

Press Release

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Canon launches new photo printing application for iPhone users



London, UK, 2nd November 2009: Canon today launches the “Easy-PhotoPrint for iPhone” application (Canon iEPP). Free-to-download, the simple application prints photos from the iPhone or iPod touch wirelessly to Canon PIXMA MP990, PIXMA MP640 and PIXMA MP560 printers.

The user-friendly application is compatible with iPhone 3G, iPhone 3GS and iPod touch (OS 2.2.1 or later) devices and produces excellent quality Canon prints in three easy steps: from opening the application, to image selection and printing. Once the Canon iEPP application is installed from the iTunes App Store, it takes care of all the hard work – automatically detecting printers on a WiFi¹ connection so users can quickly enjoy printing their images.

Utilising the intuitive iPhone and iPod touch technology, users can review an index of thumbnail images with a simple flick of their finger. With an effortless pinch of the fingers shots can be enlarged for a clearer print preview - a handy feature that cuts down on unnecessary printing. A swift touch then sends the selected image directly to the PIXMA printer.

¹ For automatic detection to work a LAN connection and Bonjour service must be enabled on the printer

Photos downloaded from online photo sharing sites or taken on the iPhone can be printed effortlessly. Furthermore the Canon iEPP application incorporates the 'camera' button so new shots can be seamlessly captured and printed. Supporting various Canon media types and sizes², with options for bordered or borderless printing, the Canon iEPP grants users the freedom to easily print and enjoy their images.

The Canon iEPP application will be available for download from early November.

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About Canon Europe

Canon Europe is a subsidiary of Canon Inc. of Japan, a world-leading innovator and provider of imaging solutions for individuals and businesses.

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.

Canon Europe employs in the region of 11,000 people across Europe, the Middle East and Africa (EMEA).

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

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² Canon media types supported by the iEPP include Plain Paper, Photo Paper Plus Glossy II, Photo Paper Pro II, Photo Paper Pro Platinum and Photo Paper Plus Semi-gloss