

Press Release

EMBARGO: June 10, 2009, 06:00 CET

Introducing the SELPHY CP780: the ultra-compact, ultra-easy photo lab



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http://www.canon-europe.com/About_Us/Press_Centre/Product_Information/Desktop_printing/index.asp

Amstelveen, The Netherlands, 10 June 2009. Canon today refreshes its SELPHY compact photo printer line-up with the launch of the SELPHY CP780. Replacing the SELPHY CP760, the new ultra-compact printer significantly improves on the printing speeds of its predecessor. Designed for fun, affordable family printing, it provides a user-friendly way to produce superb, lab-quality photo prints in under a minute. Available in pink, blue, silver or white – the SELPHY CP780 also offers fully portable printing with an optional battery pack.

Easier than ever

For ultimate ease of use, the SELPHY CP780 incorporates a user-friendly interface, plus large buttons with a straightforward layout – allowing anyone to start making prints effortlessly. The large 2.5" TFT colour LCD screen offers detailed image preview when printing straight from memory card, with easy-to-understand instructions and menu support for 7 languages.

The SELPHY CP780 incorporates three memory card slots. These allow direct, computer-free printing from a wide variety of popular memory cards¹. PictBridge compatibility means users can also print directly from most models of digital camera. With an optional Bluetooth adaptor, prints can be made from mobile phones and other wireless devices.

The SELPHY CP780 includes updated, easy-to-use software – SELPHY Photo Print – which now includes audio guidance, so when users are printing from a computer a voice provides spoken instructions. This is particularly ideal for children, or those new to printing.

Fast lab-quality prints that last

In as little as 47 seconds², the SELPHY CP780 prints to a variety of different sized media, including standard postcard size or wide photo prints, credit cards or miniature stickers. Plus, with its fast boot-up, there's no waiting around for the printer to warm up – so your photos are in your hand in seconds.

Dye sublimation technology delivers smooth, glossy results, giving finished prints the quality, look and feel of traditional lab prints. A special over-coating covers the prints to protect them from spills and splashes. Prints will retain their quality for up to 100 years³ when stored in an album.

The SELPHY CP780's range of clever image enhancement technologies ensures photos look their best - features such as Auto Image Correction and Auto Red-Eye Correction automatically optimising every image.

- Ultra-compact, affordable photo printer
- Easy to use – simple user interface, large buttons, audio guidance
- Direct printing from compatible cameras or most popular memory cards*
- Long lasting 100 year prints*
- Prints in just 47 seconds* and quick boot-up time
- Dye sublimation for lab-quality prints
- 2.5" colour TFT LCD
- Optional battery pack for portable printing

¹ The following cards can be used without an adaptor: CompactFlash, Microdrive, SD, miniSD, SDHC, miniSDHC, MMC, MMCplus, HD MMCplus, MMCmobile, RS-MMC, Memory Stick, Memory Stick PRO, Memory Stick Duo, Memory Stick PRO Duo.

² See specifications.

³ 100 year figure based on accelerated tests. For further information see specifications.

- Optional Bluetooth adaptor for prints from wireless devices
- Available in pink, blue, silver or white

*See specifications for more details

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About Canon Europe

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The main business focus for Canon Europe is in two clearly defined markets: Business Solutions (developing IT products, solutions and services for the office and professional print environments) and Consumer Imaging (photo, video, printers, scanners, fax machines and multifunction devices).

Canon Europe also provides Industrial Products including broadcast lenses, semiconductor and medical equipment.

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