

## CANON CANADA ANNOUNCES NEW SHORT THROW LCOS PROJECTOR WITH OUTSTANDING LENS SHIFT IDEAL FOR APPLICATIONS REQUIRING REMARKABLE IMAGE QUALITY AND INSTALLATION FLEXIBILITY

*0.56:1 Short Throw Ratio combined with 0-75 percent Vertical Lens Shift, and Canon's Amazing Image Quality, makes the REALiS WUX450ST a Unique Projector*

**MISSISSAUGA, ON., March 16, 2016** – Canon Canada Inc., a leader in digital imaging solutions, introduces the REALiS WUX450ST Pro AV LCOS Projector. The newest short throw projector in Canon's non-interchangeable lens product line, the REALiS WUX450ST combines native WUXGA resolution (1920 x 1200), 4500 lumens of brightness, and Canon's LCOS technology with AISYS-enhancement to project bright, highly detailed/contrasted and colour accurate images – all in a compact size (only 13.9 pounds). The REALiS WUX450ST projector's 1.35x optical zoom, short throw ratio of 0.56:1 and 0–75 percent vertical lens shift help provide outstanding installation flexibility, as does the model's HDBaseT™ receiver<sup>1</sup> which allows uncompressed HD video, audio and control signals to be transmitted over one single LAN cable up to a maximum distance of 328 feet (100m).

The REALiS WUX450ST projector's impressive combination of features allow it to stand apart from most other short throw projectors on the market today – and makes it ideal for a wide range of markets and applications including higher education, museums and galleries, corporate, simulation and training, and digital signage.

### **REALiS WUX450ST D Projector**

For those in the medical education and training fields, the REALiS WUX450ST D Pro AV Installation LCOS Projector is available with all of the same features of the REALiS WUX450ST, plus a special DICOM® Simulation Mode for displaying monochrome digital X-rays, CAT scans, and MRIs with superb grayscale gradation<sup>2</sup>. This unique mode, which offers both clear and blue base colour temperature presets, simulates the results of devices compliant with the Digital Imaging and Communications in Medicine (DICOM) Part 14 standard. This mode can also be utilized in other specialized applications like black and white photography where an expanded range of gamma adjustment is required.

### **Amazing Image Quality**

As the newest member of the REALiS family, the WUX450ST projector delivers amazing image quality thanks to its WUXGA high resolution and a combination of core advanced optical and image processing technologies:

- **Genuine Canon Lens** – utilizes a combination of dual-sided aspherical and Ultra Low Dispersion (UD) lens elements, as well as a wide F2.7 aperture, to produce sharp and clear images, even when projecting on curved surfaces.
- **Canon's LCOS Technology with AISYS-enhancement** – LCOS is an advanced hybrid technology renowned for delivering virtually seamless images and low-latency playback for improved display of video content. The patented AISYS (Aspectual Illumination System) Optical Engine also helps ensure the projector delivers an ideal combination of both brightness (up to 4500 Lumens) and contrast ratio (up to 2000:1).
- **Advanced Colour Management** – a cornerstone of Canon products, the REALiS WUX450ST projector's sophisticated system delivers highly accurate colour reproduction.

In addition, the REALiS WUX450ST projector also offers a group of advanced optional image adjustments, most notably:

- **Dynamic Gamma** – analyzes individual areas of an image for specific, independent contrast adjustment so light and dark areas do not appear over or under exposed.
- **Memory Colour Correction** – enhances skin tones and other colour features for rich, vivid results that look striking to the human eye.
- **6-Axis Colour Adjust** – allows fine-tuning of the hue and saturation of each of the primary and secondary colours – ideal for those users with the most exacting imaging requirements.

### **Ease of Installation**

In addition to the projector's small form factor, 0.56:1 short throw ratio, impressive 0–75 percent vertical lens shift, and HDBaseT™ compatibility, the WUX450ST projector features a variety of other advanced optional settings to further maximize installation versatility, including:

- **4-Point Keystone Correction** – allows the corners of the image to be independently adjusted to help facilitate optimal image reproduction.
- **Built-in Edge Blending** – enables the projection of one seamless, large image from multiple projectors without the need of special software.
- **360-degree Vertical Installation** – allows the projector to be positioned anywhere on the vertical axis<sup>3</sup>. Fan speed can also be adjusted to help optimize results (depending on projector positioning).

### **Versatile Connectivity and Network Management**

The REALiS WUX450ST projector offers multiple industry-standard interfaces including HDMI®, DVI-I, USB, RS-232C, and RJ-45 network port which supports gigabit data transfer speeds. In addition, it also supports Wi-Fi® connectivity which can be used to enhance the WUX450ST projector's Network Multi Projection (NMPJ) functionality which allows a projector(s) to receive display information from a PC(s) through a network.

This model is a Crestron Connected device, compatible with AMX Device Discovery, and also supports PLink™ which makes it possible to control and monitor the projector over the network – a feature excellent for observing lamp hours, usage and more.

### **Pricing, Availability and Warranty**

The Canon REALiS WUX450ST projector has a suggested list price of \$7,399.99\*. The Canon REALiS WUX450ST D projector has a suggested list price of \$7,899.99\* and both are currently scheduled to be available through authorized Canon dealers by April 2016. The REALiS WUX450ST projector and WUX450ST D projector are backed by the Canon Three-Year Projector and Lamp Limited Warranty (120-day lamp coverage).

### **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: <http://canon.ca> or follow the company on **Facebook**, **Twitter** or **Instagram** using @CanonCanada.

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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.

DICOM is the registered trademark of the National Electrical Manufacturers Association for its standards publications relating to digital communications of medical information. Wi-Fi is a registered trademark of the Wi-Fi Alliance. All referenced product names, and other marks, are trademarks of their respective owners.

<sup>1</sup>The combination of a TX (transmitter) and RX (receiver) is required in order to create an HDBaseT system. Since the RX (receiver) is built into these models, and the TX (transmitter) is sold separately by another manufacturer – functionality cannot be guaranteed. Please check compatibility before use.

<sup>2</sup>This model is not cleared or approved for medical diagnosis and should not be used for these purposes.

<sup>3</sup>When standing the projector straight up or down, lamp life may be shortened.