

# Epson Philippines expands its business inkjet printer offerings

EPSON Philippines on Monday announced a new range of business inkjet printers as it continues to expand its corporate product offerings in the country.

The company said in a statement on Monday that it launched the new WorkForce Enterprise AM series, comprised by its AM-C4000, C5000, and C6000 A3 Color Multifunction Printers, which offer “an equally efficient and affordable alternative to laser printers.”

Epson Philippines said the new printers are now for sale.

“The new printers have fewer replacement parts to maintain, and this results in reduced intervention required throughout the lifespan of the product. With less consumables required to function, the printers generate less overall waste...” Epson Philippines said.

Eduardo Bonoan, Epson Philippines marketing division head, said the new offerings aim to help in local companies’ move towards sustainability.

“We are confident that our new WorkForce Enterprise AM series will be a strong and affordable alternative to laser copiers. Incorporating innovative solutions with a strong focus on eco-friendliness, Epson WorkForce Enterprise AM series printers are designed to be a staple of the sustainable office of the future,” Mr. Bonoan said.

Epson Philippines said the new WorkForce Enterprise AM series seeks to address the market gap in the 30 to 60 pages per minute range and provides an alternative to laser printing options.

“The availability of newer speed ranges is especially beneficial for corporate offices, as they typically require mid-

speed printers for the printing of general office documents,” it said.

Replacing the WF-C20600 LJJ printer, the AM-C6000 features a faster A4 two-sided scan speed at 120 images per minute (ipm) from 110 ipm. The AM-C6000 also weighs less than its predecessor at 99.4 kilograms from 177.1 kilograms.

Its panel is an upgraded capacitive 10.1-inch touch panel, while the typical electricity consumption value will be decreased to 0.25 kilowatt-hour (kWh) from 0.41 kWh.

The other features of the WorkForce Enterprise AM series include a built-in optical character recognition that allows users to search for words in documents, the erase-red-color function that removes red-colored marking or notes in black and white documents, and

Epson Print admin that boosts security and prevents leakage of confidential data.

The new printers also feature an enhanced design and are powered by Epson’s heat-free technology for less power consumption compared to laser printers.

Epson previously announced that it would stop the sale and distribution of laser printer hardware in the Southeast Asia market by year-end as part of its sustainability efforts.

“Epson’s sustainable inkjet technology has long been at the forefront of our printing and innovation solutions. Consuming less energy and consisting of fewer consumable parts, inkjet printers provide a more sustainable answer to printing solutions as compared to laser printers,” Mr. Bonoan said. — **Revin Mikhael D. Ochoa**

## Adobe, Nvidia AI image systems aim to resolve copyright questions

TWO Silicon Valley companies on Tuesday announced new tools that use artificial intelligence to generate images while tackling some of the thorniest legal issues surrounding the technology: copyrights and payments.

Adobe Inc. added artificial intelligence (AI) to some of its most popular software, including Adobe Photoshop and Adobe Illustrator, to speed up the process of generating images and text effects, noting that creators whose work was used by the tools will be able to get paid.

Nvidia Corp. unveiled its own service, known as “Picasso,” that uses AI to generate images, videos and 3D applications from text descriptions. Nvidia trained the technology on images licensed from Getty Images, Shutterstock, Inc., and Adobe, and plans to pay royalties.

This marks a milestone in the ongoing tension between the rights of copyright holders and emerging technology. Image-generation technology is “trained” on billions of images, but whether that use is legally permitted is not always clear.

Getty Images earlier this year sued Stability AI, creators of the open-source art generation program Stable Diffusion, claiming it had copied more than 12 million images from its database without permission.

“This collaboration (with Nvidia) is testament to the feasibility of a path of responsible AI development and the unique nature of Getty Images content and data,” Getty Images Chief Executive Officer Craig Peters told Reuters in an e-mail.

“It is in-line with our belief that generative AI is an exciting tool that should be based on permissioned data, visuals, and individual privacy.”

Adobe’s new AI-enhanced feature, called “Firefly,” allows users to use words to describe the images, illustrations, or videos that its software will create. Because the AI has been trained on Adobe Stock images, openly licensed content and older content where copyright has expired, the resulting creations are safe for commercial use, it said.

The company also is advocating for a universal “do not train” tag that would allow photographers to request that their content not be used to train models.

“We’re very interested in making this creator friendly,” Ely Greenfield, chief technology officer for digital media at Adobe, told Reuters.

If Adobe users ask the system for an image in the style of a particular artist, “it won’t generate an image that is aping that person’s style,” Mr. Greenfield said. “You as an artist can merchandise this. If someone wants to use your style, you can actually sell a customer the right to use your style.”

Nvidia’s Picasso AI-image generator is part of a collection of AI-powered cloud products unveiled at its GTC Developer Conference.

“This is the basis of having something that will be interesting to the marketplace,” said Greg Estes, Nvidia’s vice-president of developer programs, of working with partners like Getty.

“Because other software providers or enterprises of any kind, they don’t want to be involved (with image-generating AI) not knowing what the provenance is” of the underlying training images, he said.

Jun-Yan Zhu, assistant professor in the Robotics Institute at Carnegie Mellon, said it is not unusual for open-source AI models to train on billions of images. A number of factors, including whether a photographer is famous or whether the training dataset is publicly available, determine whether photographers know their works have been sampled, he added.

Mr. Zhu said he hopes photographers and artists may ultimately benefit by using the technology to license their artistic style.

“The livelihoods of content creators depend on respect for intellectual property rights and the value of their creative endeavors,” said Getty’s Mr. Peters.

“We believe that innovation and creativity thrive in an environment where artists, photographers, videographers, and creatives everywhere can be fairly compensated for their work, especially when it is used for commercial purposes.”

— **Reuters**

## Accelerating digital transformation through a future-proof workforce

By Arun Kumar

IN today’s fast-paced digital landscape, businesses must prioritize digital transformation to stay ahead of the curve. But how can they create a future-proof workforce that can adapt to changing technologies and market trends? One answer lies in investing in the right people, processes, and tools. And that’s where software comes in.

One example of how a future-proof workforce can accelerate digital transformation is in the information technology (IT) industry. IT teams are often inundated with requests and queries from users who may not be familiar with IT jargon. This can lead to misunderstandings and delays in resolving issues. However, with the right tools and training, IT teams can streamline their processes and improve their efficiency.

### HOW JAPAN BUSINESS SYSTEMS ASIA PACIFIC SOLVED THE DIGITIZATION CONUNDRUM

Take Japan Business Systems Asia Pacific (JBSAP) as an example. JBSAP is a managed service provider (MSP) that remotely manages its clients’ IT infrastructure and end-user systems. Before implementing ServiceDesk Plus MSP, an IT management tool from ManageEngine, JBSAP’s IT team had to liaise with end users through e-mail or WhatsApp to handle their queries. This process was messy

and time-consuming, with messages being difficult to comprehend.

However, after implementing ServiceDesk Plus MSP, JBSAP’s users were able to easily raise tickets, and both the IT team and their clients could check the issues and statuses in detail. The tool also allowed JBSAP to create rules, such as asking users to write down their issues in detail when they submit a ticket. This feature improved support and helped to resolve issues more efficiently.

### BUILDING A FUTURE-READY ORGANIZATION

As businesses continue to adapt to the increasing digitization of the world, they must prioritize digital transformation to remain competitive. Creating a future-proof workforce requires businesses to invest in the right people, processes, and tools. While there are many software options available, it is essential to choose a solution that is scalable, adaptable, and user-friendly.

While digitalization is crucial for future-proofing the workforce in the ASEAN region, it is not without its challenges. One challenge is the cost of implementing digital solutions. Many businesses, especially small and medium-sized enterprises, may not have the financial resources to invest in costly digital infrastructure or software. This can limit their ability to compete in the digital marketplace and hinder their growth potential.

Data privacy and cybersecurity are also major concerns for businesses in the ASEAN

region. With the use of digital solutions increasing, there is a higher risk of data breaches and cyberattacks. This means that businesses must take proactive measures to protect their sensitive data and ensure that their digital solutions are secure.

Finally, there is the challenge of cultural change. Digitalization requires a shift in mindset and working practices, which can be difficult for some employees to adapt to. Businesses must communicate the benefits of digitalization and provide the necessary support and resources to help employees embrace the change.

In conclusion, digital transformation is critical for businesses to remain competitive in today’s digital age. Companies must prioritize investing in a future-proof workforce that can embrace and leverage technology to drive digital transformation initiatives. By doing so, they can improve their efficiency, productivity, and customer satisfaction, leading to better business outcomes.

Tackling the challenges of digitalization requires a concerted effort from both businesses and governments. By investing in digital infrastructure, upskilling the workforce, and prioritizing data privacy and cybersecurity, businesses can overcome these obstacles and create a future-proof workforce that can thrive in the digital age.

Arun Kumar is the ManageEngine regional director for Asia-Pacific.

## Lack of confidence hindering Filipinas’ business foray — Avon

MORE than half of Filipinas have cited the lack of confidence as an obstacle that prevents them from starting a business, according to a report by global beauty brand Avon.

In a statement on Wednesday, Avon said its Global Progress for Women report showed that 52% of Filipina respondents pointed to the lack of confidence as a barrier to starting a business, while 79% blamed insufficient financial resources for hampering their entrepreneurial goal.

The Avon report, which was conducted by global research company Censuswide, involved more than 7,000 women from the United Kingdom, Italy, Romania, Poland, Philippines, Turkey, and South Africa. The research was done from Jan. 18 to 23 this year.

According to Avon, the research showed that 90% of Filipinas want a higher income but have been hindered by social and cultural norms.

“These statistics are alarming, as a deeper dive into the report reveals that 90% of Filipina women want to earn more money. However, the barriers that keep them from greater economic opportunities spotlight larger Philippine social and cultural issues that need to be addressed,” Avon said.

Citing a 2021 study by the World Bank, Avon said that gender norms in the Philippines have dominated the economic and domestic roles for men and women, adding that men have been typically deemed as breadwinners while women have been seen as homemakers. — **Revin Mikhael D. Ochoa**

**FULL STORY**



Read the full story by scanning the QR code or by typing the link  
<https://bit.ly/3naNst1>

## CTA affirms denial of travel tech firm’s refund claim worth P16.8M

THE Court of Tax Appeals (CTA) has upheld its denial of Amadeus Marketing Philippines, Inc.’s refund claim worth P16.82 million allegedly representing its excess value-added tax (VAT) traced to zero-rated sales for 2016.

In a 17-page decision made public on March 20, the tribunal said the firm’s sales did not qualify for 0% output VAT.

“In other words, instead of Amadeus IT Group S.A. (AGSA) itself granting licenses to Subscribers, as the owner of the said Product, it is being done by the petitioner (Amadeus Marketing) on behalf of the former in the Philippines,” according to the ruling penned by Associate Justice Lane S. Cui-David.

The tax court said the firm failed to prove that AGSA was doing business outside the Philippines.

Under the country’s revenue code, transactions with foreign corporations doing business outside the

country are entitled to zero-rated sales that do not translate to output tax.

Sales and services must be other than processing, manufacturing or repacking of goods and are paid in acceptable foreign currency to qualify for 0% VAT.

The firm distributes computer software that allows its clients to book airline seats, travel tours, and hotel services, among others.

The court cited the Bureau of Internal Revenue’s finding that AGSA was doing business in the Philippines since it was in a domestic distribution agreement with Amadeus Marketing.

“It is imperative for petitioner to illustrate before this court not only that it is entitled to a refund, but also that the commissioner of internal revenue should not have denied it in the first place,” the CTA said. — **John Victor D. Ordoñez**



Republika ng Pilipinas  
**LUNGSOD NG MAKATI**

**SANGGUNIANG PANLUNGSOD OF MAKATI**

### NOTICE OF PUBLIC HEARING

Please be informed that a **PUBLIC HEARING** shall be conducted on **27 March 2023 at 10:00 AM** at the **Makati City Session Hall, 22<sup>nd</sup> Floor, Makati City Hall (Main Building)**, relative to **Draft Ordinance No. 2023-056** entitled as **“AN ORDINANCE ADOPTING THE METRO MANILA TRAFFIC CODE OF 2023, SUBJECT TO EXISTING LAWS, RULES, AND REGULATIONS.”**

Copies of the said Draft Ordinance shall be posted at the Bulletin Boards of Makati City Hall Buildings 1 and 2, and the Makati City website [www.makati.gov.ph](http://www.makati.gov.ph), for your perusal and reference.

In view hereof, you are hereby invited to attend by physically attending such event or by watching the same in My Makati Facebook Page as this will give you the opportunity to express your views, comments and recommendations on the matter.

Minimum public health standards shall be observed.

Your presence will be highly appreciated.

Thank you.

**ATTY. DINDO R. CERVANTES**  
Secretary to the Sangguniang Panlungsod

“Ang Makati ay para sa kapwa ko taga Makati.”