



Canon wins trifecta of awards from Camera magazine for EOS and Selphy

Canon's leadership confirmed, both in DSLR and photo printing

Sydney, 24 November 2010 Canon received three prestigious awards from Camera magazine in the 2010-2011 Imaging Awards. Canon's EOS cameras dominated the DSLR categories with the EOS-1D Mark IV winning in the Professional Digital SLR category and the EOS 7D winning in the Enthusiast Digital SLR.

Canon also claimed the only award in the only non-camera category Best Digital Photo Printer. The Canon SELPHY CP800 was heralded for its speed, exceptional image quality and the fact that it can be used without a PC, making it an ideal digital darkroom.

Camera magazine's Imaging Awards selection criteria are exactly what Canon strives to achieve. These awards are fantastic validation of our user-centric approach and heavy investment in R&D to deliver ongoing innovations in both image capture and printing, stated Darren Ryan, General Manager Consumer Marketing, Canon Australia.

Running since 1981, the Camera magazine award winners are selected by a panel of judges comprised of the magazine's editor, Paul Burrows, key contributors, photographers and a typical end user. The judges base their decision on an evaluation of design, ergonomics, usability, innovation, value for money and consumer appeal.