

Press Release

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Meet the Canon SELPHY ES40 – the high-quality, creative printer that talks to you



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United Kingdom / Republic of Ireland, 19 August 2009: Canon today announces its first compact photo printer with voice guidance. The new **SELPHY ES40** is an easy-to-use, high quality and creative photo printer which talks you through the printing process.

The SELPHY ES40 is Canon's flagship SELPHY Compact Photo Printer, delivering lab quality prints while being simple to use. DIGIC II processing with Auto Image Optimise technology automatically detects and corrects image imperfections – adjusting face brightness, colour, removing red-eye and reducing noise – whilst quickly printing high-quality pictures.

Helpful printing assistance with Voice Guidance

Voice guidance is provided to assist users of all ages through the creative printing

process. Instructions such as “select a colour” or “select the area for printing” make the creation of individual prints easier than ever. Voice guidance is also provided to overcome common printing problems – such as informing a user when the ink cartridge or paper needs replacing.

The SELPHY ES40 features a bright 3.5 inch 230K dot LCD screen, Easy Scroll Wheel and large, tactile buttons to provide swift and easy controls when reviewing and navigating through images before printing.

Easy-to-use, quick to enjoy

The SELPHY ES40 is easy to set-up so users can begin exercising their creativity almost immediately. A quick start-up means you can start printing approximately eight seconds after you first turn the printer on. The presence of two high-speed image processors enables the SELPHY ES40 to produce ‘P’ size prints in 55 seconds and ‘L’ size prints in just 47 seconds – eliminating frustrating wait times.

Simple features to show-off your creativity

The SELPHY ES40 allows you to be creative with your prints whether personalising photos, or designing thoughtful gifts for relatives. In Creative Print mode you can use 12 templates to create colourful calendars with your own images, add stamps, speech bubbles or clip art to photos of your friends and family, or frame your prints with artistic borders. In addition, images can be combined within a choice of six layouts, allowing you to creatively present your photo prints or give as a thoughtful gift to others.

Creative Print can also apply a number of sophisticated Image effects to your prints, which can be reviewed before printing takes place. Smooth Skin enables you to even-out skin tones so photos of friends and relatives look their best. Filters such as faded edges, soft focus and star lights can subtly give your image a unique, high-quality, look and feel.

The ES40 supports up to 15 different kinds of digital camera flash memory cards, with appropriate slots mounted on the top of the printer for easy access, and includes a PictBridge port for direct connection to compatible cameras. The SELPHY ES40 is even compatible with the microSD cards commonly used in mobile phones – enabling users to easily print out snaps captured with your mobile’s digital camera. Alternatively ES40 can be equipped with an optional Bluetooth adaptor, allowing users to wirelessly print images from a mobile phone.

The ES40 uses an Easy Photo Pack – an all-in-one ink and paper cartridge that contains everything you need to produce great prints while also reducing fuss and mess. Each high-quality print should last for up to 100 years when stored in an album; the SELPHY ES40 is a great way to print creatively and preserve precious family memories for generations to come.

When the ES40 is connected to a PC the SELPHY Photo Print Software provides even more creative content alongside an interface that is simple and easy to use.

Owners of the ES40 are entitled to free membership of CANON iMAGE GATEWAY, an online photo sharing service. Users can take advantage of great new features like the increase in storage capacity to 2GB in October, allowing the upload and sharing of hundreds of high-quality images. Friends and family can also enjoy viewing your online photo albums from their mobile phones with the new mobile phone browsing feature. In addition, owners of Canon PIXMA inkjet printers can now create, share and print images from their photo album using the new PIXMA Album Printing feature. CANON iMAGE GATEWAY is the ideal site for Canon users to share high-quality and memorable photos and video with family and friends.

Pricing & Availability

The SELPHY ES40 is available from mid September 2009 priced at £179.00 / €209.00 RRP inc. VAT.

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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.