

Epson Stylus Pro 4800 – Print Permanence Ratings (preliminary¹)



R. Mac Holbert, printmaker and co-founder of Nash Editions with a photograph by photojournalist Steve McCurry <www.stevemccurry.com> printed with a Stylus Pro 4800 and UltraChrome K3 inks. <www.nasheditions.com>

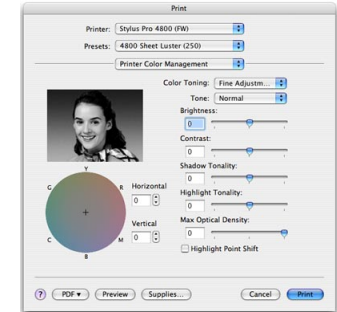
Ink System: Eight inks in the printer; nine individual 110 ml or 220 ml ink cartridges (the piezo inkjet heads are a permanent part of the printer). Epson UltraChrome K3 pigmented Cyan, Light Cyan, Magenta, Light Magenta, Yellow, Photo Black (for glossy photo papers) or Matte Black (for matte photo papers), Light Black, and Light, Light Black. For optimum results with either glossy papers or matte papers, the user can change between Photo Black and Matte Black ink cartridges using an ink cartridge changeover kit supplied by Epson. The three-level black inks are used over the complete tonal scale to improve the printer’s gray balance and eliminate color casts in neutrals and near-neutrals. Maximum resolution: up to 2880 x 1440 dpi (dots per inch); variable drop size technology.

Maximum Paper Width: 17 inches. Handles roll or cut sheet media from U.S. letter (8.5”x11”) to 17-inches wide. Cut sheet input paper tray handles up to 17”x22”. Cut sheet paper thickness up to 500 gsm and 1.5 mm poster board can be accommodated through a manual rear feed slot.

Operating Systems: Windows 2000/XP; Mac OSX 10.3.9 or later. Hi-Speed USB 2.0, FireWire (IEEE 1394) and optional 10/100 BaseT Ethernet connectivity.

Special Features: New Epson “Advanced Black and White Print Mode” for printing high-quality and long-lasting black-and-white images and it also provides a simple way to make excellent B&W or toned (warm, cool, sepia) prints from RGB color image files without having to convert the files in Photoshop.

Price: \$1,995 (USA) Epson Model No. C595001UCM. Announced May 10, 2005 and started shipping in June 2005. The Epson Stylus Pro 4800 Professional Edition, which includes Pantone licensed and SWOP certified ColorBurst RIP with Ethernet Card, is priced at \$2,495 (C593001PRO). An optional wheeled floor stand with storage space for ink cartridges and other supplies is available for \$349 (C4800STAND).



When used with Epson’s new “Advanced Black and White Print Mode,” the three-level black inks that are part of the UltraChrome K3 inkset provide excellent neutrality throughout the tonal scale and, if desired, subtle shifts – or larger changes toward a warm sepia, for example – in the overall hue or “tone” of the monochrome image.

Display Permanence Ratings and Album/Dark Storage Permanence Ratings (Years Before Noticeable Fading and/or Changes in Color Balance Occur)²

Paper, Canvas, or Plastic Film Media Printed with UltraChrome K3 Pigment Inks	Displayed Prints Framed Under Glass ⁽³⁾	Displayed Prints Framed With UV Filter ⁽⁴⁾	Displayed Prints Not Framed (Bare-Bulb) ⁽⁵⁾	Album/Dark Storage Rating at 73°F & 50% RH (incl. Paper Yellowing) ⁽⁶⁾	Resistance to Ozone ⁽⁷⁾	Resistance to High Humidity ⁽⁸⁾	Resistance to Water ⁽⁹⁾	Are UV Brighteners Present? ⁽¹⁰⁾
Epson Premium Glossy Photo Paper (250)	85 years	98 years	60 years	>300 years	now in test	very high	high	no
Epson Premium Luster Photo Paper (250)	71 years	165 years	48 years	>200 years	now in test	very high	high	yes
Epson Premium Semimatte Photo Paper (250)	67 years	133 years	47 years	>200 years	now in test	very high	high	yes
Epson UltraSmooth Fine Art Paper	108 years	175 years	57 years	>300 years	now in test	very high	moderate ⁽¹⁰⁾	no
Somerset Velvet for Epson (255 and 505 gsm)	62 years	128 years	37 years	>200 years	now in test	very high	moderate ⁽¹⁰⁾	some
Somerset Velvet for Epson w/PremierArt™ Spray ⁽¹²⁾	166 years	>200 years	75 years	>200 years	now in test	very high	moderate ⁽¹⁰⁾	some
Epson Velvet Fine Art Paper	61 years	125 years	34 years	>200 years	now in test	very high	moderate ⁽¹⁰⁾	some

©2005 by Wilhelm Imaging Research, Inc. As long as this document remains complete and unaltered, it may be freely distributed to your associates, customers, and friends. This PDF may also be reproduced in magazine articles, books, and other hardcopy print publications; however, it may not be posted on websites without written permission. Links to <www.wilhelm-research.com> are welcomed. Address e-mail inquiries to: <info@wilhelm-research.com> Wilhelm Imaging Research, Inc., Box 775, Grinnell, Iowa 50112 U.S.A.

Epson Stylus Pro 4800 – Print Permanence Ratings (preliminary¹)

(. . . . continued from previous page)

Display Permanence Ratings and Album/Dark Storage Permanence Ratings (Years Before Noticeable Fading and/or Changes in Color Balance Occur) ²								
Paper, Canvas, or Plastic Film Media Printed with UltraChrome K3 Pigment Inks	Displayed Prints Framed Under Glass ⁽³⁾	Displayed Prints Framed With UV Filter ⁽⁴⁾	Displayed Prints Not Framed (Bare-Bulb) ⁽⁵⁾	Album/Dark Storage Rating at 73°F & 50% RH (incl. Paper Yellowing) ⁽⁶⁾	Resistance to Ozone ⁽⁷⁾	Resistance to High Humidity ⁽⁸⁾	Resistance to Water ⁽⁹⁾	Are UV Brighteners Present? ⁽¹⁰⁾
Epson Velvet Fine Art Paper w/PremierArt™ Spray ⁽¹²⁾	82 years	168 years	55 years	>200 years	now in test	very high	moderate ⁽¹⁰⁾	some
Epson Watercolor Paper Radiant White	118 years	236 years	68 years	>200 years	now in test	very high	moderate ⁽¹¹⁾	yes
Epson Enhanced Matte Paper ⁽¹³⁾	76 years	110 years	45 years	110 years	now in test	very high	moderate ⁽¹¹⁾	yes
PremierArt™ Water Resistant Canvas for Epson	75 years	132 years	46 years	>200 years	now in test	very high	moderate ⁽¹¹⁾	no
PremierArt™ Water Resistant Canvas for Epson w/PremierArt™ Print Shield Spray ⁽¹²⁾	85 years	142 years	60 years	>200 years	now in test	very high	moderate ⁽¹¹⁾	no
PremierArt™ Water Resistant Canvas for Epson w/PremierArt™ Eco Print Shield Coating ⁽¹²⁾	>100 years	>100 years	>100 years	now in test	now in test	very high	moderate ⁽¹¹⁾	no

. . . . continues next page

Epson Stylus Pro 4800 – Print Permanence Ratings (preliminary¹)

Black-and-white prints made with Epson UltraChrome K3 inkset and the “Advanced Black and White Print Mode”



©2005 Henry Wilhelm

John Woolf, Digital Imaging Specialist in the Photo Studio at the Museum of Fine Arts, Boston, with a photograph of the Great Sphinx and Pyramids in Egypt printed with an Epson Stylus Pro 4800 using the “Advanced Black and White Print Mode.” The original 11x14-inch glass plate negative, which was photographed around 1915 and is part of the Museum’s 65,000 glass plate negatives which were produced during the MFA’s excavation of the Giza site, was scanned to produce the digital file for printing. <www.mfa.org>



Note: The Display Permanence Ratings given here are based on long-term testing with the previous generation of UltraChrome inks. WIR testing to date with UltraChrome K3 inks indicates that significant increases in Display Permanence Ratings for black-and-white prints can be expected because the three-level, highly-stable carbon pigment based black inks in the UltraChrome K3 inkset largely replace the cyan, magenta, and yellow color inks in B&W prints when they are made with the “Advanced Black and White Print Mode.” Very high stability inks such as these require extended test times; tests are continuing and this webpage will be updated regularly. “> 150 Years” means “greater than 150 years,” and that tests are continuing.

Display Permanence Ratings and Album/Dark Storage Permanence Ratings (Years Before Noticeable Fading and/or Changes in Color Balance Occur)²

Paper, Canvas, or Plastic Film Media Printed with UltraChrome K3 Pigment Inks	Displayed Prints Framed Under Glass ⁽³⁾	Displayed Prints Framed With UV Filter ⁽⁴⁾	Displayed Prints Not Framed (Bare-Bulb) ⁽⁵⁾	Album/Dark Storage Rating at 73°F & 50% RH (incl. Paper Yellowing) ⁽⁶⁾	Resistance to Ozone ⁽⁷⁾	Resistance to High Humidity ⁽⁸⁾	Resistance to Water ⁽⁹⁾	Are UV Brighteners Present? ⁽¹⁰⁾
Epson Premium Glossy Photo Paper (250)	> 135 years	>135 years	>76 years	>300 years	now in test	very high	high	no
Epson Premium Luster Photo Paper (250)	>95 years	>218 years	>58 years	>200 years	now in test	very high	high	yes
Epson Premium Semimatte Photo Paper (250)	>76 years	>170 years	>57 years	>200 years	now in test	very high	high	yes
Epson UltraSmooth Fine Art Paper	>205 years	>300 years	>138 years	>300 years	now in test	very high	moderate ⁽¹¹⁾	no
Somerset Velvet for Epson (255 and 505 gsm)	>90 years	>168 years	>60 years	>200 years	now in test	very high	moderate ⁽¹¹⁾	some
Somerset Velvet for Epson w/ PremierArt™ Spray ⁽¹²⁾	>200 years	>200 years	>141 years	>200 years	now in test	very high	moderate ⁽¹¹⁾	some
Epson Velvet Fine Art Paper	>115 years	>125 years	>112 years	>200 years	now in test	very high	moderate ⁽¹¹⁾	some
Epson Velvet Fine Art Paper w/ PremierArt™ Spray ⁽¹²⁾	>178 years	>145 years	>118 years	>200 years	now in test	very high	moderate ⁽¹¹⁾	no
Epson Watercolor Paper Radiant White	>200 years	>200 years	>200 years	>200 years	now in test	very high	moderate ⁽¹¹⁾	yes
Epson Enhanced Matte Paper ⁽¹³⁾	>110 years	>110 years	>110 years	110 years	now in test	very high	moderate ⁽¹¹⁾	yes
PremierArt™ Water Resistant Canvas for Epson	>105 years	>177 years	>76 years	>200 years	now in test	very high	moderate ⁽¹¹⁾	no
PremierArt™ Water Resistant Canvas for Epson w/PremierArt™ Print Shield Spray ⁽¹²⁾	>150 years	>196 years	>100 years	>200 years	now in test	very high	moderate ⁽¹¹⁾	no
PremierArt™ Water Resistant Canvas for Epson w/PremierArt™ Eco Print Shield Coating ⁽¹²⁾	>150 years	>150 years	>100 years	now in test	now in test	very high	moderate ⁽¹¹⁾	no

Epson Stylus Pro 4800 – Print Permanence Ratings (preliminary¹)

Notes on These Tests:

1) The image permanence data presented here are based on tests done with prototype Epson UltraChrome K3 inks on a variety of media and on long-term tests with the previous generation of UltraChrome inks used in several different Epson large-format printers. Tests to date indicate that with color images, UltraChrome and UltraChrome K3 inks have similar permanence characteristics. However, with black and white prints, the display permanence ratings with UltraChrome K3 inks are significantly improved because the three-level, highly-stable carbon pigment based black inks in the UltraChrome K3 inkset are used over the entire tonal scale and largely replace the less stable cyan, magenta, and yellow color inks in B&W prints when they are made with the “Advance Black and White Print Mode.” Tests are continuing and this webpage will be updated regularly (very high stability inks such as these require extended test times). Extensive “confirmation tests” with a Styus Pro 4800 and commercially packaged inks and papers are also being conducted by Wilhelm Imaging Research to make certain that the products consumers actually purchase have essentially the same permanence characteristics as those of the prototype products tested earlier in the product cycle, and upon which much of the data reported here are based.

2) Display Permanence Ratings (DPR) are based on accelerated light stability tests conducted at 35 klux with glass-filtered cool white fluorescent illumination with the sample plane air temperature maintained at 24°C and 60% relative humidity. Data were extrapolated to a display condition of 450 lux for 12 hours per day using the Wilhelm Imaging Research, Inc. “Visually-Weighted Endpoint Criteria Set v3.0.” and represent the years of display for easily noticeable fading, changes in color balance, and/or staining to occur. See: Henry Wilhelm, “How Long Will They Last? An Overview of the Light-Fading Stability of Inkjet Prints and Traditional Color Photographs,” *IS&T’s 12th International Symposium on Photofinishing Technologies*, sponsored by the Society for Imaging Science and Technology, Orlando, Florida, February 2002: <www.wilhelm-research.com> <[Wilhelm_IS&T_Paper_Feb_2002.pdf](#)>. For a study of endpoint criteria correlation with human observers, see: Yoshihiko Shibahara, Makoto Machida, Hideyasu Ishibashi, and Hiroshi Ishizuka, “Endpoint Criteria for Print Life Estimation,” *Final Program and Proceedings: IS&T’s NIP20 International Conference on Digital Printing Technologies*, pp. 673–679, sponsored by the Society for Imaging Science and Technology, Salt Lake City, Utah, November 2004.

See also: Henry Wilhelm, “A Review of Accelerated Test Methods for Predicting the Image Life of Digitally-Printed Photographs – Part II,” *Final Program and Proceedings: IS&T’s NIP20 International Conference on Digital Printing Technologies*, pp. 664–669, sponsored by the Society for Imaging Science and Technology, Salt Lake City, Utah, November 2004. Also available, with *color illustrations*:

Table 1. “Standard” Home Display Illumination Levels Used by Printer, Ink, and Photo Paper Manufacturers

120 lux/12 hrs/day	450 lux or 500 lux/10 hrs/day or 12 hrs/day
Kodak AgfaPhoto ⁽¹⁴⁾	Fuji Hewlett-Packard Epson Canon Lexmark Ilford Konica Minolta Agfa-Gevaert DuPont Ferrania InteliCoat Somerset Arches LexJet Lyson Luminos Hahnemuhle Premier Imaging Products American Inkjet MediaStreet

<www.wilhelm-research.com> <[WIR_IST_2004_11_HW.pdf](#)>. High-intensity light fading reciprocity failures in these tests are assumed to be zero. Illumination conditions in homes, offices, museums, and galleries do vary, however, and color images will last longer when displayed under lower light levels; likewise, the life of prints will be shortened when displayed under illumination that is more intense than 450 lux. Ink and paper combinations that have not reached a fading or color balance failure point after the equivalent of 100 years of display are given a rating of “more than 100 years” until such time as meaningful dark stability data are available (see discussion in No. 6 below).

Eastman Kodak, AgfaPhoto, and some others base their home display-life calculations on 120 lux/12 hours per day, rather than 450 lux/12 hours per day. Some of Kodak’s display-life predictions for Kodak Ultima Picture Paper are almost 15X longer than the predictions obtained in the more conservative tests

. . . . continues next page

Epson Stylus Pro 4800 – Print Permanence Ratings (preliminary¹)

Notes on These Tests (continued from previous page):

Table 2. Filtration Conditions Used by Printer, Ink, and Paper Manufacturers with CW Fluorescent Illumination

UV Filter	Glass Filter
Kodak	Fuji
	Hewlett-Packard
	Epson
	Canon
	Lexmark
	Ilford
	Agfa-Gevaert
	AgfaPhoto ⁽¹⁴⁾
	Konica Minolta
	DuPont
	Ferrania
	InteliCoat
	Somerset
	Arches
	LexJet
	Lyson
	Luminos
Hahnemuhle	
Premier Imaging Products	
American Inkjet	
MediaStreet	

conducted by WIR for this ink/media combination, and can be accounted for by differences in the two test methodologies. For example, Kodak uses 80 klux UV-filtered cool white fluorescent illumination; WIR uses 35 klux glass-filtered cool white fluorescent illumination. Kodak uses a starting density for fading measurements of only 1.0; WIR uses starting densities of both 0.6 and 1.0. Kodak uses the “ISO Illustrative” endpoint criteria set; WIR uses the visually-weighted WIR Endpoint Criteria Set v3.0. Kodak’s display environment light exposure assumption for calculating display life is 120 lux for 12 hours per day (UV filtered); WIR uses 450 lux for 12 hours per day (glass filtered). Kodak maintains 50% RH in their accelerated tests; WIR uses 60% RH. Key aspects of Kodak’s test methodology and assumptions for calculation of “years of display” are also very different

from those used by most other manufacturers of printers, inks, and media. The display lux level assumption of 120 lux (see Table 1) alone makes Kodak’s display-life predictions 3.75X greater than the display-life predictions provided by other manufacturers and by WIR. With many ink/media combinations, Kodak’s use of a UV filter instead of the glass filter used by other companies in accelerated light fading tests (see Table 2) further increases Kodak’s display-life predictions. For a description of the Kodak tests, see: D. E. Bugner, C. E. Romano, G. A. Campbell, M. M. Oakland, R. J. Kapusniak, L. L. Aquino, and K. E. Maskasky, “The Technology Behind the New KODAK Ultima Picture Paper – Beautiful Inkjet Prints that Last for Over 100 Years,” *Final Program and Advanced Printing of Paper Summaries – IS&T’s 13th International Symposium on Photofinishing Technology*, pp. 38–43, Las Vegas, Nevada, February 8, 2004. See also: D. E. Bugner, C. E. Romano, G. A. Campbell, M. M. Oakland, R. J. Kapusniak, L. L. Aquino, and K. E. Maskasky, *The Technology Behind the New Kodak Ultima Picture Paper – Beautiful Inkjet Prints that Last for Over 100 Years – Update – May 8, 2004*, Eastman Kodak Company, Rochester, New York. Available as a PDF file from <www.kodak.com>. Together with Kodak’s own test data, the articles also include light stability data for Kodak Ultima Picture Paper obtained from ongoing tests conducted by the Image Permanence Institute at the Rochester Institute of Technology (Rochester, New York), and from Torrey Pines Research (Torrey Pines, California). The tests were conducted using the Kodak test procedures and included the use of a UV filter with cool white fluorescent illumination; the Image Permanence Institute and Torrey Pines Research also based print-life calculations on 120 lux for 12 hours per day.

- 3) In typical indoor situations, the “Displayed Prints Framed Under Glass” test condition is considered the single most important of the three display conditions listed. *All* prints intended for long-term display should be framed under glass or plastic to protect them from staining, image discoloration, and other deterioration caused by prolonged exposure to cigarette smoke, cooking fumes, insect residues, and other airborne contaminants; this precaution applies to traditional silver-halide black-and-white and color photographs, as well as inkjet, dye-sub, and other types of digital prints.
- 4) Displayed prints framed with ultraviolet filtering glass or ultraviolet filtering plastic sheet generally last longer than those framed under ordinary glass. How much longer depends upon the specific print material and the spectral composition of the illuminate, with some ink/paper combinations benefitting a great deal more than others. Some products may even show reduced life when framed under a

. . . continues next page

Epson Stylus Pro 4800 – Print Permanence Ratings (preliminary¹)

Notes on These Tests (continued from previous page):

UV filter because one of the image dyes or pigments is disproportionately protected from fading caused by UV radiation and this can result in more rapid changes in color balance than occur with the glass-filtered and/or the bare-bulb illumination conditions. For example, if a UV filter protects the cyan and magenta inks much more than it protects the yellow ink in a particular ink/media combination, the color balance of the image may shift toward blue more rapidly than it does when a glass filter is used (in which case the fading rates of the cyan, magenta, and yellow dyes or pigments are more balanced in the neutral scale). Keep in mind, however, that the major cause of fading with most digital and traditional color prints in indoor display conditions is visible light and although a UV filter may slow fading, it will not stop it. For the display permanence data reported here, Acrylite OP-3 acrylic sheet, a “museum quality” UV filter supplied by Cyro Industries, was used.

5) Illumination from bare-bulb fluorescent lamps (with no glass or plastic sheet between the lamps and prints) contains significant UV emissions at 313nm and 365nm which, with most print materials, increases the rate of fading compared with fluorescent illumination filtered by ordinary glass (which absorbs UV radiation with wavelengths below about 330nm). Some print materials are affected greatly by UV radiation in the 313–365nm region, and others very little. “Gas fading” is another potential problem when prints are displayed unframed, such as when they are attached to kitchen refrigerator doors with magnets, pinned to office walls, or displayed inside of fluorescent illuminated glass display cases in schools, stores, and offices. Field experience has shown that, as a class of media, microporous “instant dry” papers used with dye-based inkjet inks can be very vulnerable to gas fading when displayed unframed and/or stored exposed to the open atmosphere where even very low levels of ozone and certain other air pollutants are present. In some locations, displayed unframed prints made with microporous papers and dye-based inks have suffered from extremely rapid image deterioration. This type of premature ink fading is not caused by exposure to light. Polluted outdoor air is the source of most ozone found indoors in homes, offices and public buildings. Ozone can also be generated indoors by electrical equipment such as electrostatic air filters (“electronic dust precipitators”) that may be part of heating and air conditioning systems in homes, office buildings, restaurants, and other public buildings to remove dust, tobacco smoke, etc. Electrostatic air filtration units are also supplied as small “tabletop” devices. Potentially harmful pollutants may be found in combustion products from gas stoves; in addition, microscopic droplets of cooking oil and grease in cooking fumes can damage unframed prints. Because of the wide range of environmen-

tal conditions in which prints may be displayed or stored, Display Permanence Ratings for the bare-bulb illumination condition will not be listed for paper/ink combinations of known susceptibility to gas fading. For all of the reasons cited above, prints made with microporous papers and dye-based inks should always be displayed framed under glass or plastic.

6) Prints stored in the dark may suffer slow deterioration that is manifested in yellowing of the print paper, image fading, changes in color balance, and physical embrittlement, cracking, and/or delamination of the image layer. These types of deterioration may affect the paper support, the image layer, or both. Each type of print material (ink/paper combination) has its own intrinsic dark storage stability characteristics; some are far more stable than others. Rates of deterioration are influenced by temperature and relative humidity; high temperatures and/or high relative humidity exacerbate the problems. Long-term dark storage stability is determined using Arrhenius accelerated dark storage stability tests that employ a series of elevated temperatures (e.g., 50°C, 57°C, 64°C, 71°C, and 78°C) at a constant relative humidity of 50% RH to permit extrapolation to ambient room temperatures (or other conditions such those found in sub-zero, humidity-controlled cold storage preservation facilities). Because many types of inkjet inks, especially those employing pigments instead of dyes, are exceedingly stable when stored in the dark, the eventual life of prints made with these inks may be limited by the instability of the paper support, and not by the inks themselves. Due to this concern, as a matter of policy, Wilhelm Imaging Research does not provide a Display Permanence Rating of greater than 100 years for any inkjet or other photographic print material unless it has also been evaluated with Arrhenius dark storage tests and the data indicate that the print can indeed last longer than 100 years without noticeable deterioration when stored at 73°F (23°C) and 50% RH. Arrhenius dark storage data are also necessary to assess the physical and image stability of a print material when it is stored in an album, portfolio box, or other dark place. The Arrhenius data given here are only applicable when prints are protected from the open atmosphere; that is, they are stored in closed boxes, placed in albums within protective plastic sleeves, or framed under glass or high-quality acrylic sheet. If prints are stored, displayed without glass or plastic, or otherwise exposed to the open atmosphere, low-level air pollutants may cause significant paper yellowing within a relatively short period of time. Note that these Arrhenius dark storage data are for storage at 50% RH; depending on the specific type of paper and ink, storage at higher relative humidities (e.g., 70% RH) could produce significantly higher rates of paper yellowing and/or other types of physical deterioration.

. . . . continues next page

Epson Stylus Pro 4800 – Print Permanence Ratings (preliminary¹)

Notes on These Tests (continued from previous page):

7) Tests for resistance to ozone are conducted using an accelerated ozone exposure test (conducted at 23°C and 60% RH) and the reporting method outlined in: Kazuhiko Kitamura, Yasuhiro Oki, Hidemasa Kanada, and Hiroko Hayashi (Seiko Epson), "A Study of Fading Property Indoors Without Glass Frame from an Ozone Accelerated Test," *Final Program and Proceedings – IS&T's NIP19: International Conference on Digital Printing Technologies*, sponsored by the Society for Imaging Science and Technology, New Orleans, Louisiana, September 28 – October 3, 2003, pp. 415–419. WIR test methods for ozone resistance are described in: Michael Berger and Henry Wilhelm, "Evaluating the Ozone Resistance of Inkjet Prints: Comparisons Between Two Types of Accelerated Ozone Tests and Ambient Air Exposure in a Home," *Final Program and Proceedings: IS&T's NIP20 International Conference on Digital Printing Technologies*, pp. 740–745, sponsored by the Society for Imaging Science and Technology, Salt Lake City, Utah, November 2004. Also available in PDF format from <www.wilhelm-research.com> <WIR_IST_2004_11_MB_HW.pdf>.

8) Changes in image color and density, and/or image diffusion ("image bleeding"), that may take place over time when prints are stored and/or displayed in conditions of high relative humidity are evaluated using a humidity-fastness test maintained at 86°F (30°C) and 80% RH. Depending on the particular ink/media combination, slow humidity-induced changes may occur at much lower humidities – even at 50–60% RH. Test methods for resistance to high humidity and related test methods for evaluating "short-term color drift" in inkjet prints have been under development since 1996 by Mark McCormick-Goodhart and Henry Wilhelm at Wilhelm Imaging Research, Inc. See: Mark McCormick-Goodhart and Henry Wilhelm, "New Test Methods for Evaluating the Humidity-Fastness of Inkjet Prints," *Proceedings of "Japan Hardcopy 2005" – The Annual Conference of the Imaging Society of Japan*, Tokyo, Japan, June 2005 (in press).

See also, Henry Wilhelm and Mark McCormick-Goodhart, "An Overview of the Permanence of Inkjet Prints Compared with Traditional Color Prints," *Final Program and Proceedings – IS&T's Eleventh International Symposium on Photofinishing Technologies*, sponsored by the Society for Imaging Science and Technology, Las Vegas, Nevada, January 30 – February 1, 2000, pp. 34–39. See also: Mark McCormick-Goodhart and Henry Wilhelm, "Humidity-Induced Color Changes and Ink Migration Effects in Inkjet Photographs in Real-World Environmental Conditions," *Final Program and Proceedings – IS&T's NIP16: International Conference on Digital Printing Technologies*, sponsored by the Society for Imaging Science and Technologies, Vancouver, B.C., Canada, October 15–20, 2000, pp. 74–77.

See also: Mark McCormick-Goodhart and Henry Wilhelm, "The Influence of Relative Humidity on Short-Term Color Drift in Inkjet Prints," *Final Program and Proceedings – IS&T's NIP17: International Conference on Digital Printing Technologies*, sponsored by the Society for Imaging Science and Technology, Ft. Lauderdale, Florida, September 30 – October 5, 2001, pp. 179–185; and: Mark McCormick-Goodhart and Henry Wilhelm, "The Correlation of Line Quality Degradation With Color Changes in Inkjet Prints Exposed to High Relative Humidity," *Final Program and Proceedings – IS&T's NIP19: International Conference on Digital Printing Technologies*, sponsored by the Society for Imaging Science and Technology, New Orleans, Louisiana, September 28 – October 3, 2003, pp. 420–425.

9) Data from waterfastness tests are reported in terms of three subjective classes: "high," "moderate," and "low." Both "water drip" tests and "standing water droplets/gentle wipe" tests are employed.

10) Fluorescent brighteners (also called "UV brighteners," "optical brighteners," or "optical brightening agents" [OBA's]) are white or colorless compounds added to the image-side coatings of many inkjet papers – and nearly all "plain papers" – to make them appear whiter and "brighter" than they really are. Fluorescent brighteners absorb ultraviolet (UV) radiation, causing the brighteners to fluoresce (emit light) in the visible region, especially in the blue portion of the spectrum. Fluorescent brighteners can lose activity – partially or completely – as a result of exposure to light. Brighteners may also lose activity when subjected to high temperatures in accelerated thermal aging tests and, it may be assumed, in long-term storage in albums or other dark places under normal room temperature conditions. With loss of brightener activity, papers will appear to have yellowed and to be "less bright" and "less white." In recent years, traditional chromogenic ("silver-halide") color photographic papers have been made with UV-absorbing interlayers and overcoats and this prevents brighteners that might be present in the base paper from being activated by UV radiation. It is the relative UV component in the viewing illumination that determines the perceived "brightening effect" produced by fluorescent brighteners. If the illumination contains no UV radiation (for example, if a UV filter is used in framing a print), fluorescent brighteners are not activated and, comparatively speaking, the paper appears to be somewhat yellowed – and not as "white." This spectral dependency of fluorescent brighteners makes papers containing such brighteners look different depending on the illumination conditions. For example, prints displayed near windows are illuminated with direct or indirect daylight, which contains a relatively high UV component, and if an inkjet paper contains brighteners, this causes the brighteners to strongly fluoresce. When

. . . continues next page

Epson Stylus Pro 4800 – Print Permanence Ratings (preliminary¹)

Notes on These Tests (continued from previous page):

the same print is displayed under incandescent tungsten illumination, which has a low UV component, the brighteners have little effect. Another potential drawback of brighteners is that brightener degradation products may themselves be a source of yellowish stain. These problems can be avoided by not adding fluorescent brighteners to inkjet photographic papers during manufacture. When long-term image permanence is of critical importance – with museum fine art collections, for example – papers with fluorescent brighteners should be avoided where possible.

- 11) Although the waterfastness of the color image itself is very high with this paper, the absorbent paper base itself may become cockled, curled, and physically distorted after contact with water. For this reason, the waterfastness of this paper/ink combination is listed as “moderate.”
- 12) PremierArt™ ECO Print Shield, a water-based protective overcoat made specifically for inkjet prints made with water-resistant canvas, and PremierArt™ Print Shield, an easy-to-apply “low-solids” spray supplied in aerosol spray cans for protecting inkjet prints are available from Premier Imaging Products, Inc. <www.premierart.info> and <www.premierimagingproducts.com>, 121 Lombard Street, Oxnard, California 93030; tel: 805-983-1472; fax: 805-988-0213.
- 13) In these tests, the UV-Filter Display Permanence Rating for Epson Enhanced Matte Paper was 155 years; however, because the Album/Dark Storage Rating for this paper is 110 years (40 years less than the 155-year UV-Filter Display Permanence Rating), the Display Permanence Rating is being limited to 110 years for both color and black-and-white prints.
- 14) For calculating “years of display,” AgfaPhoto became the first company in the world to adopt Kodak’s “120 lux/12 hours per day” criterion for reporting indoor light stability predictions. And, like Kodak’s “100 year” claims for Kodak Generations and Endura silver halide color negative papers and Ultima Picture Paper, AgfaPhoto is also claiming a “100 year” display life for its newest, analog/digital silver-halide color negative papers. See, for example: *Agfa Technical Data: Agfacolor Splendix Paper and Agfacolor Sensatis Paper, Technical Data Sheet P-90-E3*, 3rd Edition, 03/2004: “With optimum processing the prints can be stored under typical domestic and exhibition conditions (120 Lux / 12 hours per day) approx. up to ca. hundred years without significant bleaching of the dyes.” (See page 4.) The Agfacolor Data Sheet is available in PDF format from <www.agfaphoto.com> AgfaPhoto has indicated that it will continue to use a

glass filter in its indoor light stability tests. Kodak is currently using a polycarbonate UV filter in its cool white fluorescent accelerated indoor home light stability tests with inkjet papers.

On November 1, 2004, Agfa-Gevaert NV, headquartered in Mortsel, Belgium, was split into two completely separate companies. The part of the original company that manufactures traditional B&W and color silver halide materials, finishing, and lab equipment became a new, independent company called AgfaPhoto GmbH, with its headquarters located in Leverkusen, Germany. Agfa-Gevaert NV, which manufactures inkjet papers and other imaging products, has indicated that it will continue to use 450 lux/12 hours per day with a glass filter as the “standard home display condition” for making display-life predictions.

Although now separate companies, both Agfa-Gevaert and AgfaPhoto will continue to use “Agfa” in their names and in product advertisements for a transitional period. “Agfa” is the historic abbreviation of the company name Agfa-Gevaert, and the brand “Agfa” remains in the ownership of Agfa-Gevaert NV. The brand “Agfa” (AGFA + rhombus logo) has been licensed by Agfa-Gevaert to AgfaPhoto for a transitional period for communication related to silver halide film rolls and consumer products on the market as of November 1, 2004. Because Agfa has *not* been licensed as a company name, however, a clear distinction should be made between Agfa (Agfa-Gevaert NV) and AgfaPhoto.

On May 27, 2005, AgfaPhoto filed for bankruptcy. According to an Associated Press (AP) article filed on May 27:

Film Maker AgfaPhoto Files for Bankruptcy

“FRANKFURT, Germany (AP) – Hit by the shift to digital photography, AgfaPhoto GmbH, a maker of film and disposable cameras, filed for bankruptcy on Friday. A court in the company’s hometown of Leverkusen, outside Cologne, opened bankruptcy proceedings that will determine whether the company survives. AgfaPhoto has 2,400 employees worldwide, 1,800 of them in Germany.”