



Delighting You Always

CANON HONGKONG COMPANY LIMITED

Domestic Sales Office:

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【For Immediate Release】

7th January, 2013

**Canon New PIXMA iP7270 High Quality Photo Printer
With AirPrint Wireless Printing and “My Image Garden” Software**

Canon today announces the new PIXMA iP7270 High Quality Photo Printer. PIXMA iP7270 supports AirPrint wireless printing, direct printing of photos, emails, documents or web pages from iOS device is allowed, realizing a smart and enjoyable mobile printing solution that meets every need! PIXMA iP7270 also comes with “My Image Garden” software for easy photo management using face recognition function that helps organize photos with ease, and features individual ink tank system for enhanced color gradation and contrast to realize prints in high quality.

Seamless and Convenient Mobile Wireless Printing Anytime, Anywhere

PIXMA iP7270 supports AirPrint wireless printing. Users can make direct wireless printing of emails, photos, documents or web pages from iOS device¹ anytime. Without the need to connect to a computer nor installation of any printer driver, you can submit the print job over a Wi-Fi network² to get high quality printouts right away for a truly seamless and convenient mobile printing experience!

New “My Image Garden” Software for Easy Photo Management and Printing

The new PIXMA iP7270 photo printer is bundled with “My Image Garden” software for easy management or backup of photos. Users can organize the photos stored on computers into three categories: Calendar, Event and People. With face recognition function, simply by registering the faces of your family members, the software can sort photos of a specific person automatically for easy searching, reviewing and printing of memorable photos. “My Image Garden” offers a vast selection of templates including collages, greeting cards, calendars, paper crafts and more to help you create unique and fun photo styles. What’s more, the software also includes an automatic printing idea suggestion feature where photos stored on a computer are automatically created into various appealing collages for easy printing. “My Image Garden” software with comprehensive printing, scanning and file management can help you handle various image processing tasks with ease.

¹ iOS devices include iPhone, iPad and iPod touch. iOS version must be iOS4.2 or later. For more information, please visit www.canon.com.hk/mobileprint

² Mobile devices including iPhone, iPod touch or iPad and the PIXMA Printers must be connected to the same wireless network



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Individual Ink Tank Systems with Photo Black Inks for Enhanced Color Gradation and Contrast

Built with Canon's proprietary Full-photolithography Inkjet Nozzle Engineering (FINE) technology print heads, the new PIXMA iP7270 photo printers can print with precise microscopic 1pl ink droplets and support up to 9,600 x 2,400dpi professional photo print resolution for reproducing every vivid detail faithfully. PIXMA iP7270 adopts a 5-color individual ink tank system with Photo Black ink that sharply increases color contrast. Larger individual ink tanks for more productive and streamlined workflow, as less ink tank replacement will be needed.

Auto Photo Fix II Function for Optimized Print Result

The new PIXMA iP7270 photo printer features an "Auto Photo Fix II" function with a built-in scene categorization system that can automatically recognize the type of image and adopt the optimal correction based on the 5 shooting modes including portrait, scenery, night scenery, scenery snapshot and night scenery snapshot. This can correct common image problems such as over-exposure, under-exposure, color cast or inaccurate white balance setting. This function also offers an intelligent Multi-zone Exposure Correction to get the best results from pictures that have been less than ideally exposed, by multi-zoning areas in an image which are under exposed and correct each zone independently. It then returns the original images to the most natural and ideal appearance.

Convenient Canon Photo Paper & Ink Purchase at Extensive Sales Locations

Over 300 Canon Photo Paper & Ink sales locations are located all over Hong Kong to provide you with easy one-stop service, including an extensive network of Original Ink Center (OIC) dealers located at various major chain stores and computer shops, and Canon Photo Paper & Ink vending machines located in major shopping malls and MTR stations. Anytime and anywhere, purchasing genuine photo papers and ink has never been this easy and convenient! In addition, the new PIXMA iP7270 photo printer features an Ink Level Indicator to ensure workflow uninterrupted by ink shortage. Whenever an ink tank level runs low, a reminder will automatically appear with a direct link to "Consumable Express" and your ink model will also be selected. Simply check out to enjoy free delivery right to your doorsteps with order over HK\$100 and order placed before 11am can be delivered the same day³.

To know more about the details of "Consumable Express", please visit www.canon.com.hk/shop.

³ Except for outlying Islands and restricted areas. Online orders must be placed before 11am. Same day delivery service not applicable on Sat, Sun and Public Holidays.



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The Canon's new PIXMA iP7270 High Quality Photo Printer is now available in Hong Kong with suggested retail prices of HK\$988.

Compatible ink cartridges of PIXMA iP7270 and their suggested retail prices are as follows:

PGI-750BK Pigment Black Ink Tank (15ml)	HK\$105
CLI-751BK Photo Black Ink Tank (7ml)	HK\$98
CLI-751C Cyan Ink Tank (7ml)	HK\$98
CLI-751M Magenta Ink Tank (7ml)	HK\$98
CLI-751Y Yellow Ink Tank (7ml)	HK\$98
PGI-750XL BK Pigment Black Ink Tank (22ml)	HK\$150
CLI-751XL BK Photo Black Ink Tank (11ml)	HK\$138
CLI-751XL C Cyan Ink Tank (11ml)	HK\$138
CLI-751XL M Magenta Ink Tank (11ml)	HK\$138
CLI-751XL Y Yellow Ink Tank (11ml)	HK\$138

A4 color document and A4 Photo printing cost of PIXMA iP7270 is around HK\$0.9 and HK\$8.5 (Calculated using GP-501 photo paper with high consumption ink cartridges)



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Suggested retail prices for Canon High Quality Photo Papers are as follow:

Suggested retail price

Photo Paper Pro Platinum (Ideal for High glossy portrait / High glossy landscape)

- PT-101 (A4) (20 sheets)	HK\$145
- PT-101 (4"X6") (20 sheets)	HK\$65
- PT-101 (4"X6") (100 sheets)	HK\$300

Photo Paper Plus Glossy II (Ideal for Lifestyle photo / Landscape photo)

- PP-201 (A4) (20 sheets)	HK\$95
- PP-201 (4"X6") (20 sheets)	HK\$40

Photo Paper Pro Luster (Ideal for Portrait photo / Monochrome photo)

- LU-101 (A4) (20 sheets)	HK\$130
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Photo Paper Plus Semi-Gloss (Ideal for Night scene photo / Black & White photo)

- SG-201 (A4) (20 sheets)	HK\$95
- SG-201 (8"X10") (20 sheets)	HK\$75
- SG-201 (4"X6") (20 sheets)	HK\$35
- SG-201 (4"X6") (50 sheets)	HK\$85

Glossy Photo Paper (Ideal for Lifestyle photo)

- GP-501 (A4) (20 sheets)	HK\$45
- GP-501 (A4) (100 sheets)	HK\$170
- GP-501 (4"X6") (10 sheets)	HK\$10
- GP-501 (4"X6") (30 sheets)	HK\$25
- GP-501 (4"X6") (100 sheets)	HK\$65

Matte Photo Paper (Ideal for Graphic Art / Creative Use)

- MP101 (A4) (50 sheets)	HK\$70
- MP101 (4"X6") (120 sheets)	HK\$85

T-Shirt Transfers

- TR-301 (A4) (10 sheets)	HK\$85
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Photo Sticker

- PS-101 (10 x 15cm, 16 labels) (5 sheets)	HK\$40
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High Resolution Paper (Ideal for Graphic / Paper Work)

- HR-101N (A4) (200 sheets)	HK\$170
- HR-101N (A4) (50 sheets)	HK\$45



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PIXMA iP7270 Specification

Maximum Resolution (dpi)	9,600(horizontal) ^{*1} x 2,400(vertical)
Print head / Ink	
Smallest Ink droplet size	1pl
Ink	PGI-750BK (Pigment Black),CLI-751BK/C/M/Y (Dye Black/Cyan/Magenta/Yellow) (Optional) PGI-750XL BK (Pigment Black),CLI-751XL BK/C/M/Y (Dye Black/Cyan/Magenta/Yellow)
Ink Capacity Standard(approx. figure)	
A4 Color Document ^{*2}	PGI-750BK:300 sheets, CLI-751BK:1795 sheets, CLI-751C:332 sheets,CLI-751M:319 sheets,CLI-751Y:344 sheets PGI-750BK XL:500 sheets, CLI-751BK XL:5530 sheets, CLI-751C XL:695 sheets, CLI-751M XL:680 sheets, CLI-751Y XL:695 sheets
4R Photo (4" x 6") ^{*3}	PGI-750BK:2425 sheets, CLI-751BK:376 sheets, CLI-751C:121 sheets,CLI-751M:132 sheets,CLI-751Y:130 sheets PGI-750BK XL:5615 sheets, CLI-751BK XL:1130 sheets, CLI-751C XL:267 sheets, CLI-751M XL:313 sheets, CLI-751Y XL:274 sheets
Print Speed^{*4}	
A4 B&W Document (ISO standard speed)	15 ipm
A4 Color Document (ISO standard speed)	10 ipm
Photo (A4,8"x10" image)	Standard : approx. 44 sec
Photo(4"x6",borderless)	Standard : approx. 21 sec
Printable Area	
Borderless Printing ^{*5}	A4/Letter/8"x10"/5"x7"/4"x6"
Paper Size (Cut paper)	A4/ Letter/ Legal/ A5/B5/ Envelopes(DL, COM10)/ 8"x10"/ 5"x7" /4"x6"
Support media for Auto Duplex Printing	A4/Letter/B5/A5
Paper Handling	
Cassette (Plain paper)	Approx. 125 sheets
4R Photo Paper Tray	Approx. 20 sheets
Manual disc tray (Blu-ray/DVD/CD)	1 piece
General	
Interface	USB2.0 Hi-Speed, Wi-Fi 802.11b/g/n
Compatible OS	Windows [®] 8 ⁶ , 7/ SP1, Vista SP1/ SP2, XP SP3 32bit, Mac OS X 10.5.8-10.8 ⁷
Dimensions(W x D x H)	451 x 368 x 128mm
Weight	6.6 kg
Power Source	AC100-240V 50/60Hz
Power Consumption	Standby: 2.1W Off: 0.3W Printing: 24W
Warranty	One year warranty (Free pickup/delivery service) ^{*8}

*1 Ink droplets can be placed with a pitch of 1/9600 inch at minimum.

*2 Declared yield value in accordance withISO/IEC24711 with pattern of ISO/IEC 24712. Values obtained by continuous printing.

*3 Declared yield value in accordance withISO/IEC29102 with pattern of ISO/IEC 29103. Values obtained by continuous printing.

*4 Document 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.Photo print speed is based on the default setting using ISO/JIS-SCID N2 on Photo Paper Plus Glossy II and does not take into account data processing time on host computer.Print speed may vary depending on system configuration, interface, software, document complexity, print mode, page coverage, type of paper used etc.
 For more information, please visit <http://www.canon.com.hk/en/consumer/speedtest>



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*5 Supported paper types for borderless printing : Photo Paper Pro Platinum PT-101, Photo Paper Pro Luster LU-101, Photo Paper Plus Semi-gloss SG-201, Photo Paper Plus Glossy II PP-201, Glossy Photo Paper GP-501, Matte Photo Paper MP-101

*6 Windows® 8 driver is available on www.canon.com.hk

*7 Softwares and drivers for Mac OS are installed via Internet from the setup CD-Rom. Mac OS X 10.8 printer driver is available on www.canon.com.hk. Mac OS X 10.5 printer driver is applicable on Mac with Intel processor only.

*8 Within the warranty period, please call 3191 2333 to arrange for the free pick-up/delivery service. The service are only available to Hong Kong Island, Kowloon and the New Territories but not to outlying islands, restricted areas and Macau. For more information, please visit <http://www.canon.com.hk/en/services/consumer/PickupDeliveryMain.do>

All data is based on Canon's standard testing methods. Subject to change without notice.



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About Canon Hongkong Company Limited

Canon Inc. (TSE:7751 / NYSE:CAJ) was founded in 1937 in Japan. Its predecessor, Precision Optical Instruments Laboratory, produced Japan's first 35 mm focal-plane-shutter camera in 1934, called the Kwanon. Canon Inc. eventually expanded into the photocopying and printing industries, launching Japan's first plain-paper copier in 1970 and the world's first inkjet printer in 1985. With over 70 years of experience in imaging products manufacturing, Canon's global revenue currently stands at US\$45.7 billion (as of 31 December 2011). The extensive resources it devotes to research and development has made Canon one of the U.S. imaging industry's top technology patent-holders, and the only manufacturer across the globe to offer both input and output device solutions to the world's various imaging needs.

As one of the company's earliest offices in Asia, Canon Hongkong Co., Ltd. (CHK) was established in 1971. It is responsible for sales, marketing and services of all Canon product lines in Hong Kong SAR, Macau SAR, Taiwan, the Philippines and Mongolia, including its digital cameras, digital video camcorders, printers, copiers, scanners, projectors and other imaging merchandise. CHK adheres to Canon's corporate philosophy, kyosei, which in essence motivates the company with its staff to proactively strive for harmonious coexistence with other citizens through participation in various social, charitable and environmental activities. From year 2005, the Hong Kong Council of Social Service has awarded CHK the Caring Company Logo in recognizing CHK's continuous efforts contributed to the local community. Furthermore, CHK also endeavours to adopt internationally recognized management systems, having become certified in conformance with ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007 in 2003, 2004 and 2005 respectively. CHK is certified to COPC-2000® CSP Standard in 2006.

Being a responsible manufacturer, Canon leads to be the first in global to set up its own Canon Toner Cartridge Recycle Factory located in Japan, China, U.S. and France since 1990 to make sure all collected toner cartridges are utilize as reused parts in new products. Up to 2010, Canon has reduced the use of new resources by 168,000 tons and CO² emissions by 402,000 tons. Likewise, CHK from 2009 has established Ink Cartridge Collection boxes placed in voluntary schools, shopping malls, commercial centers and commercial buildings to collect used cartridges for recycling purpose.

Canon Enquiries Hotline: **3191-2333**

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This press release is distributed by Canon Hongkong Company Limited - Domestic Consumer Imaging and Information Group.

This press release can be downloaded at

http://www.canon.com.hk/en/corporate/press_release/index.do