



Five Canon products win esteemed Technical Image Press Association awards

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Sydney, 29 April 2010: Canon Australia is today celebrating a massive win - five of its products were recognised with Best Product 2010 awards by the prestigious Technical Image Press Association (TIPA), representing 29 photography and imaging magazines across 13 European countries. The five award-winning products are: the EOS 550D and EOS 7D digital SLR cameras, the PowerShot G11 compact digital camera, the PIXMA MP990 inkjet printer, and the imagePROGRAF iPF6350 large-format inkjet printer.

Winning these prestigious TIPA awards highlights Canons unique position as a market leader in both image capture and output, said Daren Ryan, General Manager, Product Marketing Consumer, Canon Australia. Were humbled to achieve such a broad sweep given the unprecedented level of competition in the market. Canons continued global commitment to high investment in R&D continues to deliver us a great portfolio of market-leading products. This combined with our focus on understanding the consumer deeply and developing value-adding relationships with the trade will see Canon maintain our leadership in the camera and printer categories.

Canons Award Details

Honoured with the Best DSLR Advanced in 2010 award, the judges identified the 18.0-megapixel Canon EOS 550D digital SLR camera as dedicated to the demanding consumer, but definitely usable by any amateur and enthusiast photographer. The camera was also praised for its impressive number of settings and functions, including Full HD (1,920 x 1,080 pixels) recording and a Live View mode.

The Canon EOS 7D digital SLR secured the Best DSLR Expert in 2010 award, being recognised for its 18.0-megapixel CMOS sensor (APS-C size) and its ability to deliver superb results up to ISO 6400. The judges said, Action photographers will love shooting at 1/8000 sec. shutter speed and ultra fast frame rates, noting that exceptional HD video makes this camera the choice of professional video makers.

Winning Best Expert Compact Camera in 2010, the Canon PowerShot G11 was recognised as a well-built and user-friendly camera with a diverse range of functions and capabilities that photographers need. The judges stated that the model, which features a 28140mm (equivalent) optical zoom lens and high-resolution 10.0-megapixel CCD sensor, is a great tool to work with precision and discretion.

The Canon PIXMA MP990 inkjet printer was selected as Best Multifunction Photo Printer in 2010. The printer garnered recognition for its innovative features, including Auto Photo Fix II with multi-zone exposure correction, which brings the best out of portrait and scenery shots, ensuring the optimum colour balance and brightness.

The TIPA jury awarded the Canon imagePROGRAF iPF6350 with Best Large Format Printer in 2010. Featuring Canons new proprietary twelve-ink LUCIA EX system in combination with newly developed image processing technology and a colour calibration function, the judges felt that the iPF6350 was built to fulfil the demands of professional users for sophisticated print quality.

Winners of TIPAs European Photo & Imaging Awards are selected annually from among the photo and imaging products announced in Europe during the previous 12 months. Canon products have been recognised for excellence with multiple awards spanning both capture and output devices. An awards ceremony for the 2010 winners will be held on September 21 during this years Photokina fair in Cologne, Germany.

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About Canon

Canon Australia is a leading provider of advanced, simple-to-use imaging solutions for businesses and consumers. Canons Australian R&D company, CiSRA, develops customised solutions for local customers, and exports digital imaging technologies for use in Canon products worldwide. Canon has ranked among the top-four US patent recipients for the past 18 years, and had global revenues of around \$US35 billion in 2009. Canon Australia also

operates Canon Finance Australia, which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit canon.com.au

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