

Press Release

Canon Wins Two iF Design Awards

- *Canon Digital IXUS 110 IS wins Gold communication design award for its user interface*
 - *Canon PowerShot E1 wins award for packaging*

LONDON, 28 August 2009 – Canon, world-leader in imaging solutions, has today been awarded Gold at the International Forum Design (iF) communication design awards 2009 in Germany, in further recognition of its continued success in technology design. The company has received the Gold iF award in the Product Interfaces category for its Digital IXUS 110 IS digital camera. Canon also received an award in the Packaging - Sales Packaging category for the Canon PowerShot E1, a digital compact camera.

Each year, the iF Awards jury, made up of top-class designers and industry leaders, selects the best in international design amongst 2,500 entries from more than 30 countries across six award categories. The iF Awards have been organised by the International Forum Design since 1953 and are now recognised as one of the most prestigious design awards in the industry.

The Canon Digital IXUS 110 IS was particularly commended for the sophisticated design of its interface which enables fast and easy operation of the camera. The newly developed user interface rotates smoothly on the screen allowing swift actions and no missed shutter opportunities. Of particular note is the ability to select favourites and select pictures simply by shaking the camera.

The Canon PowerShot E1 was commended for the simplicity of the packaging design as well as the significantly reduced level of materials used, reducing the impact on the environment.

Masaaki Sakai, Senior General Manager of the Design Centre, Canon Inc., commented, “We are extremely pleased that the Digital IXUS 110 IS has been awarded the iF Gold Award. The first Digital IXUS was released in 2000 and has seen many technology upgrades since. Canon has focused heavily on user interface design to improve ease-of-use and experience quality.”

“For the Digital IXUS 110 IS specifically, we have improved the wheel operation to give smoother access to settings and the image library. In receiving this award Canon is further encouraged to design more easy-to-use, high-quality and innovative interface experiences.”

- ENDS -

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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