CANON CANADA INTRODUCES FIVE COMPETITIVELY PRICED 3000-LUMEN PORTABLE PROJECTORS FEATURING DLP BRILLIANTCOLOR™ TECHNOLOGY

MISSISSAUGA, ON. September 24, 2014 – Canon Canada Inc., a leader in digital imaging solutions, today introduced five portable projectors utilizing DLP® BrilliantColor™ display technology to deliver rich, realistic colour, 3,000 lumens of brightness, a 2300:1 contrast ratio for crisp blacks with depth and dimension, filter-free operation, and up to 6,000-hour lamp life when in Economy mode. Designed for the education and corporate/small office markets, these competitively priced compact projectors weigh approximately six pounds and are backed by Canon's three-year parts and labour limited warranty and Projector Protection Program (Triple P). The new Canon portable projectors and their native resolutions are as follows:

Product Name	Native Resolution
LV-WX300 Multimedia Projector	WXGA (1280 x 800)
LV-X300 Multimedia Projector	XGA (1024 x 768)
LV-S300 Multimedia Projector	SVGA (800 x 600)
LV-WX300ST Short Throw Multimedia Projector	WXGA (1280 x 800)
LV-X300ST Short Throw Multimedia Projector	XGA (1024 x 768)

DLP® BrilliantColor™ technology integrates advanced colour-processing algorithms, a six-colour high-speed colour wheel, and a Digital Micromirror Device (DMD), all of which combine to enable these new Canon projectors to deliver richer colour reproduction and better motion and still-image projection than conventional four-colour wheel systems. An added benefit of this technology is the sealed design of the DMD chip, which helps eliminate the need for an air filter and simplifies owner maintenance. Further lowering the cost of ownership is the Economy projection mode, which can help maximize the life of the lamp and help reduce power consumption by approximately 20 per cent while also lowering fan noise. These new Canon projectors are also 3-D ready when combined with an optional DLP-Link System and other accessories.

Short Throw Models
In addition to being compact, lightweight, and delivering all of the advantages of DLP® BrilliantColor™ display technology, the new Canon LV-WX300ST and LV-X300ST short throw models feature projection ratios of 0.49:1 and 0.61:1 respectively, enabling them to project an 80-inch picture (diagonal measure) from a distance of just 33 and 39 inches, respectively. This short-throw capability is well suited for limited-space environments such as small classrooms or meeting rooms. It also enables instructors and presenters to place a projector close to the screen, yet avoid having the light of the projection lamp shine directly in their eyes or cast shadows on the projected image if they want to point out picture details. Other short throw applications can include rear projection for advertising, digital signage, and museum displays.

Colour and Connectivity
All five of Canon's new portable projectors include advanced Colour Adjustment features, including Screen Colour adjustment, which helps to correct the colours of the projected image in relation to the colour of the projection surface. Five pre-set colours are included: light yellow, pink, light green, blue, and blackboard. Additional Colour Adjustment features include five Image Modes to suit varied presentation

needs (including: presentation, standard, sRGB, movie, and two user-determined custom settings), and a BrilliantColour Adjustment for more realistic and brilliant colours. Also, the 16:10 aspect ratio display output provided by the Canon LV-WX300 and LV-WX300ST projectors enable full presentation of wide screens from the latest compatible laptop computers and other digital video sources.

Canon's new portable projectors include multiple computer, video, and audio inputs for compatibility with a variety of image-playback devices. An HDMI input offers the ability to project high-quality images and 1080p HD-originated digital video from compatible computers, Blu-ray players, cable/satellite boxes, and other devices such as BD recorders. The projectors also include inputs for audio sources, and have a built-in 10-watt speaker to make it easier to add sound to presentations in smaller spaces without needing to bring in an amp or additional speakers (the LV-S300 model has a two-watt built-in speaker). If users want to connect to external speakers or a room's existing compatible sound system, they can do so using the audio output jack included on each projector. These new Canon projectors also include an RS-232 input, a USB Type B service port, support for PJLink™ network control and monitoring, and Crestron connectivity[2]

User-friendly system set-up features for these new Canon projectors provide added versatility and convenience for presenters, whether in classrooms, corporate meeting rooms, or on location. These features include a small but easily readable "time-code" style Presentation Timer window that can be superimposed on the projected image to display the elapsed time of presentations. This is an especially convenient feature for multiple presenters. The timer window can be constant, displayed in one-, two-, or three-minute intervals, or turned off completely. A Closed Caption (CC) mode can be switched on to display the text of dialogue and narration – as well as descriptions of sound effects and other audio – in CC-enabled content. And when the presentation is finished, a convenient Direct Power Off feature enables users to simply pull out the power cable to turn off the power for quick breakdown and removal.

Pricing, Availability and Warranty Information
These new projectors have suggested list prices and ship dates as follows:

Product Name	Suggested List Price[1]	Approximate Ship Date
LV-WX300	$629.99	October 2014
LV-X300	$529.99	October 2014
LV-S300	$419.99	November 2014
LV-WX300ST	$839.99	January 2015
LV-X300ST	$739.99	January 2015

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

[2]The LV-S300 model lacks a network port, HDMI connector, and S-video input.