

NEW ULTRA-PORTABLE PHOTO PRINTER FROM CANON CANADA CREATES HIGH-QUALITY, ON-THE-GO PRINTS IN AN INSTANT

Canon SELPHY CP910 Wireless Compact Photo Printer Offers Advanced Printer Functionality and Creative Applications to Produce Beautiful Images Virtually Anywhere

MISSISSAUGA, ON., January 6, 2014 – To support the growing popularity of capturing and sharing images on-the-go, Canon Canada Inc., a leader in digital imaging solutions, has introduced the SELPHY CP910 – a compact photo printer with enhanced wireless capabilities to help make printing everyday moments simple and easy. In addition to expanded and versatile connectivity features, this compact photo printer offers ultra-portability, advanced printer functionality, new creative applications and an improved user-experience designed so treasured memories taken with a camera or smartphone don't remain on an LCD screen forever.

The Canon SELPHY CP910 printer features a built-in wireless access point that connects directly to a user's compatible digital camera and compatible smartphone for virtually seamless, on-the-go printing.^[i] Without the need to connect to a wireless router, this compact photo printer provides superb portability – from the home to the workplace – as users can print beautifully detailed photos from almost any location and instantly share special moments with loved ones.

“The Canon SELPHY CP910 Wireless Compact Photo Printer is designed to make printing in the social networking age even easier,” said Justin Lam, Vice President and General Manager, Imaging Technologies & Communications Group & Internet Marketing Division, Canon Canada. “Consumers today are inspired to share their photos instantly, and the advanced connectivity of this new printer helps ensure these cherished photos have a life past the digital screen.”

Streamlined Printing Process

The Canon SELPHY CP910 printer provides users with a fun and creative way to make printing and sharing images fast and convenient. Users can print directly to this new model from a variety of devices, such as compatible smartphones, tablets, laptops, and compatible Canon cameras like the PowerShot N digital camera. The free Canon Easy-PhotoPrint App, available for both Apple® and Android® devices, makes printing from a compatible smartphone easy and convenient with a simple process where users select and then print an image directly from the camera roll on their device. This printer also offers an enhanced option to unlock photos with Apple AirPrint® for simple and convenient wireless printing from iPhone®, iPad®, and other iOS® devices.^[ii] The SELPHY CP910 printer is compatible with Windows RT, allowing for virtually seamless use with multiple devices.

Customize Everyday Memories

Ideal for crafting projects or creating a unique image to frame, customizing and enhancing photos is a snap with the SELPHY CP910 printer. A new Print Finish function has been included allowing users to easily change photo texture by simply changing the setting through the printer's LCD monitor. Users can get creative and apply a vintage look to evening party photos by using the black-and-white feature for fun take-home tangible memories. The printer is also compatible with a wide selection of printer paper, including select square stickers (2.13"x 2.13"), which is ideal for printing favorite images from smartphone photo sharing-applications such as Instagram®.

On-the-Go Printing

Whether vacationing with family or spending a weekend get-away with friends, the Canon SELPHY CP910 Compact Photo Printer is light and compact for portable printing. The printer uses various convenient connections, including Wi-Fi®, SD card, USB memory and USB cords to work in almost any environment. When power is not accessible, an optional battery and charger are available to help ensure printing is not delayed.

The estimated retail price of the SELPHY CP910 Wireless Compact Photo Printer is \$109.99. For more information about Canon's compact photo printer line, please visit www.canon.ca.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. With almost \$46 billion in global revenue, its parent company, Canon Inc., ranks among the Top 4 in US patents registered since 1994. Canon ranks among the world's Top 30 brands and is one of Forbes' Magazine's World's Most Admired Companies. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility. For more information, please visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

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

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

[i] Wireless performance may vary based on terrain and distance between the printer and wireless network clients.

[ii] AirPrint functionality requires an iPad, iPad Mini, iPad 2, the new iPad, iPhone 3GS or later, or iPod touch 3rd generation or later device running iOS 4.2 or later, and an AirPrint-enabled printer connected to the same network as your iOS device. A printer connected to the USB port of your Mac, PC, AirPort Base Station, or Time Capsule is not supported