

Press Release

EMBARGO: 4th August 2010, 09:00 BST

Stylish, versatile and part-recycled – Canon's X MARK I MOUSE combines full calculator and keypad functions with wireless mouse capability



X MARK I MOUSE

United Kingdom, Republic of Ireland, 4th August 2010 – Canon today expands its popular X series calculator range with the launch of the **X MARK I MOUSE** – a sleek, three-in-one personal calculator that also acts as a wireless laser mouse and numeric keypad for personal computers. Designed for work or personal use, the new model combines the trademark X series design with multiple functions and strong environmental credentials, having been part-manufactured using recycled Canon materials.

Sophisticated design, superior functions

The X MARK I MOUSE features the same premium design as the popular X MARK I and X MARK I PRINT models, with a sleek, angular, streamlined body that's comfortable to

hold in the hand. With integrated Bluetooth 2.0 connectivity, three click buttons and a fully-functional scroll-wheel, the calculator can seamlessly be employed as a high performance wireless laser mouse (1200 dpi), allowing users to control their computer and mathematical calculations from the same device.

Instant compatibility with both Windows® and Macintosh hardware¹ provides added versatility for use across various different computer models. In addition to mouse functionality, the calculator can also be used as a wireless numeric keypad for computers, providing a convenient tool for numerical data entry – particularly if using a mobile laptop.

Compact, durable PC-style keys offer a comfortable typing experience similar to that of larger computers, helping to keep number-entry errors to a minimum. The X MARK I MOUSE can also be user-locked to avoid accidental pressing during ‘mouse’ use. A high-resolution, ten-digit display panel ensures that data is clearly displayed at all times, and provides at-a-glance updates on the operational status.

Unique, environmentally-sustainable build

As well as extensive features, the X MARK I MOUSE boasts the low environmental impact construction unique to Canon’s calculator range. Like the X series models before it, the new calculator has been part-manufactured using materials recycled from Canon’s photocopiers, maximising style and minimising waste.

The lower case of the calculator body has been manufactured using plastics previously used in Canon’s range of photocopiers, reducing waste. An efficient power-management system also helps to prevent unnecessary use of energy, with an Auto-power Off function that automatically shuts the unit down after a set period of inactivity². A low power indicator is also featured on the display, with users able to manually turn the device off when not in use to extend battery life even further.

With its unrivalled design, environmentally-committed construction and flexible functionality, the X MARK I MOUSE is one of the most advanced personal calculators on the market. Like all X series calculators, the model will also be available in a choice of glossy white or black finishes, instantly adding a touch of style to any desk.



Pricing & Availability

The X MARK I MOUSE is available from November 2010, priced at £ 39.99 / €48.99 RRP inc. VAT.

- ENDS -

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

natasha_boyle@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 1,450 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.

¹ Bluetooth-compatible computer required

² Mouse functionality ceases after 30mins of non-use. In calculator mode, seven minutes of inactivity will automatically activate Auto-power Off mode