

Press Release

Back by popular demand - Canon Pro Photo Solutions show 2010

London 22nd June 2010. Canon UK today announced that its Pro Photo Solutions show will be returning again on 26th and 27th October 2010 at the Business Design Centre in Islington, London. Aimed at video, broadcast and still imaging professionals, visitors will experience Canon's complete "workflow solution" from image capture to output.

Last year's inaugural show attracted over 2700 professionals, with expectations of 2010 being even more popular. Designed to be the largest and most comprehensive consumer focused exhibition of Canon's Imaging products, its aim is to educate and inspire visitors and demonstrate to them how this technology and that of compatible products can be used by professionals in their workflow to generate increased revenue and business.

Entrance to the show will be free for all those who pre-register online. Highlights from 2009's show and a registration form for 2010 can be found at:
www.canon.co.uk/prophotosolutions

The show will walk visitors through the workflow, highlighting four zones/stages of production;

- Input featuring DSLR, Digital Video and pro lenses
- Software
- Output, featuring Canon's projection and professional print solutions
- Business Support solutions, highlighting the essential tools for a profitable business.

This year will also see an increased emphasis on the convergence of stills and video technology and how embracing this can help professionals' business grow and evolve in a rapidly changing market. In addition to the extensive display of products, visitors will also have the opportunity to see live demonstrations of professional workflow solutions, be inspired by seminars from Canon Ambassadors, renowned photographers

from a wide range of photographic genres, and have their portfolio and business reviewed by industry experts.

Visitors will also be able to try and buy at the show from a wide range of companies who provide tailored products, services and solutions to professionals.

Guido Jacobs, Consumer Marketing Director, Canon UK and Ireland said “I am very pleased that following the positive feedback we received from last year’s inaugural event, Pro Photo Solutions is returning in 2010. Once again the show will give professional users the opportunity to look at and purchase the latest Canon products and learn how to maximise the business potential of using our complete image-capture to image-output workflow solutions”.

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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 the 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 and Ireland Canon employs around 1,450 people in various locations.

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) and including **Broadcast Division** which is an extension of our product portfolio covering the supply and servicing of professional lenses and their accessories to the Television Broadcasting environment.