Amstelveen, The Netherlands, 20 August, 2007: Canon today enhances its XEED multimedia projector range with the launch of two new models. The XEED SX7 and XEED X700 produce an incredible 4000 lumens brightness, setting a new benchmark in ultra-portable LCOS\(^1\) projection. The XEED SX7 projects at SXGA+ resolution, making it the perfect ultra-portable projector for AV installation and high-end environments. The XGA resolution XEED X700 is a unique addition to the XGA high-brightness projector market, providing seamless LCOS projection at an entry level price-point.

The XEED SX7 sits at the top of the range above the XEED SX6 and XEED SX60. The XEED X700 replaces the XEED X600 at the lower end of the range. Both models feature enhanced audio connectivity, making them ideal for use in boardrooms, conference centres and other corporate environments, as the audio source and volume level can be controlled via the projector. Fully automatic set-up makes both models exceptionally easy to use, while exceptional image quality is guaranteed through the inclusion of an original Canon 1.7x zoom projection lens and the unique AISYS\(^1\) Optical System.

“With the XEED SX7 and XEED X700, Canon are taking the XEED range to the next level,” said Mogens Jensen, Head of Canon Consumer Imaging, Europe. “Unique Canon technologies make them the most powerful ultra-portable LCOS

\(^1\) See Technologies Explained
projectors on the market. The high-end XEED SX7 is ideal for AV professionals, while the XEED X700 delivers seamless LCOS quality at an incredible price.”

The XEED SX7 and XEED X700 feature:

- Ultra-high brightness 4000 lumens projection
- LCOS panels and AISYS Optical System
- Native SXGA+ resolution (XEED SX7)
- Native XGA resolution (XEED X700)
- 1000:1 contrast ratio for deep blacks and vivid colours
- HDCP-compliant DVI input (both models), HD Ready (SX7 only)
- Enhanced audio connectivity for smooth integration into AV installations
- Canon powered wide-angle 1.7x zoom lens
- Fully automatic setup with Auto Vertical Keystone Correction, Auto Focus, Auto Screen Colour Correction and Auto Input Selection
Ultra-high brightness
The combination of a new 275W AC projection lamp and Canon’s unique AISYS Optical System give the XEED SX7 and XEED X700 an astonishing 4000 lumens brightness, a previously unattainable level for ultra-portable LCOS projectors. The shorter arc length of the AC lamp means less light is lost during polarisation, while design improvements produce 15% greater light emission per watt compared to the DC lamps of previous models. The result is an extra 500 lumens with just a 5W increase in power requirements. These models also have a longer lamp life than previous models – up to 3000 hours when used in Quiet Mode, which also provides the benefit of near-silent operation at just 31dBA.

Canon’s image quality advantage
As one of the leading innovators in optical technology for the past 70 years, Canon is uniquely positioned to deliver the very best in projection image quality. The XEED SX7 and XEED X700 employ Canon’s AISYS Optical System, which uses a unique optical array to get the best performance from LCOS panels, delivering a contrast ratio of 1000:1 for rich colour tones and deep blacks. ‘ Normally Black’ LCOS operation gives superior reproduction of black areas. Optical components are kept to a minimum, making possible the compact, lightweight form of both projectors.

Native SXGA+ (1400 x 1050 pixels) resolution means the XEED SX7 is able to project highly detailed moving images in 720p and 1080i HD video formats. Still images can be projected up to UXGA (1600 x 1200 pixels) resolution.

The LCOS panels of the XEED X700 give it a crucial advantage over competing high-brightness XGA (1024 x 768 pixels) models; eliminating the ‘lattice’ and ‘rainbow’ effects that can often afflict LCD and DLP projectors.

Both models feature a Canon powered wide-angle 1.7x zoom lens, which incorporate one Ultra-low Dispersion (UD) and two aspherical lens elements to ensure consistent corner-to-corner image quality, eliminating ghosting and flare. The lenses have special components that facilitate the dispersion of heat, minimising thermal expansion and maintaining perfect focus.

Advanced connectivity
With DVI, Component Video, S-Video, Composite Video and SCART\(^2\) connectivity, the XEED SX7 and XEED X700 connect seamlessly to almost any analogue or

\(^2\) SCART connection requires optional adaptor
digital video source, including desktop and laptop computers, camcorders and DVD players, and make the HD Ready XEED SX7 ideal for connection to high definition sources. The DVI port of both models is HDCP compliant, making it possible to watch encrypted content with perfect digital-image quality. The XEED SX7 and XEED X700 also support RGB output for connection to an external monitor, allowing presenters to see their content without looking at the projection screen.

Both models include enhanced audio connectivity – three stereo audio inputs and one output terminal enable the audio source and volume level to be adjusted via the projector. A convenient on-board speaker also provides useful audio capability for smaller venues. An optional Ethernet adaptor allows control of the projectors from a networked computer.

**Professional imaging**
With support for the Adobe RGB colour space as well as a new brighter sRGB mode, the XEED SX7 is suitable for design studios and other environments where colour accuracy is crucial. The XEED X700 also supports sRGB, for accurate colours from compliant image sources. Both models allow fine degrees of colour adjustment - fine saturation and hue alterations can be made to suit the needs of imaging professionals with 6 Axis Colour Adjust. Both projectors also feature Dynamic Gamma control for increased contrast in low-contrast images, 12-bit Dynamic Gamma Correction for smooth images free from ‘ringing’ and Memory Colour Correction for the emphasis of tones that most appeal to the human eye.

**Flexibility and ease of use**
The XEED SX7 and XEED X700 feature fully automatic setup, with Auto Vertical Keystone Correction, Auto Focus, Auto Screen Colour Correction and Auto Input Select, making it possible to switch on the projector and begin presentations without fuss. Both models can be ceiling mounted, with optional mounting brackets available. The powered wide angle 1.7x zoom lenses enable great flexibility of placement – the XEED SX7 and XEED X700 can project a 100” image from as little as 3.0 metres. The powered lenses can be controlled from the projector control panel and the remote control. The XEED SX7 and XEED X700 also feature Off and Go, which enables users to unplug the projector straight after use, without fear of damaging the lamp.

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About Canon Consumer Imaging, Canon Europe
Canon Europe is a subsidiary of Canon Inc. of Japan, a world-leading innovator and provider of photographic and imaging technology. Canon Inc. was founded in 1937 and has a heritage of 70 years in optics research and development.

The Consumer Imaging division incorporates the following product groups: photo, video, ink jet and laser printers and multifunctional devices, projectors, scanners and fax machines.

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

Accessories

The following accessories are provided with the XEED SX7 and XEED X700:

- Remote Control (with batteries)
- Soft Carrying Case
- DVI-I Computer Connection Cable
- Component Video Cable
- AC Mains Power Cable
- USB Mouse Control Cable
- Lens Cap

The following optional accessories are available for maintenance, installation and enhanced connectivity, including connection to an Ethernet network:

- Replacement Lamp: RS-LP04
- Ceiling Mounting Bracket: RS-CL06
- Network Adaptor: RS-NA01
- SCART Cable: LV-CA31
- RS-232C Control Cable: RS-CA01
- VGA Extension Cable: LV-CA02

Multilingual interface

The XEED SX7 and XEED X700 feature a menu system which supports 20 different languages: English, French, Italian, German, Spanish, Dutch, Swedish, Norwegian, Finnish, Danish, Portuguese, Czechoslovakian, Polish, Hungarian, Russian, Turkish, Simplified Chinese, Traditional Chinese, Korean and Japanese.
Technologies Explained

**LCOS**

Three LCOS (Liquid Crystal on Silicon) panels – red, green and blue – allow the XEED projectors to produce their smooth picture quality. 90% of the panel surface area is active, compared to the 65% (approx.) of typical LCD panels: gaps between the transmissive LCD pixels used in conventional projectors result in images appear as though covered in a fine mesh. With virtually no gaps between the pixels of LCOS panels, images produced are seamless - diagonal lines, fine details and text in presentations are reproduced with outstanding clarity.

The liquid crystals allow LCOS projectors to reproduce fine gradients across the entire brightness range, ensuring subtle gradations are rendered clearly, with exceptionally smooth grey scale displays.

**AISYS**

To overcome the cumbersome size and high cost of traditional LCOS projectors, Canon developed AISYS (Aspectual Illumination System), a unique optical illumination system incorporating LCOS technology into a remarkably compact body. By optimising the light from the projector’s lamp in relation to the characteristics of the LCOS panels and PBSs (Polarisation Beam Splitter), AISYS achieves a lightweight and compact chassis, without compromising on brightness and contrast.

AISYS not only reduces the size of XEED projectors, but by integrating Canon’s unique technologies and LCOS panels into a single optimised system, it also overcomes the complications facing other LCOS projectors. With smaller, more effective components and fewer complications, Canon is able to offer the XEED projectors at a remarkably low price point.