

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

United Kingdom / Republic of Ireland, 21st 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)¹.

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-Raysⁱⁱ, 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 CO² reduction as a result.

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Editors only

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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.

ⁱ **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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