

Press Release

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PIXMA iP2700: Bringing photolab-quality and speed to the home user



London, UK, 1st February 2010 – Canon today announced the launch of its latest stylish and easy-to-use home printer, offering sharp text and photolab-quality at an affordable price. With its unique sophisticated and compact design, the **PIXMA iP2700** is ideal for the home user looking for a simple and easy to use device in a sleek, low-profile design that sits neatly on any shelf.

The PIXMA iP2700 includes Canon's FINE (Full-photolithography Inkjet Nozzle Engineering) technology – which offers grain-free printing at resolutions of up to 4800X1200dpi with a 2pl droplet size - and is ideal for documents, web printing and photos.

Photo lab quality printing with advanced technologies

Printing a 10x15cm borderless photo in approximately 55 seconds, the PIXMA iP2700 uses Canon's ChromaLife 100⁺ system to give enhanced longevity and improved print quality to ensure that images stay vibrant, colourful and fresh-looking for as long as possible. The superb output quality gives users total confidence that their home photo printing is of a comparable standard to a photolab.

ChromaLife 100⁺ works by combining Canon's FINE technology with Canon Genuine Photo Paper, which offers vivid colour and high durability, and dye-based inks, which allow rich colour reproduction and further durability.

Simple but smart software solutions for the home user

The PIXMA iP2700 comes with advanced software solutions including Easy-PhotoPrint EX, which incorporates Auto Photo Fix II and Easy-WebPrint EX for smart yet simple web printing.

Easy-PhotoPrint EX is designed to allow users to create premium, borderless photos in simple steps and access advanced printing features including automatic red-eye correction. Auto Photo Fix II delivers superb results when applied to under-exposed images by dividing them up into multi-zones and then using advanced algorithms to calculate the exact amount of image correction required. The result is beautiful-looking, photolab-quality prints.

Easy-WebPrint EX is an application that makes it simple to select key sections of a web page, before 'clipping' them to a single document for printing. Smart features include the ability to make automatic or manual web page selections, or to clip multiple selections from within and across different website pages. Easy-WebPrint EX is available at installation or as a download from www.canon-europe.com.

Features Summary:

- Photolab-quality print speed: 10X15cm borderless photo in approx. 55 seconds
- ISO speed approximately 7.0IPM black, 4.8IPM colour
- 4800X1200dpi, 2pl Photolab-quality
- ChromaLife 100⁺ for long lasting, beautiful photos
- Advanced software with Easy-WebPrint EX
- Pigment Back Ink for crisp, sharp text
- Unique new compact design

- ENDS -

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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