

# Competitive Comparison

SII ● Seiko I Infotech Inc.

**ColorSpan**

versus

**ColorPainter 64S**

**Displaymaker 72s**



## ColorPainter 64S Provides Superior Print Quality & Better Value

The ColorPainter 64S solvent printer utilizes an advanced 512 nozzle piezo-electric head, while the Displaymaker uses an older 96 nozzle technology piezo-electric head. Due to this, the CP64S uses just 6 heads to print 6 full colors using 3,072 nozzles. The Displaymaker uses 16 heads for a total of 1,536 nozzles. ColorSpan claims their printer can print in 600x600 dpi with 4 passes per color at 200 sfph with only 1,536 nozzles - but this claim has not been substantiated. Other 1,500 nozzle printers like the Roland SolJet offer speeds of 75 sfph at 720x720 dpi with 4 passes per color. Consequently, the ColorSpan 600x600 speed specification looks suspect.

The image quality of the ColorPainter 64S is better due to 3 key advantages: better colors, higher resolution, and more colors. The ColorPainter 64S also boasts the best adhesion to uncoated media in the industry. The ColorSpan printer has a more grainy appearance (due to the larger 600 dpi dot) and less smooth gradations (due to only 4 colors). Colors are also not as bright - especially reds and blacks. Six color printing had become the standard in the industry for good reason - it looks much better. The ColorSpan product is clearly out of step with this industry evolution.

Replacement costs of the SIIT heads are roughly \$1,399 each x 6 = \$8,394 for a set. The cost to replace a set of 16 heads is not known for the ColorSpan. We suspect the set of 16 heads is expensive. A 1-year extended warranty is \$3,499 for the ColorPainter 64S, while the Displaymaker 72s cost is not known - but rumored to be much more expensive.

**SUMMARY:** Due to the Displaymaker 72s' older technology, inferior image quality, and high price - the ColorPainter 64S is a much better value for those customers not requiring 72" print widths. ColorSpan has recently reduced their ink price to \$125 per liter to entice buyers, but ink savings cannot offset the lower quality output and high initial product price. Based on the industry's most advanced inkjet head, the ColorPainter 64S offers superior image quality, color, and value over the Displaymaker 72s.

Specifications	ColorPainter 64S	Displaymaker 72s
Printer Width	64"	72"
Head Technology	Seiko I Infotech Piezo-electric	Hitachi Piezo-electric
Nozzles Per Head	512 nozzles	96 nozzles
Resolution	720 dpi	600 dpi
Colors	6	4
Ink Type	Pigmented Solvent	Pigmented Solvent
Image Quality	Excellent	Fair
720x720 4 Pass Speed	176 sfph	200 sfph (unsubstantiated)
Integrated takeup system	Included	None
Yearly Warranty Cost	\$3,499	n/a
Printer Price	<b>\$32,995</b>	<b>\$54,995</b>

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All information contained in this document is the opinion of SIIT and based on the best available public data at the time of publication.