

# Press Release

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## Canon launches new projectors and display solutions for outstanding image quality



**XEED SX7 Mark II**



**LV-7280**



**LV-8215**

**London, UK, 21<sup>st</sup> January 2010** – Canon today announces a range of new products and services to bring the highest-quality imaging to the business projector market.

Canon's XEED range is enhanced with the arrival of the new **XEED SX7 Mark II** and **XEED SX7 Mark II Medical** projectors, which feature new modes to optimise the projection of photos and X-Rays with improved colour and greyscale reproduction respectively.

Canon also announces three useful packages to help users make the most of their Canon projector; a **Passive Three-Dimensional Imaging** solution, **Colour Calibration** and the **AcuScreenPRO** system. In addition, Canon's low-cost LCD-based 'LV' projector range has been updated with a number of environmentally-friendly features, while two new models have also been added to the range.

### XEED – superior image performance

Capitalising on Canon's Liquid Crystal on Silicon (LCOS) technology to produce bright, vivid and highly-detailed images, the XEED SX7 Mark II succeeds the popular XEED SX7, and features an ultra-bright 4000 lumens output, with high SXGA+ resolution and 1000:1 contrast ratio. The XEED SX7 Mark II also features a new 'Photo' mode which allows the user to compensate for the brightness and tone of ambient light, through a range of setting options pre-programmed into the projector. This mode compensates for the ambient light by adjusting the colours projected, rendering the image nearer to the way it would appear on an sRGB monitor.

The XEED SX7 Mark II Medical features a DICOM Simulation mode with 21 presets allowing the user to optimise greyscale reproduction for the ambient light conditions, highlighting finer detail within digital X-Rays to complement any PACS (Picture Archiving and Communication System)<sup>i</sup>.

## Imaging solutions for optimum results

### Colour Calibration Solution

For those using two or more projectors to create a multi-screen display, Canon's Colour Calibration solution will prove to be invaluable, bringing the dynamic ranges of two adjacent projectors together to remove the issue of "colour mismatch".

Photographers, designers or engineers employing this solution will use their Canon Digital EOS or PowerShot camera - positioned on a tripod and attached to a PC running the Colour Calibration software - to take multiple photographs of the two projected images. Using the collected data, the Colour Calibration software automatically calibrates one projector against the other, creating a smooth and uniform image with no ugly shift in colour or brightness as the eye moves from one side to the other.

### Passive 3D Solution

Canon's new Passive Three-Dimensional Imaging solution brings high-quality, easy on the eye 3D technology to the creative and engineering industries.

The 3D solution encompasses two XEED projectors fed via DVI signals from a suitable source. Specially-designed polarising filters are positioned in front of each lens, effectively blocking the part of the image to be projected by the other machine. Using suitable 3D playback software, the video content is split between the two projectors. Using the XEED's digital lens shift, the 'right eye' and 'left eye' images are perfectly aligned to create the best possible 3D experience.

With this 'dual XEED' solution, 3D images are brighter and clearer, with less associated eye-strain, thanks to a combination of Canon's LCOS technology and the polarising filters which allow more light to reach the screen. LCOS projectors are able to offer superb contrast and more realistic colour reproduction, which are crucial factors when using 3D systems to showcase product design. Thanks to the Canon XEED 3D solution, viewing of 3D content for extended periods becomes far more comfortable - an important consideration as the use of 3D technology for industry and education grows.

## Larivière AcuScreenPRO

The AcuScreenPRO system, an on-site calibration system for Canon's medical portfolio of XEED projectors, is available from Canon's partner Larivière GmbH and uses software and a luminance sensor to evaluate environmental factors such as the tone and intensity of ambient light, as well as the type of screen used. Based on this information, AcuScreenPRO makes precise corrections to optimise the gradation from minimum to maximum luminance, projecting highly detailed greyscale X-Rays<sup>ii</sup>, rendered in the highest possible quality for the unique conditions of the room.

## The LV series – setting the pace for environmental compliance in 2010

In advance of the Energy using Products (EuP) European Directive which comes into effect in 2010, Canon's low-cost range of LCD-based projectors has been refreshed, with two new models added. The **LV-7280** is an ultra-low cost XGA resolution projector with a brightness of 2200 lumens, designed to meet the needs of education and office workers. The **LV-8215** is Canon's second cost-effective WXGA model - providing more choice to customers seeking a projector which offers a true low cost solution on all fronts: purchase, running and environmental impact.

Bringing Canon's products into full compliance with European law, the LV range features a longer lamp life of 4000 hours in Normal mode (5000 hours in Silent Mode) without compromising on brightness, helping to reduce landfill waste. The range also consumes fewer than 0.7 watts of power in Standby mode. For those who want greater control over their carbon footprint, the LV range also features a unique "Carbon Meter" which calculates the difference in electrical energy used in Quiet Mode from that of Normal Mode and displays the amount of CO<sup>2</sup> reduction as a result.

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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](http://www.canon-europe.com)

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<sup>i</sup> **Note to editors:** the XEED range of medical projectors is to be used for the display and discussion of X-Ray images only and cannot be used for diagnostic purposes.

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