

Epson Stylus Pro 4900 – Print Permanence Ratings¹

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Jim Richardson, a longtime contributor to National Geographic magazine, making prints with a Epson Stylus Pro 4900 in the spacious studio and gallery he and his wife Kathy operate in the small, picturesque town of Lindsborg, Kansas. <www.smallworldgallery.net.com>

Ink System: Eleven individual pressurized 200 ml ink cartridges are provided in the printer with ten inks used at any given time, as determined by the paper type and print mode selected. Piezo inkjet heads are a permanent part of the printer. Epson UltraChrome HDR Ink pigmented Cyan, Light Cyan, Vivid Magenta, Vivid Light Magenta, Yellow, Orange, Green, Photo Black (for glossy photo papers) or Matte Black (for matte photo papers), Light Black, and Light, Light Black. For the highest d-max with both glossy papers or matte papers, the printer automatically switches between Photo Black and Matte Black inks. Maximum resolution of 2880 x 1440 dpi (dots per inch); variable drop size technology with minimum of 3.5 picoliters.

Maximum Paper Width: 17 inches (43 cm). Top-loading paper feeder handles cut sheet media from 8 x 10 to 17 x 24 inches (43 x 61 cm) and straight-through front manual feeder capable of handling paper up to 1.5mm thick. Auto-loading cassette handles cut sheet paper up to 17 x 24 inches, from 0.08 to 0.27mm thickness. Roll media up to 17-inches wide; built-in automatic and manual rotary media cutter. Borderless (full bleed) cut sheet and roll printing up to 17 x 22 inches.

Special Features: Epson “Advanced Black and White Photo Mode” provides a simplified way to make excellent B&W or toned (neutral, warm, cool, or sepia) prints from RGB color image files without having to convert the files in Photoshop. Optional in-line Epson SpectroProofer spectrophotometer available for proofing applications.

Price: \$2,495 (USA) Epson Model No. SP4900HDR (Standard Edition) and \$2,995 for SP4900DES (Designer Edition). The two printers were announced September 2010 and started shipping in December 2010.



Richardson with his good friend, photographer Jim Turner. The two frequently collaborate on photography projects. <www.turner-photography.com>

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

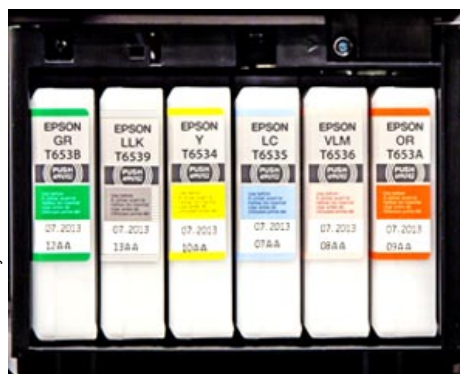
Paper, Canvas, or Fine Art Media Printed With Epson UltraChrome HDR Pigment Inks	Displayed Prints Framed Under Glass ⁽³⁾	Displayed Prints Framed With UV Filter ⁽⁴⁾	Displayed Prints Not Framed (Bare-Bulb) ⁽⁵⁾	Album/Dark Storage Rating at 73°F & 50% RH (incl. Paper Yellowing) ⁽⁶⁾	Unprotected Resistance to Ozone ⁽⁷⁾	Resistance to High Humidity ⁽⁸⁾	Resistance to Water ⁽⁹⁾	Are UV Brighteners Present? ⁽¹⁰⁾
Epson Premium Photo Paper Glossy (250) (Epson Premium Glossy Photo Paper outside USA)	85 years	98 years	60 years	>300 years	>100 years	very high	high	no
Epson Ultra Premium Photo Paper Luster (260) (Epson Premium Luster Photo Paper outside USA)	83 years	>200 years	45 years	>200 years	>100 years	very high	high	yes
Epson Exhibition Fiber Paper (Epson Traditional Photo Paper outside USA)	90 years	150 years	44 years	>200 years	>100 years	very high	moderate ⁽¹¹⁾	yes
Epson UltraSmooth Fine Art Paper	108 years	175 years	57 years	>300 years	>100 years	very high	moderate ⁽¹¹⁾	no
Epson Hot Press Natural Paper	now in test	now in test	now in test	>200 years	>100 years	very high	moderate ⁽¹¹⁾	no

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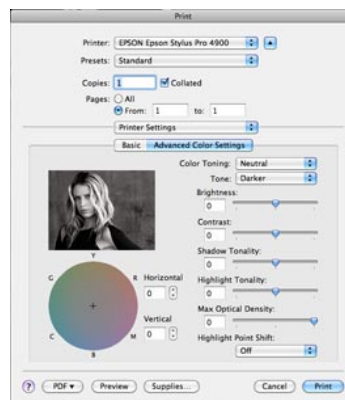
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Left ink compartment with six HDR cartridges.



Right ink compartment with five HDR cartridges.



Epson's "Advanced Black and White Photo Mode" utilizes the three-level UltraChrome HDR Ink black and gray inks to provide excellent neutrality throughout the tonal scale and also allows the user to shift the overall hue or "tone" of a 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 Fine Art Media Printed With Epson UltraChrome HDR 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⁾	Unprotected Resistance to Ozone ⁽⁷⁾	Resistance to High Humidity ⁽⁸⁾	Resistance to Water ⁽⁹⁾	Are UV Brighteners Present? ⁽¹⁰⁾
Epson Hot Press Bright Paper	now in test	now in test	now in test	>200 years	>100 years	very high	moderate ⁽¹¹⁾	yes
Epson Cold Press Natural Paper	now in test	now in test	now in test	>200 years	>100 years	very high	moderate ⁽¹¹⁾	no
Epson Cold Press Bright Paper	now in test	now in test	now in test	>200 years	>100 years	very high	moderate ⁽¹¹⁾	yes
Epson Velvet Fine Art Paper	61 years	125 years	34 years	>200 years	>100 years	very high	moderate ⁽¹¹⁾	some
Epson Velvet Fine Art Paper w/PremierArt™ Spray ⁽¹²⁾	82 years	168 years	55 years	>200 years	>100 years	very high	moderate ⁽¹¹⁾	some
Epson Watercolor Paper Radiant White	118 years	236 years	68 years	>200 years	>100 years	very high	moderate ⁽¹¹⁾	yes
Epson Enhanced Matte Paper ⁽¹³⁾	82 years	110 years	48 years	110 years	>100 years	very high	moderate ⁽¹¹⁾	yes
Epson Premium Canvas – Matte	to be tested	to be tested	to be tested	to be tested	to be tested	to be tested	to be tested	–
Epson Premium Canvas – Matte w/PremierArt™ Print Shield Spray ⁽¹²⁾	to be tested	to be tested	to be tested	to be tested	to be tested	to be tested	to be tested	–

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Epson Stylus Pro 4900 – Print Permanence Ratings¹



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Located in central Kansas, Lindsborg is near the beautiful Flint Hills prairie region of the state.



Lindsborg's Swedish Country Inn features Swedish-style breakfasts. Settled by Swedish immigrants in 1869, the town is the home of Bethany College.



A billboard near the Lindsborg exit on Interstate Highway 135 for Jim Richardson's Small World Gallery and Jim Turner's Brick Street Gallery.



Both Jim and Kathy Richardson grew up in Kansas and they met each other while working for the *Capitol-Journal* newspaper in Topeka, Kansas – she was a reporter and he was a photographer. After living in Denver, Colorado for a few years, they decided to return to Kansas and chose Lindsborg for their new home because it is a college town with a diverse and artistic population. Kathy is a jewelry artist and shares studio space with her husband. A longtime contributor to *National Geographic* and other magazines, Jim travels worldwide shooting long-form stories for six months or more a year, and Kathy manages the gallery when Jim is away. They do all of their printing in the studio with Epson Stylus Pro 9900 and 4900 printers. With a large number of images available, visitors to the gallery may order prints in any size they desire – while they wait – and matting and framing are conveniently available next door at Jim Turner's Brick Street Gallery. Customers may also order prints through the Small World Gallery website. The gallery also has an extensive greeting card business, printing only the twenty or so cards needed to keep each spot on the display racks full, thus avoiding the need to maintain an inventory. When an image sells out, Jim simply prints additional copies.



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Epson Stylus Pro 4900 – Print Permanence Ratings¹

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

Note: The Display Permanence Ratings given here are based on long-term testing with the previous generation of UltraChrome K3 and ongoing tests with UltraChrome HDR 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 HDR inkset largely replace the orange, green, 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 Fine Art Media Printed With Epson UltraChrome HDR 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⁾	Unprotected Resistance to Ozone ⁽⁷⁾	Resistance to High Humidity ⁽⁸⁾	Resistance to Water ⁽⁹⁾	Are UV Brighteners Present? ⁽¹⁰⁾
Epson Premium Photo Paper Glossy (250) (Epson Premium Glossy Photo Paper outside USA)	>135 years	>135 years	>76 years	>300 years	now in test	very high	high	no
Epson Ultra Premium Photo Paper Luster (260) (Epson Premium Luster Photo Paper outside USA)	>95 years	>218 years	>58 years	>200 years	now in test	very high	high	yes
Epson Exhibition Fiber Paper (Epson Traditional Photo Paper outside USA)	>200 years	>200 years	>150 years	>200 years	>100 years	very high	moderate ⁽¹¹⁾	yes
Epson UltraSmooth Fine Art Paper	>205 years	>300 years	>138 years	>300 years	now in test	very high	moderate ⁽¹¹⁾	no
Epson Hot Press Natural Paper	now in test	now in test	now in test	>200 years	>100 years	very high	moderate ⁽¹¹⁾	no
Epson Hot Press Bright Paper	now in test	now in test	now in test	>200 years	>100 years	very high	moderate ⁽¹¹⁾	yes
Epson Cold Press Natural Paper	now in test	now in test	now in test	>200 years	>100 years	very high	moderate ⁽¹¹⁾	no
Epson Cold Press Bright Paper	now in test	now in test	now in test	>200 years	>100 years	very high	moderate ⁽¹¹⁾	yes
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
Epson Premium Canvas – Matte	to be tested	to be tested	to be tested	to be tested	to be tested	to be tested	to be tested	–
Epson Premium Canvas – Matte w/ PremierArt™ Print Shield Spray ⁽¹²⁾	to be tested	to be tested	to be tested	to be tested	to be tested	to be tested	to be tested	–

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Epson Stylus Pro 4900 – Print Permanence Ratings¹

Notes on These Tests:

1) The image permanence data presented here are based on tests done with Epson UltraChrome K3 with Vivid Magenta inks and Epson UltraChrome HDR inks on a variety of media used in several different Epson large-format printers. Tests to date indicate that with color images, UltraChrome K3, UltraChrome K3 with Vivid Magenta, and UltraChrome HDR inks have similar permanence characteristics. However, with black and white prints, the display permanence ratings with UltraChrome K3 and HDR inks are significantly improved because the three-level, highly-stable carbon pigment based black inks in the these inksets 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 “Advanced 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 an Epson Stylus Pro 4900 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) There are currently no ISO or ANSI standards which provide a means of evaluating the permanence of inkjet or other digitally-printed photographs. As a member of ISO WG-5/TG-3 permanence standards group, WIR is actively involved in the development of a new series of ISO standards for testing digital prints. However, as of January 2010, no dates have been announced for the completion and publication of these new ISO standards. The WIR Display Permanence Ratings (DPR) given here 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. This paper may be downloaded in PDF form at no charge from: http://www.wilhelm-research.com/pdf/is_t/WIR_ISTpaper_2002_02_HW.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,

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
	Hewlett-Packard
	Epson
	Canon
	Lexmark
	Fuji
	Ilford
	Canson
	DNP Konica
	Kodak (for Kodak consumer inkjet prints)
	Ferrania
	InteliCoat
	Somerset
	Harman
	LexJet
	Lyson
	Luminos
	Hahnemuhle
	Premier Imaging Products
	American Inkjet
	MediaStreet
Kodak (for Kodak silver-halide papers and Kodak dye-sub prints)	

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*: 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

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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 (for Kodak silver-halide papers and Kodak dye-sub prints)	Hewlett-Packard
	Epson
	Canon
	Lexmark
	Fuji
	Ilford
	Canson
	DNP Konica
	Kodak (for Kodak consumer inkjet prints)
	Ferrania
	InteliCoat
	Somerset
	Harman
	LexJet
	Lyson
	Luminos
	Hahnemuhle
Premier Imaging Products	
American Inkjet	
MediaStreet	

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. 5 below).

Eastman Kodak has licensed WIR image permanence data for the Kodak line of consumer inkjet printers, and WIR data for these printers are posted on the WIR website (see, for example, <http://www.wilhelm-research.com/kodak/esp9.html>) WIR’s tests with the Kodak consumer inkjet printers are performed using the exact same methodologies employed for all other inkjet printers and other print products posted on the WIR website.

Kodak’s internally-developed print permanence test methodologies have been used by the company for many years and the company continues to base its

home display-life calculations for Kodak silver-halide (chromogenic) color papers and Kodak dye-sub (thermal dye transfer) prints on 120 lux/12 hours per day, rather than the 450 lux/12 hours per day adopted by WIR. It is important to understand this and other differences between WIR’s test methods and Kodak’s test methods (see, for example, the article by Charlie Brewer titled “At Least For Ink Jet Print Permanence, WIR and Kodak Mend Fences,” *The Hard Copy Supplies Journal*, Lyra Research, Newtonville, MA 02460, March 2008, pp. 1–2. The article is available for download at http://www.wilhelm-research.com/hc/Kodak-WIR_Permanence2008_03.pdf). Some of Kodak’s display-life predictions for the now-obsolete Kodak Ultima Picture Paper (a swellable inkjet paper designed for dye-based inks) were *almost 15X* longer than the predictions obtained in the more conservative tests 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. 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 in-

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Epson Stylus Pro 4900 – Print Permanence Ratings¹

Notes on These Tests (continued from previous page):

cluded 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 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. Resistance to ozone exposure varies considerably, depending on the specific type and brand of dye-based inks and photo paper. In some locations, displayed unframed prints made with certain types of 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 environmental conditions in which prints may be displayed or stored, the data given here will be limited by the “Unprotected Resistance to Ozone” ratings. That is, when ozone resistance tests are complete, in cases where the “Unprotected Resistance to Ozone” predictions are less than the “Display Permanence Ratings” for displayed prints that are NOT framed under glass (or plastic), and are therefore exposed to circulating ambient air, the “Display Permanence Ratings” will be reduced to the same number of years given for “Unprotected Resistance to Ozone” even though the “Display Permanence Rating” for unframed prints displayed in ozone-free air is higher. For all of the reasons cited above, all prints made with microporous papers and dye-based inks should always be displayed framed under glass or plastic. For that matter, ALL displayed prints, regardless of the technology with which they are made, should be framed under glass or plastic sheets. This includes silver-halide black-and-white and color prints, dye-sub prints, and inkjet prints made with dye-based or pigmented inks on swellable or microporous papers, canvas, or other materials.

- 6) Prints stored in the dark may suffer slow deterioration that is manifested in yel-

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Epson Stylus Pro 4900 – Print Permanence Ratings¹

Notes on These Tests (continued from previous page):

lowing 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., 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.

7) Tests for “Unprotected Resistance to Ozone” are conducted with an accelerated ozone exposure test using a SATRA/Hampden Test Equipment Ltd. Model 903 Automatic Ozone Test Cabinet (with the test chamber maintained at 23°C and 50% RH) and the reporting method outlined in: Kazuhiko Kitamura, Yasuhiro Oki, Hidemasa Kanada, and Hiroko Hayashi (Seiko Epson), “A Study of Fading Prop-

erty 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: Henry Wilhelm, Kabenla Armah, Dmitriy Shklyarov, Barbara Stahl, and Dimitar Tasev, “A Study of ‘Unprotected Ozone Resistance’ of Photographs Made with Inkjet and Other Digital Printing Technologies,” *Proceedings: Imaging Conference JAPAN 2007, The 99th Annual Conference of the Imaging Society of Japan*, June 6–8, 2007, pp. 137–140. See also: 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. The IS&T article is 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 9, 2005, pp. 95–98. Available in PDF format from <www.wilhelm-research.com> <WIR_JapanHardcopy2005MMG_HW.pdf>

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*

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Epson Stylus Pro 4900 – Print Permanence Ratings¹

Notes on These Tests (continued from previous page):

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 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.