



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.