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**CANON LATIN AMERICA ANNOUNCES ITS NEW LINE-UP OF ADVANCED PIXMA PHOTO ALL-IN-ONE PRINTERS**

*Featuring Ease of Use, New FINE Ink Cartridges and Software Upgrades to Easy-PhotoPrint EX and Full HD Movie Print*

**MIAMI, F.L., September 21, 2011** – Canon Latin America, Inc., a leader in digital imaging, today announced the addition of the PIXMA MG4110 and PIXMA MG3110 Wireless<sup>1</sup> Photo All-In-One Printers as well as the PIXMA MG2110 Photo All-In-One to its line-up. These three stylish and compact All-In-One printers are ideal for students and families looking for a simple solution that is easy to set-up and use. Designed to print documents, web content and photos quickly and easily, these affordable PIXMA printers combine exceptional value with signature Canon image quality for consumers who do not want to miss out on the latest Canon innovations while using their printer efficiently, as often as they like. The affordable PIXMA MG4110, PIXMA MG3110 and PIXMA MG2110 All-in-One Photo Printers, combine exceptional value with significant upgrades to Easy-PhotoPrint EX and Full HD Movie Print<sup>2</sup> software.

**Printing Flexibility**

An incentive for registered users of Picasa Web Albums is PIXMA Cloud Link, currently available on the PIXMA MG4110 All-in-One printer, which provides the ability to print directly through the MG4110 without the use of a computer, photos from photo albums stored in Picasa Web Albums<sup>4</sup>. Users of PIXMA Cloud Link can also access exclusive templates including stationery, envelopes, memos, calendars and many others.

As an industry leader in innovative printing, Canon has designed the PIXMA MG4110 and the PIXMA MG3110 Wireless<sup>1</sup> Photo AIO (All-In-One) printers to print from a compatible smartphone, tablet, laptop or desktop computer. The Canon Easy-PhotoPrint for iPhone App<sup>5</sup>, for use with the Apple iPad, iPod touch, and compatible iPhone mobile devices, was recently upgraded allowing users to print PDF documents directly from these devices and scan documents on the printer to be sent directly to these devices.

In addition, the PIXMA MG4110 and PIXMA MG3110 printers are 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). In addition, Canon Latin America's call center<sup>6</sup> offers support for those customers who need assistance with Wi-Fi set up or any other inquiries.

**Quality and Savings for the Everyday User**

These new printers use Canon's FINE ink cartridges, which feature a new ink formula for improved color reproduction on plain paper, as compared to Canon's prior generation FINE ink cartridges. For everyday users, these printers have available optional high yield black XXL-size and XL-size black and color ink cartridges. With pigment black and dye based color inks, these printer models are ideal for both text documents and photo printing. FINE print head technology with a minimum 2pl color

droplet size, combined with maximum 4800 x 1200 dpi<sup>7</sup> color print resolution, produces beautiful photo prints.

The stylish and streamlined PIXMA MG4110 and PIXMA MG3110 Wireless<sup>1</sup> Photo AIOs, as well as the PIXMA MG2110 Photo AIO are more compact than previous models thanks to the new FastFront design, which allows the paper and ink cartridges to be loaded from the front. As users no longer need to access the top or rear of the printer, the unit can be placed against a wall or on a shelf, taking up less desk space.

These models incorporate Quick Start<sup>3</sup> so there is no need to wait for the printer to 'warm up' making the operation almost instantaneous; perfect for those in a hurry. The PIXMA MG4110 and PIXMA MG3110 also include Auto Duplex printing, allowing users to produce doubled-sided documents automatically, which can help reduce paper consumption.

### **Creative Personalization**

Since its introduction, 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 picture, an effect previously only available with a DSLR camera.

Full HD Movie Print<sup>2</sup>, which is available on these 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 also now 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.

### **Canon PIXMA MG4110 and PIXMA MG3110 Wireless Photo AIO Printers**

If a wireless printer with a variety of functions and high-quality printing is on the wish list, the Canon PIXMA MG4110 or PIXMA MG3110 Wireless<sup>1</sup> Photo AIO printers should definitely be one of the options. Both feature the new FastFront design, new FINE cartridges with the ChromaLife100 ink system<sup>8</sup>, a maximum color resolution of 4800 x 1200 dpi<sup>7</sup>, Advanced Media Handling capabilities with Auto Duplex printing, which can help reduce paper usage, and can create a 4" x 6" borderless<sup>12</sup> photo of superb quality in approximately 44 seconds<sup>10</sup>. The PIXMA MG4110 AIO printer with a 2.4-inch LCD screen and its newly redesigned user interface makes scrolling through the menus and viewing of images quickly and easily. It also delivers output at approximately 9.9 ipm for black-and-white documents and approximately 5.7 ipm for color<sup>9</sup>. For the consumer interested in a more affordable wireless printing option, the PIXMA MG3110 Wireless<sup>1</sup> Photo AIO printer would be an ideal choice. This new PIXMA All-In-One printer will deliver output at approximately 9.2 ipm for black-and-white documents and approximately 5.0 ipm for color<sup>9</sup>.

### **Canon PIXMA MG2110 Photo AIO Printer**

The new Canon PIXMA MG2110 Photo AIO printer provides consumers with the ability to print, copy and scan high-quality documents at an affordable price<sup>11</sup>. This new model features the ChromaLife100 ink system<sup>8</sup> with a maximum color resolution of 4800 x 1200 dpi<sup>7</sup> and can produce a high-quality 4" x 6" borderless<sup>12</sup> photo in approximately 44 seconds<sup>10</sup>. This new PIXMA All-In-One printer will deliver output at approximately 8.4 ipm for black-and white documents and approximately 4.8 ipm for color<sup>9</sup>.

## **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](http://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 these new PIXMA models, consumers will be provided with exclusive printable content through **CREATIVE PARK PREMIUM**<sup>13</sup>. This content includes post cards, albums, and many more projects including paintings by artists such as Norman Rockwell.

## **About Canon Latin America.**

Canon Latin America, Inc. is a leading provider of consumer, business-to-business, and industrial digital imaging solutions, and is a subsidiary of Canon U.S.A., Inc. ("Canon U.S.A."). Canon U.S.A.'s parent company, Canon Inc. (NYSE:CAJ), a top patent holder of technology, ranked fourth overall in the U.S. in 2010<sup>†</sup>, 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"

<sup>†</sup>Based on weekly patent counts issued by United States Patent and Trademark Office.

iPad, iPhone, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. All referenced product names, and other marks, are trademarks of their respective owners.

<sup>1</sup> 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.

<sup>2</sup> Full HD Movie Print<sup>™</sup> 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. For a good result on the merge frame feature, a tripod is recommended when filming in HD video.

<sup>3</sup> "Quick Start" refers to the seconds required between pressing the power key and the key operations become ready.

Excluding the case when pressing the power key for the first time after the power cord was plugged.

<sup>4</sup> Subject to the Terms and Conditions of Use of Picasa Web Albums.

<sup>5</sup> Requires Canon Easy-PhotoPrint for iPhone App, available for free on the App Store, except that it is not available in Guadeloupe, Haiti, Jamaica, Martinique, St. Barthelémy, St. Croix, St. Maarten, St. Martin, St. Thomas and Tortola. . Compatible with iPhone 3G, 3GS, 4, iPad and iPod touch devices.

<sup>6</sup> A complete listing with telephone numbers and schedule by country can be found at [www.cla.canon.com](http://www.cla.canon.com) by clicking on the ¡Llame Gratis! banner.

<sup>7</sup> Resolution may vary based on printer driver setting. Color ink droplets can be placed with a horizontal pitch of 1/4800 at minimum.

<sup>8</sup> Canon cannot guarantee the longevity of prints; results may vary depending on printed image, drying time, display/storage conditions, and environmental factors.

<sup>9</sup> 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.

<sup>10</sup> 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.

<sup>11</sup> Pricing is set by individual dealer and vary.

<sup>12</sup> Supported paper types for borderless printing are as follows: Photo Paper Pro Platinum, Photo Paper Plus Glossy II, Photo Paper Plus Semi-gloss, Photo Paper Glossy and Matte Photo Paper.

<sup>13</sup> 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