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Kodak launches ESP 5 and 3 all-in-one printers

New inkjet offerings for consumers

by Amy-Mae Elliott published on 24 April 2008

Kodak says it will change the way the world prints at home with its new KODAK ESP 5 All-in-One Printer.

The newest device in Kodak's consumer inkjet printer portfolio claims to offer the "latest in design and performance, providing a high quality, easy-to-use printing system".

"Kodak is delivering on its promise to end ink profiteering and to bring people affordable, premium ink with the introduction of the new KODAK ESP 5 All-in-One Printer", said Enrico Bradamante, Kodak's director of inkjet systems, Europe.

"We are focusing on delivering easy-to-use products that provide superb-quality and save up to 50 percent on everything you print compared to similar consumer inkjet printers."

The ESP 5 uses Kodak's inks that come in a "simple" two-cartridge setup - a full black cartridge (£6.99 RRP) and a five-ink colour cartridge (£9.99 RRP).

Kodak says the ESP 5 printer features a "sleek" design with print, scan and copy capabilities. It has a 3-inch colour LCD display along with memory card and USB slots to allow consumers to view, edit and print with or without a computer. It will cost £129.99.

The Kodak ESP 3 also goes on sale now (for £79.99) and features new software - Facial Retouch - that enables consumers to enhance their personal photographs in their own homes by reducing blemishes and enhancing facial features in one click.

