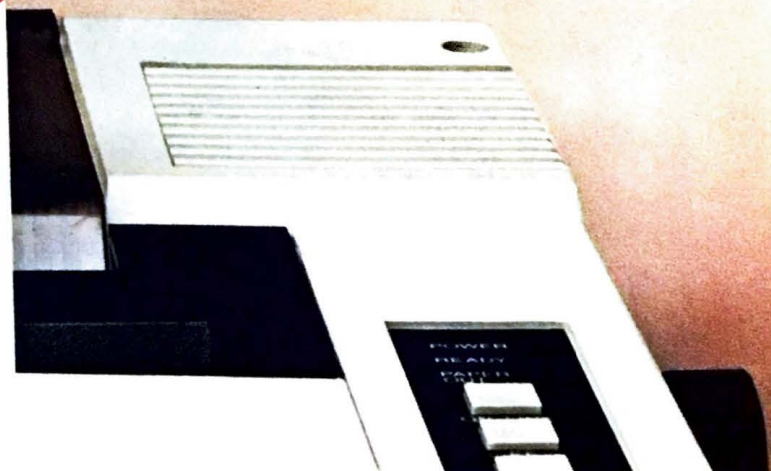
...Epson printers give you subscript and superscript, scientific notation or fine print.

What's more, if you take a close look at this print



When speed counts, use easy-to-read draft printing.

Use large type for headlines or emphasis.



Pick a printer, any printer.

This chart is designed to help you pick the Epson printer that will do the job for you. Just check the features that you want. Rest assured that they're all backed by the

Epson Number One Warranty, and that you can plug into virtually any microcomputer made and be printing today. And know for a fact that you've selected the printer chosen by more computer enthusiasts than any other.

Feature	RX-80	RX-80 F/T	FX-80	JX-80	RX-100	FX-100	LQ-1500
Speed:							
100 CPS	■	■			■		
160 CPS			■	■		■	
67 CPS Letter Quality							■
200 CPS Draft							■
Matrix							
9 x 9	■	■	■	■	■	■	
15 x 17							■
37 x 17							■
Bidirectional							
Logic Seeking	■	■	■	■	■	■	■
Disposable Print Head	■	■	■	■	■	■	
Integral 2K RAM Buffer			■	■		■	■
Quiet Mode	■	■		■		■	■
7-Color Printing				■			
Paper Handling:							
Tractor Only	■						
Friction/Tractor		■	■	■	■	■	*
Reverse Paper Feed			■	■			
Programmable							
Line Spacing	■	■	■	■	■	■	■
Page Length	■	■	■	■	■	■	■
Column Width	■	■	■	■	■	■	■
Skip Over Perf	■	■	■	■	■	■	■
Character Fonts							
96 Standard ASCII	■	■	■	■	■	■	■
User-creatable characters or symbols			■	■		■	■
User-selectable typesyles including:							
Elite	■	■	■	■	■	■	■
Pica	■	■	■	■	■	■	■
Condensed	■	■	■	■	■	■	■
Expanded	■	■	■	■	■	■	■
Doublestrike	■	■	■	■	■	■	■
Emphasized	■	■	■	■	■	■	■
Underline	■	■	■	■	■	■	■
Sub/Superscript	■	■	■	■	■	■	■
Italic	■	■	■	■	■	■	■
Proportional			■	■		■	■
International Character Sets	■	■	■	■	■	■	■
Graphic Modes (Dots Per Inch)							
60 DPI	■	■	■	■	■	■	■
72 DPI			■	■		■	■
80 DPI	■	■	■	■	■	■	■
90 DPI	■	■	■	■	■	■	■
120 DPI	■	■	■	■	■	■	■
180 DPI							■
240 DPI	■	■	■	■	■	■	■
Interfaces							
Parallel (Std.)	■	■	■	■	■	■	
RS-232C, IEEE488 (optional)	■	■	■	■	■	■	**
Print Head Reliability							
100 million characters	■	■	■	■	■	■	■
MCBF (Mean Cycles Between Failures)							
5 million lines	■	■	■	■	■	■	■
Black Ribbon Life							
3 million characters	■	■	■	■	■	■	■
1-Year Warranty							
Extended Warranty Available	■	■	■	■	■	■	■

*Tractor feed and cut sheet feeders optional.
**Optional.

EPSON

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