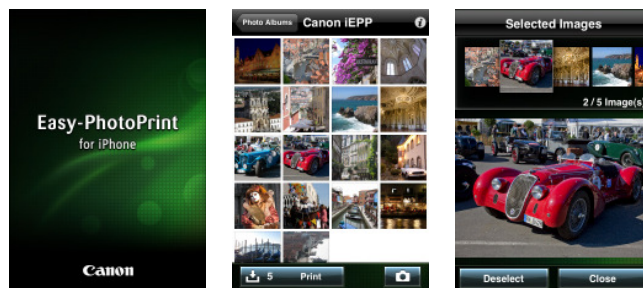


# Press Release

**Embargo: 2<sup>nd</sup> November 2009 05.00 GMT**

## Canon launches new photo printing application for iPhone users



**United Kingdom / Republic of Ireland 2nd November 2009:** Canon today launches the “**Easy-PhotoPrint for iPhone**” application (Canon iEPP). Free-to-download, the simple application prints photos from the iPhone or iPod touch wirelessly to Canon PIXMA MP990, PIXMA MP640 and PIXMA MP560 printers.

The user-friendly application is compatible with iPhone 3G, iPhone 3GS and iPod touch (OS 2.2.1 or later) devices and produces excellent quality Canon prints in three easy steps: from opening the application, to image selection and printing. Once the Canon iEPP application is installed from the iTunes App Store, it takes care of all the hard work – automatically detecting printers on a WiFi<sup>1</sup> connection so users can quickly enjoy printing their images.

Utilising the intuitive iPhone and iPod touch technology, users can review an index of thumbnail images with a simple flick of their finger. With an effortless pinch of the fingers shots can be enlarged for a clearer print preview - a handy feature that cuts down on unnecessary printing. A swift touch then sends the selected image directly to the PIXMA printer.

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<sup>1</sup> For automatic detection to work a LAN connection and Bonjour service must be enabled on the printer



Photos downloaded from online photo sharing sites or taken on the iPhone can be printed effortlessly. Furthermore the Canon iEPP application incorporates the 'camera' button so new shots can be seamlessly captured and printed. Supporting various Canon media types and sizes<sup>2</sup>, with options for bordered or borderless printing, the Canon iEPP grants users the freedom to easily print and enjoy their images.

The Canon iEPP application will be available for download from early November.

- ENDS -

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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

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<sup>2</sup> Canon media types supported by the iEPP include Plain Paper, Photo Paper Plus Glossy II, Photo Paper Pro II, Photo Paper Pro Platinum and Photo Paper Plus Semi-gloss



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.