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NEWS

PRINT MEMORABLE PHOTOS WIRELESSLY ON THE CANON SELPHY CP900 COMPACT PHOTO PRINTER

MISSISSAUGA, ON, July 10, 2012 – Taking the convenience and versatility of the Canon SELPHY Compact Photo Printers capabilities one step further, Canon Canada Inc., a leader in digital imaging solutions, today announced the Wi-Fi enabled SELPHY CP900 model for quick printing of memorable moments from almost anywhere in superb quality. For those users of Canon's award-winning lineup of PowerShot Digital Cameras, the new printer is the perfect accessory for providing instant photos from a grandparent's milestone birthday or of a child at a swim meet.

Consumers can browse and unlock images stored on any computer connected to the same wireless network and send them directly to the Canon SELPHY CP900 for immediate sharing thanks to its new Wi-Fi connectivity. Also, users with compatible Android and Apple smartphones and tablets can utilize the Canon Easy-PhotoPrint mobile app to print stored images wirelessly to the SELPHY printer.

"The addition of Wi-Fi connectivity offers users the flexibility and convenience to print from a variety of situations without sacrificing the overall quality of the output," said Ian Macfarlane, Senior Vice-President of Sales and Service Operations, Canon Canada, a wholly owned subsidiary of Canon USA.

The Canon SELPHY CP900 Compact Photo Printer will help produce keepsake memories and make them more visually appealing with improved image optimization providing red-eye and brightness correction to match colours spot-on and adjust the sharpness and contrast of images. In addition, the printer has scene detection technology to analyze faces, distance and colour delivering optimal image processing and stunning prints with vibrant colour. A 16.5-percent decrease in size and 14-percent decrease in weight makes it easier to take the printer to a family member's destination wedding or on a road trip with friends. When power is not accessible, an optional battery and charger are available to ensure printing is not delayed.

An added feature of the printer is a new 2.7-inch LCD screen with double the overall resolution of any other similar Canon Compact Photo Printer to date providing a clearer and more precise look when viewing images and menus on the screen. The Canon SELPHY CP900 Compact Photo Printer can produce a high-quality 4 x 6-inch image in approximately 47 seconds¹, which are capable of lasting up to 100² years while maintaining their superb image quality. Users can also print photos without connecting to a computer by printing directly from compatible memory cards or using the PictBridge connection.

The estimated selling price of the SELPHY CP900 Compact Photo Printer is CAD \$109.99.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, the company employs 1,200 people at its offices nation-wide, servicing the Canadian market from coast to coast. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon's leadership in imaging, optical and document management technology and solutions is based in large part on the thousands of patents the company has secured throughout its history. Canon Inc. has been among the top four US patent recipients since 1994.

The company's comprehensive product line includes networked multifunction devices; digital copiers (colour and black and white); printers, scanners, image filing systems and facsimile machines; calculators, digital camcorders, digital cameras and lenses; medical imaging equipment, semiconductor, broadcast and other specialized industrial products. Canon Canada is dedicated to its *Kyosei* philosophy of social and environmental responsibility.

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†Based on weekly patent counts issued by United States Patent and Trademark Office.

All referenced product names, and other marks, are trademarks of their respective owners.

Availability, prices, and specifications of all products are subject to change without notice. Actual prices are set by individual dealers and may vary.

¹ Print speed obtained using compatible Canon compact digital camera incorporating DIGIC II, other camera models may vary.

² Based on accelerated dark storage testing by Canon under controlled lighting, temperature and humidity conditions. Canon cannot guarantee the longevity of the prints; results may vary depending on printed images, display/storage conditions and environmental factors.