

# Press Release

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## **PIXMA iP2702: Bringing photolab-quality and speed to the home user**



**United Kingdom/Republic of Ireland, 1<sup>st</sup> 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 iP2702** 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 iP2702 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 iP2702 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 iP2702 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](http://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

### **Pricing & Availability**

The PIXMA iP2702 is available from March 2010 priced at £45.00 / €49.00 RRP inc. VAT.

- Ends -

### **Editors only**

For Canon product images please visit [www.canon.co.uk/press\\_centre](http://www.canon.co.uk/press_centre)

### **Reader enquiries**



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**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.