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CANON LATIN AMERICA ENHANCES CREATIVITY WITH NEW PIXMA PRINTER SERIES

Significant Software Upgrades for Easy-PhotoPrint EX and Full HD Movie Print

MIAMI, F.L., August 10, 2011 – Canon Latin America, Inc., a leader in digital imaging, today announced the introduction of two new photo printers, the PIXMA MG5310 Wireless Photo All-In-One¹ and the PIXMA iP4910 Photo Inkjet Printer models. Developed to enhance the overall user experience, both printers feature significant upgrades to Easy-PhotoPrint EX and Full HD Movie Print² software.

“One of the most important attributes consumers look for in a printer product is high-quality output and versatility,” said Taro Maruyama, President of Canon Latin America, Inc. “These new PIXMA printer models will undoubtedly meet this demand while also allowing consumers to show their creative side as well.” Maruyama added.

Printing Flexibility

An incentive for those who have registered with Picasa Web Albums is PIXMA Cloud Link, which provides the ability to print, directly through the PIXMA MG5310 printer without the use of a computer, photos from photo albums stored in those services³. Users of PIXMA Cloud Link will also have access to exclusive templates including stationary, envelopes, memos, calendars and many others. In addition, the MG5310 printer is 802.11n Wi-Fi certified allowing for a fast network transfer rate. Wireless networks can be set up with the press of one button when using a Wi-Fi Protected Setup (WPS). And for those customers that need assistance with their Wi-Fi installation, Canon Latin America offers a call center⁴ where consumers can direct inquiries on setting up the product.

The Canon EPP mobile app, for use with compatible Apple⁵ smartphones and tablets, will be upgraded in August to have documents scanned on the printer to then be sent directly to a compatible device. Users can also print PDF documents that were created with the App directly from compatible devices whereas in the past only photos were able to be printed.

Creative Personalization

Since its inception, the Canon Easy-PhotoPrint EX software has provided users with an easy way to get the most out of prints by creating albums, calendars and stickers from almost any image. Now with the latest version, users can bring creativity to a whole new level with the addition of Fun Filter Effects similar to scene modes found on the latest Canon PowerShot Digital Cameras. Images can be customized with Fish-Eye, Miniature and Toy Camera effects to make them even more memorable while being a conversation piece at the same time. In addition, there is an option to change the focus of the image to have it appear softer and the ability to blur specific aspects of the background, an effect previously only captured with a SLR. Adding to the versatility of these Canon PIXMA printers is the ability to print directly on to CDs, DVDs, and Blue-rays allowing users to personalize media in a creative way while creating fun photo projects at the same time.

Full HD Movie Print, which is available on both new PIXMA printers, has been enhanced to produce clearer images of frames from videos captured on compatible HD Canon EOS and PowerShot Digital Cameras. This technology allows users to tell the story of a video captured in the park or at a memorable event frame by frame in a more unique way than before. One new aspect is the ability to merge multiple images into one final shot so users will be able to capture nearly every portion of a golfer's swing or a baby's first steps. In addition, a new layout feature allows printing up to 72 individual images on one sheet.

PIXMA MG5310 Wireless Photo All-In-One Printer

For the consumer interested in a high-quality multifunction printer which is easy to use and affordable, the Canon PIXMA MG5310 Wireless Photo All-In-One Printer should be at the top of the list. This printer features five individual ink tanks which is part of the ChromaLife100 + ink system⁶ and help to produce a 4" x 6" borderless photo in approximately 20 seconds⁷. In addition the printer has a maximum color resolution of 9600 x 2400 dpi⁷. This new PIXMA All-In-One printer will deliver output at approximately 12.5 ipm for black-and-white documents⁸ and approximately 9.3 ipm for color⁹. The Advanced Media Handling options such as Auto Duplex printing which helps conserve your paper supply and a two-way paper feed that can help reduce the amount of time it takes to complete a project. The LCD has been repositioned toward the middle of the printer helping to streamline the navigation process and achieving a more sleek and stylish design. The size of the LCD screen has also been increased to 3.0-inches for easy viewing and navigation through menus.

PIXMA iP4910 Inkjet Photo Printer

The Canon PIXMA iP4910 Inkjet Photo Printer is an ideal choice for the consumer interested in an affordable, single function printer producing superb quality. Utilizing the ChromaLife100 + ink system⁶ with five individual ink tanks, the printer is capable of producing a 4" x 6" borderless photo in approximately 20 seconds⁷. This new PIXMA machine delivers output at approximately 12.5 ipm for black-and-white documents and approximately 9.3 ipm for color⁹. In addition, the printer has a maximum color resolution 9600 x 2400 dpi⁸ and is capable of Auto Duplex printing to help conserve paper. The overall functionality of the PIXMA iP4910 printer helps make this printer a perfect addition for any home.

Canon CREATIVE PARK

Looking to extend creativity beyond just photos and documents? Consumers can try Canon Inc.'s CREATIVE PARK website at www.canon.com/c-park. The site offers free 3-D paper craft projects, scrapbooking templates and embellishments, novel greeting cards, and educational materials. As an added bonus with the purchase of select PIXMA printers, including the MG5310 and the iP4910, consumers will be provided with exclusive printable content through **CREATIVE PARK PREMIUM**¹⁰. This content includes post cards, albums, and many more projects including paintings by artists such as Norman Rockwell.

About Latin America.

Canon Latin America., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. Its parent company, Canon Inc. (NYSE:CAJ), a top patent holder of technology, ranked fourth overall in the U.S. in 2010†, with global revenues of more than US \$45,000 million and is listed as number five in the computer industry on Fortune Magazine's World's Most Admired Companies 2011 list. Canon Latin America. is committed to the highest levels of customer satisfaction, providing customer support for all of the products it distributes. At Canon, we care because caring is essential to living together in harmony. Canon was founded upon a corporate philosophy of *Kyosei* – "all people, regardless of race, religion or culture, harmoniously living and working together into the future"

†Based on weekly patent counts issued by United States Patent and Trademark Office.

All referenced product names, and other marks, are trademarks of their respective owners.

¹ Wireless printing requires a working network with wireless 802.11 b/g or 802.11 n capability. Wireless performance may vary based on terrain and distance between the printer and wireless network clients.

² "Full HD Movie Print" allows printing from HD or Full HD "MOV" movie files created by Canon EOS Digital SLR or PowerShot digital cameras. From PC, or Mac with Intel® processor. Print quality is determined by video resolution. Function does not upscale video resolution. Requires Canon ZoomBrowser EX 6.5 or later, or Canon ImageBrowser 6.5 or later.

³ Subject to the Terms and Conditions of Use of Canon image Gateway or Picasa Web Albums, depending on the service the consumer is using

⁴ A complete listing with telephone numbers and schedule by country can be found at, www.cla.canon.com.

⁵ The Easy-PhotoPrint App from Apple may vary per country in Latin America

⁶ Canon cannot guarantee the longevity of prints; results may vary depending on printed image, drying time, display/storage conditions, and environmental factors.

⁷ Photo print speeds are based on the standard mode driver setting using photo test pattern(s) and select Canon Photo Paper. Print speed is measured as soon as the first page begins to feed into the printer and will vary depending on system configuration, interface, software, document complexity, print mode, types of paper used and page coverage.

⁸ Resolution may vary based on printer driver setting. Color ink droplets can be placed with a horizontal pitch of 1/9600 at minimum.

⁹ ISO/IEC 24734, 24735 define the default print and copy speed measurement methods. Print speeds are the averages of ESAT in Office Category Test for the default simplex mode, ISO/IEC 24734, excluding time to print the first set. Copy speed is the average of FCOT, ISO/IEC 24735 Annex D. ADF copy speed is the average of ESAT in General Performance Test for the default simplex mode, ISO/IEC 24735, excluding time to copy the first set.

¹⁰ To access CREATIVE PARK PREMIUM from a qualifying printer, all of the software and the full set of Genuine Canon Inks that came with the printer must be properly installed