

Press Release

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Canon launches new projectors and previews forthcoming display solutions at Integrated Systems Europe

United Kingdom / Republic of Ireland 2nd February 2010 – Canon will today show a range of new projector products, together with special demonstrations of forthcoming display technologies, set to bring the highest quality imaging to the business projector market.

Officially announced on 21st January, Canon will provide a demonstration of two new packages to help users to make the most of their XEED projectors; a **Passive Three-Dimensional Imaging** solution and a **Colour Calibration** solution. Furthermore, the latest addition to the high-resolution XEED projector range will be shown. Finally, Canon's low-cost 'LV' projector range has also been updated with a number of environmentally-friendly features, and two new models have been added to the range.

Canon's new projector range and solutions will be demonstrated for the duration of the show in Hall 4, stand 4N34.

New XEED SX7 Mark II fulfils the requirements of Business Users and Professional Photographers alike

Building on the strengths of the well-acclaimed XEED SX7, the new SX7 Mark II offers new features aimed at professional photographers. Capitalising on Canon's Liquid Crystal on Silicon (LCOS) technology to produce bright, vivid and highly-detailed images, the XEED SX7 Mark II features an ultra-bright 4000 lumens output, with high SXGA+ resolution and 1000:1 contrast ratio. The SX7 Mark II also features a new 'PHOTO' image 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.

Imaging solutions for optimum results

Passive 3D Solution

Canon's forthcoming Passive Three-Dimensional Imaging solution will bring 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.

Colour Calibration Solution

For those users who require perfect colour uniformity, Canon's Colour Calibration Solution will allow adjustment of colour and colour uniformity over a single projected image. Following this, additional features will be added to provide control over gamma correction and colour space, and - ultimately - the alignment of all of these parameters across two or more projectors. Canon's upcoming Colour Calibration solution will prove to be invaluable, bringing the dynamic ranges of multiple 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 projected images. Using the collected data, the Colour Calibration software automatically calibrates one projector against the others, creating a smooth and uniform image with no ugly shift in colour or brightness as the eye moves from one side to the other.

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 this year, 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 CO² reduction as a result.

- ENDS -

***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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Editors only

For Canon product images please visit www.canon.co.uk/press_centre

Reader enquiries

United Kingdom – 0844 369 0100 / www.canon.co.uk

Republic of Ireland – (01) 2052400 / www.canon.ie

For further information please contact the Canon Consumer Imaging Press

Office:

anna_ghosh@cuk.canon.co.uk / 01737 220 322

estelle_sexton@cuk.canon.co.uk / 01737 220 343

diane_johnson@cuk.canon.co.uk / 01737 220 413

sarah_belfrage@cuk.canon.co.uk / 01737 220 185



About Canon (UK) Limited

Canon is a world-leading innovator and provider of imaging and information technology solutions for the home and office environments.

Canon has a global philosophy of *Kyosei* - living and working together for the common good, which clearly demonstrates commitment to customers, staff and the environment shared by all.

Canon (UK) Ltd is the UK marketing and sales operation for the global company based in Tokyo, Japan. In the UK Canon employs around 1,700 people in various locations including Ireland.

The main business focus for Canon (UK) Ltd is in two clearly defined market segments: **Business Solutions** covering both the office and professional printing environments (including: multifunctional printers, IT consultation, photocopiers, printers, large format printers, fax machines, document management hardware & software) and **Consumer Imaging** (input solutions: film and digital SLR cameras, digital still compact cameras, camcorders, binoculars, calculators and scanners; and output solutions: Inkjet and laser printers, faxes, desktop all-in-ones and multimedia projectors). **Broadcast Division** is an extension of our product portfolio covering the supply and servicing of professional lenses and their accessories to the Television Broadcasting environment.