

Press Release

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Canon introduces first designer business calculators with green credentials



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United Kingdom / Republic of Ireland, 24th June 2009: Canon today reinforced its green credentials with the launch of the stylish, design-led “X Mark 1” calculator that is fully solar powered, requiring no batteries and is constructed using plastics from recycled Canon Prism Lens’.

The next generation display business calculator brings fashion and design to the fore with sleek, sophisticated surfaces on its keys and body and is targeted at fashion conscious executives and professionals. The streamlined, durable X Mark 1 comes in glossy black or white and follows in the footsteps of Canon’s environmentally aware calculator series reaffirming the company’s commitment to reducing its environmental impact.

The X Mark 1’s display is recycled, using plastic left-over during the construction of prisms from Canon’s digital cameras. Further reducing its environmental impact and energy consumption, the X Mark 1 is also Canon’s first business calculator to work by solar power alone, without the need for back-up batteries which the majority of solar powered calculators on the market include.

“The X Mark 1 is the next generation of design-led calculators that confirms our commitment to producing innovative products that are both stylish and eco conscious. Our recycled calculators help corporations and individuals reduce their environmental footprint,” said Rainer Fuehres, Head of Canon Consumer Imaging, Europe.

“The X Mark 1 takes our environmental commitment further than any other product, using recycled Canon materials and operating on solar power alone.”

The X Mark 1 has Cost, Sell and Margin functions, allowing users to quickly solve complex business calculations without the need for spreadsheets and lengthy formulas. The X Mark 1's recycled construction makes it the ideal product for any corporation with a green procurement policy.

The X Mark 1 follows Canon's corporate philosophy of Kyosei, an initiative which introduced a number of strategies and measures across Canon's business to minimise environmental impact.

Key features of the X Mark 1:

- Fashionable Stylish Design (in glossy black or white)
- Solar power no battery required
- Recycled material from Canon prism lens used for display unit
- Business function (cost/sell/margin)
- Internal angled display
- 12 digits

Pricing and availability:

The X Mark 1 will be available from August 2009 priced at £29.99 / €35.00 RRP inc. VAT.

Ends



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.