

Press Release

Canon CX-1 to improve retinal examination speed and efficiency

New addition to medical imaging portfolio cuts diagnosis time

London, September 3, 2009 — Canon Europe, world-leader in imaging solutions, is today announcing the global launch of the new CX-1, a world first in retinal imaging technology to be displayed for the first time at this year's [ESCRS Congress](#).

Canon's CX-1 is a compact and portable hybrid retinal camera that combines both Mydriatic and Non-Mydriatic Modes, and switches between the two with a simple touch of a button. As well as saving on equipment investment, this function also means that the examiners using the equipment can screen for more than one disease, e.g. AMD (Age-related Macular Degeneration), Glaucoma and diabetic retinopathy, with the same unit. This saves time and removes the need for repeat appointments.

Retinal diseases can have devastating consequences, and so early diagnosis is crucial. Unlike other retinal cameras currently available on the market, the CX-1 could be helpful for detecting early signs of AMD without the need of special conditions such as eye drops (Mydriatics) to dilate the pupil.

This is due to the camera's ability to take FAF (Fundus Autofluorescence) images in Non-Mydriatic mode. To date, FAF was only possible when in Mydriatic camera mode. Detecting Autofluorescence of the retina is an important indication of the retina's health. Using the Non Mydriatic Mode not only saves time and resources, it also makes the diagnostic procedure a lot more comfortable for the patient.

Canon's own EOS camera technology, with its renowned image processing capabilities, is adapted exclusively for medical use in the CX-1 to provide optimal retinal imaging in a compact and convenient system. The single onboard digital camera handles five different photography modes with ease, including non-mydratic FAF photography, allowing EOS imaging technology to benefit all retinal images from the CX-1.

Mr. Yoshiyuki Masuko, Senior Director, Medical Systems Division, Canon Europa N.V. said of the CX-1, "As well as a step-forward in medical innovation, the compact and adaptable design of the CX-1 also represents years of in-depth research into the technology needs of ophthalmic examination. Canon is continuously developing its imaging technology in order to stay ahead with fast-growing medical needs."

"The advanced imaging technology is used to aid accurate diagnosis whilst considering the patient's needs with a multi-functional design that makes the diagnosis process as comfortable as possible for them," continued Mr. Yoshiyuki Masuko.

The CX-1 will be available for sale across the EMEA region from the end of September.

For further information about the product and details of local distributors please visit: <http://www.canon-europe.com/medical>

Notes to editors

The Canon CX-1 will be on display at ESCRS Congress in Barcelona, Spain, 12-16 Sept 2009, booth number H2.

Canon has been an innovator in Medical applications for 68 years. Today, Canon's extensive line of ophthalmic diagnostic equipment spans cutting-edge digital retinal imaging systems, fully automatic Ref-Keratometers and Tonometers, as well as associated intuitive control software to enhance patient

care. Canon's advanced diagnostic cameras expand the limits of retinal photography and improve the quality of vision care.

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About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 120 countries and employing over 11,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon's tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers' creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon believes that considering the interests of society and the environment is an integral part of good business practice. This is embodied in its corporate philosophy Kyosei - 'To live and work together for the common good'.

Further information about Canon Europe is available at:

www.canon-europe.com

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