

NEW | Epson Expression® ET-2710 | Multifunction EcoTank Printer

Print | Copy | Scan | Wi-Fi®



KEY FEATURES AND BENEFITS

- **Includes enough ink to print up to 3,600 pages black/6,500 colour²** — equivalent to about 20 ink cartridge sets⁷
- **Wireless** — easily print from tablets and smartphones³
- **User-friendly control panel** — with intuitive buttons for fast, easy navigation
- **Exclusive auto-stop ink bottles** — uniquely keyed for easy filling of each colour
- **Borderless photo printing** — easily print and share 4" x 6" photos
- **100-sheet paper capacity** — print stacks of pages without interruption

The Expression ET-2710 is a wireless all-in-one with an integrated ink system, ideal for busy homes looking to cut their printing costs. Thanks to the integrated high-capacity ink tanks, ink is supplied continuously to the printer, so there are no cartridges to replace; you simply top up the tanks with Epson ink bottles and keep on printing.

TARGET MARKET AND POSITIONING

The Expression ET-2710 wireless all in one comes with up to 2 years of ink¹, allowing users to print up to 3,600 pages in black² and 6,500 pages in colour². It is primarily aimed at home users who want high-volume, high-quality, hassle-free printing, giving them the freedom to print whenever it suits them. With the Expression ET-2710, users can maximise convenience, savings, quality and reliability all with one incredible printer.



HIGH-VOLUME INK BOTTLES

Additional low-cost ink can be bought in convenient high-volume bottles that have a drip-free nozzle and resealable cap for easy storage and refilling. Replacement bottles hold enough ink for a massive 4,500 pages in black² and 7,500 pages in colour².

NEVER CHANGE AN INK CARTRIDGE AGAIN



The Expression ET-2710 features a revolutionary, integrated high-capacity ink tank system, offering an unbeatable combination of convenience and value.

In 3 easy steps users get printing freedom. All they have to do is fill or refill the tanks, set up their printer and then print without concern, week after week, month after month.

EVERYDAY PERFORMANCE

Simple wireless connectivity.

The Expression ET-2710 supports the latest wireless standard, 802.11n³, providing users with greater coverage and faster speeds. It also includes Wi-Fi Direct[®], which means no router is required, providing users with greater coverage and faster speeds. With EPSON Wireless setup, you can easily connect to a wireless network. You can use your EcoTank printer from anywhere in the home and share it with multiple PCs.

Productivity anytime, anywhere⁵

Users can easily print from their tablet or smartphone using Epson Connect[™] solutions. Supports Android[™]⁶, Apple iPad and iPhone, Chromebook[™], Fire[™]-OS, Mac[®], and Windows[®] devices. Wirelessly print a range of documents, reports, assignments, recipes and so much more whether at home or on the go.



EASY

The Expression ET-2710 is ideal for everyday projects with quick setup. It boasts user friendly control panel buttons making printing of documents, reports, assignments and recipes so much easier for the family whether at home or on the go.



Scan and copy, PC-free

Get high-quality colour or black-and-white copies in a snap.

Warranty

The Epson EcoTank range is backed by a 1 year Return-to-Base warranty.

Users can receive an additional 1 year bonus warranty when they register online⁴ at www.epson.com.au/registrations within 30 days of purchase.

1. 2 Years of ink is based on average monthly print volumes of about 150 pages (ET-2710).
2. Yields based on the ISO/IEC 24712 pattern with Epson's methodology. Actual ink yields will vary considerably for reasons including images printed, print settings, temperature and humidity. Yields may be lower when printing infrequently or predominantly with one ink colour. All ink colours are used for printing and printer maintenance, and all colour's must be available for printing.
3. Wi-Fi CERTIFIED™, level of performance subject to the range of the router being used.
4. 12 months of standard Return to Base warranty. For an additional 12 months (total of 24 months), register online at www.epson.com.au/registrations within 30 days of purchase.
5. Most features require an Internet connection to the printer, as well as an Internet and/or email-enabled device. See www.epson.com.au/connect for a list of Epson Connect enabled printers and compatible devices and Apps.
6. Android is a trademark of Google Inc.
7. Equivalent cartridge sets estimate based on print yields of the included black and colour ink bottles as compared to Epson standard-capacity ink cartridge sets for similarly featured cartridge printers as of March 2017.

PRICING

Hardware

PRODUCT CODE	DESCRIPTION	RRP (INC GST)
C11CG86508	EcoTank Expression ET-2710	\$399

Consumables & Accessories

PRODUCT CODE	DESCRIPTION	RRP (INC GST)
C13T00M192	T522 BLACK ECOTANK INK BOTTLE	\$16.99
C13T00M292	T522 CYAN ECOTANK INK BOTTLE	\$16.99
C13T00M392	T522 MAGENTA ECOTANK INK BOTTLE	\$16.99
C13T00M492	T522 YELLOW ECOTANK INK BOTTLE	\$16.99

PRODUCT INFORMATION	
Product code	C11CG86508
Barcode	9314020628313
Predecessor	ET-2610
Dimensions (mm – w x d x h)	375 x 347 x 179 mm
Weight (kg)	3.9
Carton dimensions (mm – w x d x h)	448x420x268mm
Packed weight (kg)	5.92kg
Cartons per pallet	42

PRODUCT SPECIFICATIONS	
Printer type	Multifunction
Ink Bottles	4
Bottle No.	T522 (C,M,Y,B)
Max print resolution	5760 dpi
Max scan resolution	2400 dpi
Min. droplet size	3pl
Max A4 mono print speed (ppm) ISO:24734	10.0
Max A4 colour print speed (ppm) ISO:24734	5.0
Max A4 copying speed (Blk/Clr ISO:29183)	7.7 ipm (Black) 3.8 ipm (Colour)
Card slots	No
Wi-Fi / Wi-Fi Direct / Ethernet	Yes / Yes / No
Smart device printing solutions	Epson Connect : e-mail print, Epson iPrint
Fax / ADF / Duplex	No / No / No
LCD viewer	No
A4 paper capacity	100 sheets

INKJET PRINTER RANGE PRICING

MODEL	DESCRIPTION	RRP (INC GST)
WorkForce Pro Range		
WorkForce Pro WF-3725	A4 all-in-one office printer with fax, Wi-Fi, and networking XL size cartridges. 250 sheet paper capacity.	\$229
WorkForce Pro WF-4720	A4 all-in-one office printer with fax, Wi-Fi, and networking XL size cartridges. 250 sheet paper capacity.	\$349
WorkForce Pro WF-4745	A4 all-in-one office printer with fax, Wi-Fi, and networking XL size cartridges. 500 sheet paper capacity.	\$399
WorkForce Range		
WorkForce WF-7725	A3+ all-in-one office printer with PrecisionCore, fax, Wi-Fi, and networking. 500 sheet paper capacity.	\$449
WorkForce WF-2750	A compact all-in-one for fast and easy wireless printing in the home office.	\$179
WorkForce WF-2510	Compact Wi-Fi Multifunction Printer	\$99
Home and Photo Range		
Expression Photo XP-960	Premium A3 Wi-Fi multifunction photo and office printer.	\$449

Expression Premium XP-900	Occasional A3 office and photo printer	\$299
Expression Premium XP-820	Premium Wi-Fi multifunction photo and office printer.	\$369
Expression Photo XP-8500	Premium A4 Wi-Fi multifunction photo and office printer.	\$299
Expression Premium XP-6000	All-in-one photo printer with Wi-Fi Direct	\$179
Expression Home XP-440	All-purpose all-in-one printer with Wi-Fi Direct and 2.7" LCD	\$109
Expression Home XP-340	All-purpose all-in-one printer with Wi-Fi Direct and 1.44" LCD	\$89
Expression Home XP-240	All-purpose all-in-one printer with wireless	\$79
Ecotank Range		
EcoTank Expression ET-2750	Wireless all-in-one with integrated ink system	\$499
EcoTank WorkForce ET-4500	Wireless all-in-one with integrated ink system and ADF	\$499
EcoTank WorkForce ET-4750	Wireless all-in-one with integrated ink system and duplex print	\$699
EcoTank Expression Premium ET-7700	Wireless all-in-one with integrated photo ink system. CD/DVD printing	\$799
EcoTank Expression Premium ET-7750	Wireless all-in-one with integrated photo ink system. Borderless A3	\$999
EcoTank WorkForce ET-16500	A3+ Wireless all-in-one with integrated ink system and duplex print	\$1599

Single function printers

MODEL	DESCRIPTION	RRP (INC GST)
Expression Photo HD XP-15000	A3+ high performance photo printer	\$499
WorkForce WF-100	The lightweight, wireless mobile printer for professionals on the go.	\$399