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Canon wins 4 top awards from TIPA



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Amstelveen, The Netherlands, 23 April 2008: Canon today celebrates winning four best product awards from the prestigious Technical Image Press Association (TIPA) – Europe’s leading photo and imaging press association.

The Canon EOS 450D was heralded as the ‘Best D-SLR Advanced’ across Europe for 2008, while the Canon 55-250mm f/4-5.6 IS was named ‘Best Entry Level Lens’. The Canon PIXMA MP970 received the ‘Best Multifunction Photo Printer’ award and, in the company’s IT & Office product line-up, the Canoscan 8800F was recognised as the ‘Best Flatbed Photo Scanner’. As Canon continues to strengthen its portfolio across all product groups – spearheaded by the recent launch of the EOS 450D – these awards confirm its strength in the imaging market.



“To receive four TIPA awards across four different product groups is a real thrill for all of us at Canon,” said Mogens Jensen, Head of Canon Consumer Imaging



Europe. "Our core technologies – from semi-conductor fabrication to lens manufacture – underlie every part of our business; this advantage is also what these TIPA awards recognise."

Best D-SLR Advanced in Europe 2008: Canon EOS 450D

Canon's newest addition to the EOS family, the 12.2 Megapixel EOS 450D was lauded by the TIPA judges as 'an excellent camera to discover the next step in digital photography.' Highlighting the 3.0" LCD with Live View mode, the panel were also impressed by the camera's 'responsive auto focus system and superb image quality.' Remarking on its lightweight, compact design, they concluded that 'the EOS 450D is simple to use and fast, too, with a burst rate of 3.3 frames per second.'

Best Entry Level Lens in Europe 2008: Canon EF-S 55-250mm f/4-5.6 IS

Ideal for wildlife, sports and travel photography, the judges recognised the 'tremendous range of focal lengths' the EF-S 55-250MM f/4-5.6 IS offers. Its 4-stop optical Image Stabilizer dramatically increases low light performance and, in the judges' opinion, 'effectively converts a slow lens into a fast one.' Constructed from 12 lenses in ten groups, they noticed 'that sharpness and distortion is well controlled'. Plus, 'it weighs only 390 grams, so it's light enough for photographers to carry as a regular part of their shooting kit.'

Best Multifunction Photo Printer in Europe 2008: Canon PIXMA MP970

The judges summed up the appeal of the PIXMA MP970 in just four words: 'Photos and more besides!' They characterised the flagship model of Canon's All-in-One inkjet printer as the combination of 'high grade photo printing capabilities with advanced scanning and copying features.' With seven separate inks providing 'natural colour rendition', the panel found that 'Canon's 9600x2400 dpi FINE printhead ensures superb photo quality in terms of colour reproduction, detail and sharpness.'

Best Flatbed Photo Scanner in Europe 2008: Canon CanoScan 8800F

The 4800x9600 ppi CanoScan 8800F is designed for graphic designers, artists and advanced photographers seeking optimal scanning quality. The judges concluded that it 'provides consumers with a solution for all photo archiving needs with the ability to scan up to twelve 35mm slides or negatives at a time, along with standard documents and images.' The panel praised the scanner's 'Film Automatic Retouching and Enhancement (FARE) Level 3 technology, which aids in automatic dust, scratch, fading and graininess reduction,' and noted that 'the CanoScan 8800F is the first Canon scanner to come equipped with a high-luminance white LED lamp' – technology that 'virtually eliminates warm-up time and allows for scanning to begin instantaneously from its sleep mode.'

TIPA

TIPA is made up of expert editors from the largest family of independent photo and imaging magazines in Europe. A non-profit organisation that is not affiliated with any manufacturer, TIPA represents 31 magazines and a readership of approximately 8 million across 12 European countries.

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About Canon Consumer Imaging (CCI), Canon Europe

Canon Europe is a subsidiary of Canon Inc., founded in Japan in 1937. CCI is a leading provider of digital products for the home and the office, including: photo, video, ink jet and laser printers, All-In-One devices, projectors, scanners and fax machines.

Canon's corporate philosophy is kyosei, a Japanese concept that focuses on living and working together for the common good. As an environmentally aware organisation Canon is a Conservation Partner of the WWF.

Further information about Canon Europe is available at: www.canon-europe.com