

# Press Release

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## **The Canon X-Mark I Print – the sleek, green calculator with print functionality**



### **X-Mark I Print**

**United Kingdom/Republic of Ireland, 1<sup>st</sup> February 2010** - Canon today announces the launch of the new **X-Mark I Print** – the 12-digit AC/DC-powered calculator, and a brand new addition to the premium and award-winning X range. Combining style with functionality, the X-Mark I Print launches as the first X model to feature an integrated print roller and a clear back-light display, and joins Canon's unique range of calculators built using recycled product materials.

Made from recycled Canon materials

Aimed at Small Office and Home Office users, the X-Mark I Print features a bottom case assembled from materials originally used in Canon's range of photocopiers – a unique Canon concept that results in minimal waste. It also features a sleek, finely contoured design similar to the original X-Mark I, with the popular PC-feel keypad developed to incorporate a larger 'plus' key as a result of user feedback.

The model will be available in a choice of black or white, with a glossy finish adding to its all-round premium feel.

#### Style combined with functionality

The X series offers great functionality to complement its unique design, and the X-Mark I Print demonstrates this perfectly. A large, angled LCD backlight display ensures that digits are easy to see at all times, and a two-colour ink roller provides rapid print speeds of 2.3 lines per second. Additional features include Euro currency conversion and tax calculation, while business functions include 'cost', 'sell', 'margin percentage' and 'margin value' – providing all the tools required for day-to-day bookkeeping.

As well as being environmentally-friendly in its build, the X-Mark I Print is also designed to reduce energy consumption. Auto-power off keeps energy waste to a minimum, switching the screen off if the X-Mark I Print isn't used for 30 seconds, while the whole unit powers down after seven minutes of non-use.

The X-Mark I Print also features a dual power supply. Replaceable batteries offer convenience, while AC/DC charging allows for repeated, long-term use. A low battery indicator is also featured to highlight when the X-Mark I Print is running low on power.

#### Pricing & Availability

The X-Mark I is available from June 2010 priced at £29.99 / €33.99 RRP inc. VAT.

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#### Editors only

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

#### Reader enquiries

United Kingdom – 0844 369 0100 / [www.canon.co.uk](http://www.canon.co.uk)

Republic of Ireland – (01) 2052400 / [www.canon.ie](http://www.canon.ie)





**For further information please contact the Canon Consumer Imaging Press**

**Office:**

[anna\\_ghosh@cuk.canon.co.uk](mailto:anna_ghosh@cuk.canon.co.uk) / 01737 220 322

[estelle\\_sexton@cuk.canon.co.uk](mailto:estelle_sexton@cuk.canon.co.uk) / 01737 220 343

[diane\\_johnson@cuk.canon.co.uk](mailto:diane_johnson@cuk.canon.co.uk) / 01737 220 413

[sarah\\_belfrage@cuk.canon.co.uk](mailto:sarah_belfrage@cuk.canon.co.uk) / 01737 220 185

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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.