



Delighting You Always

CANON HONGKONG COMPANY LIMITED

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【For Immediate Release】

9 January, 2014

**Canon New PIXMA iP8770, iX6870 and iX6770 High Quality A3+ Photo Printers
Supporting Wi-Fi Network Print Function, Cloud Print, AirPrint and Smart Phone
Application for Convenient Mobile Printing of Large Size Photos
Coupled with Individual Ink Systems for Professional Print Result**

Canon today announces the new PIXMA iP8770, iX6870 and iX6770 High Quality A3+ Photo Printers which combine professional photo print quality, flexible and convenient operability with high cost-effectiveness to realize the best A3+ large size photo printing solution for photography lovers. PIXMA iP8770 and iX6870 provide all-round mobile printing flexibility, supporting PIXMA Cloud Print¹, AirPrint wireless printing² and new PIXMA Printing Solutions smart phone application³ for convenient A3+ photo printing directly from mobile devices anytime. Both printers also feature a built-in Wi-Fi wireless network for network print function to ensure cost-effectiveness by making the most out of the printer. In addition, PIXMA iP8770 supports the new PictBridge (Wireless LAN) printing technology for easy and direct wireless photo printing from digital cameras right after shooting. Featuring 6-color or 5-color individual ink tank system for enhanced color gradation and contrast, the 3 new PIXMA photo printers guarantee photo prints in high quality.

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

Built with Canon's proprietary Full-photolithography Inkjet Nozzle Engineering (FINE) technology print heads, the 3 new PIXMA 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. This ensures clear reproduction of rich image details for each part of an A3+ size photo, revealing the unique impressiveness of large size photos. PIXMA iP8770 features a 6-color individual ink tank system for wider color gamut, and includes Gray ink for B&W photo for more delicate gradation. PIXMA iX6870 and iX6770 adopt a 5-color individual ink tank system with Photo Black ink that sharply increases color contrast. The 3 new PIXMA photo printers offer high-speed and quality printing, completing a 4R borderless photo and A3+ photo (11" x 14") in a mere 36 seconds and 120 seconds (Standard Mode) respectively.

¹ For more information, please visit www.canon.com.hk/mobileprint

² iOS version must be iOS4.2 or later. For more information, please visit www.canon.com.hk/pixma

³ iOS version must be iOS5.1 or later; Android™ version must be Android™ 2.3.3 or later. For more information, please visit www.canon.com.hk/pps/en



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Convenient Mobile Printing of High Quality A3+ Photos Anytime

New PIXMA Printing Solutions Smart Phone Application

PIXMA iP8770 and iX6870 support the new and free upgraded PIXMA Printing Solutions application³ with more comprehensive and powerful functionalities. With the installed application and via a Wi-Fi wireless network, direct printing of A3+ photos, PDF files and web pages⁴ from mobile devices can be done without the need of a computer, bringing even greater convenience for everyday printing!

AirPrint Wireless Printing⁵

Users can make direct wireless printing of photos, documents, emails or web pages from iOS devices² anytime. Without the need to connect to a computer nor installation of any printer driver, you can submit the print job to PIXMA iP8770 and iX6870 over a Wi-Fi network⁶ to get high quality printouts right away to enjoy more convenience from mobile printing!

PIXMA Cloud Print⁵

Simply register for Cloud Print service from PIXMA iP8770 and iX6870, users can then send out print orders through any mobile gadget with the support of "Google Cloud Print™"¹. Whether you are out or in transit, photos, documents or emails from your Google account can be sent to printer through Cloud Print technology remotely, realizing efficient and convenient mobile work style without the need of a computer.

Wireless Photo Printing from Digital Cameras for High Efficient Printing Right After Shooting

PIXMA iP8770 supports the new PictBridge (Wireless LAN) technology for wireless connection with digital cameras⁷ to allow easy and direct printing of images captured by camera anytime, anywhere without the need for cable connection, unlocking a new printing experience which is more instant and convenient!

² iOS version must be iOS4.2 or later. For more information, please visit www.canon.com.hk/pixma

³ iOS version must be iOS5.1 or later; Android™ version must be Android™ 2.3.3 or later. For more information, please visit www.canon.com.hk/pps/en

⁴ Web Page Direct Print is only applicable for devices with Android™ 2.3.3 or later

⁵ Maximum print size up to A4

⁶ Mobile devices including iPhone, iPod touch or iPad and the PIXMA Printer must be connected to the same wireless network

⁷ Applicable for EOS 6D / 70D, PowerShot G16 / S120 / S110 / SX510 / SX280 and IXUS 255 / 140



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Built-in Wi-Fi 802.11 b/g/n for Network Print Function Sharing for Enhanced Productivity

PIXMA iP8770 and iX6870 feature a built-in Wi-Fi connectivity that supports 802.11 b/g/n standard for faster connection. Seamless function sharing on printing among multiple computers over a high-speed wireless network can be easily achieved, ideal for sharing among the whole family. In addition, PIXMA iX6870 also features a built-in Ethernet which can help users without Wi-Fi to build up network setting. The setup of Wi-Fi wireless network can be completed in just a few steps. Users can also enjoy the flexibility of working from laptop and being accessible to the printer's function with the wireless network.

Auto Photo Fix II Function for Optimized Print Result

The 3 new PIXMA photo printers feature an "Auto Photo Fix II" function. With "My Image Garden" software and the built-in scene categorization system that automatically recognizes the type of image, optimal correction can be adopted based on the 5 shooting modes including portrait, scenery, night scenery, snapshot (scenery) and snapshot (night scenery). 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.

ChromaLife 100+ Photo System to Assure Sharp Photo Color for 300 Years⁸

The 3 new PIXMA photo printers are integrated with Canon's proprietary ChromaLife 100+ Photo System. With the combination of FINE print heads, dye-based ink cartridge and Canon's genuine photo papers, the color gamut is greatly expanded and better color reproduction is guaranteed, especially in the red areas. Richer and more vivid image colors can be produced on photo paper. Long-lasting photos which can be preserved up to 300 years are guaranteed.

Bundled "My Image Garden" Software for Full HD Movie Print and Easy Photo Management

Bundled with the 3 new PIXMA photo printers, "My Image Garden" software supports Full HD Movie Print function⁹ which can capture high quality prints from full HD movie clips taken by Canon cameras or camcorders while optimizing the print results automatically. Three

⁸ Measured by ISO/IEC 18924 in a controlled environment. Please visit www.canon.com.hk/chromalife100plus for more details

⁹ Applicable for .mov or .mp4 movie format from Canon Digital Camera, Digital SLR Camera or Digital Camcorder with Zoom Browser EX 6.5 or above version and ImageBrowser EX1.0 or above version



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features are provided for different needs, including “Merges Frames” function for funny imaging expression; “Movie Clips Index” showing thumbnail scenes to allow easy preview and image search; and “Auto Frame Capturing” that selects the sharpest and clearest frame to print automatically to ensure the best possible image quality.

In addition, “My Image Garden” supports face recognition function. Simply by registering the faces of family members, the software can sort photos of a specific person automatically for easy searching, reviewing and printing of memorable photos. Users can enjoy easy photo management by organizing the photos stored on computers into three categories: Calendar, Event and People. “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.

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 stations¹⁰. Anytime and anywhere, purchasing genuine photo papers and ink has never been this easy and convenient! The 3 new PIXMA photo printers also feature 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 day¹¹.

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

The Canon’s new PIXMA iP8770, iX6870 and iX6770 High Quality A3+ Photo Printers are now available in Hong Kong with suggested retail prices of HK\$2,488, HK\$1,888 and HK\$1,688 respectively. Customers who purchase a new PIXMA iP8770 High Quality A3+ Photo Printer can receive a free pack of A3+ Photo Paper Plus Glossy II (20 sheets, value: HK\$210). Offer is limited and available while stocks last.

¹⁰ For more information, please visit www.canon.com.hk/oic

¹¹ 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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Compatible ink cartridges and accessory of PIXMA iP8770 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
CLI-751GY Grey 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
CLI-751XL GY Grey Ink Tank (11ml)	HK\$138

A4 color document and A4 photo printing cost of PIXMA iP8770 is around HK\$1 and HK\$8.9(Calculated using GP-601 photo paper with high consumption ink cartridge)

Compatible ink cartridges and accessory of PIXMA iX6870 and iX6770 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-755 BK Pigment Black Ink Tank (37ml)	HK\$185
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 A4 photo printing cost of PIXMA iX6870 and iX6770 is around HK\$0.9 and HK\$ 8.2(Calculated using GP-601 photo paper with high consumption ink cartridge)



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

	<u>Suggested retail price</u>
Photo Paper Pro Platinum (Ideal for High glossy portrait / High glossy landscape)	
- PT-101 (A3+) (10 sheets)	HK\$230
- PT-101 (A3) (20 sheets)	HK\$400
- 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 (A3+) (20 sheets)	HK\$260
- PP-201 (A3) (20 sheets)	HK\$200
- PP-201 (A4) (20 sheets)	HK\$95
- PP-201 (4"X6") (20 sheets)	HK\$40
Photo Paper Pro Luster (Ideal for Portrait photo / Black & White photo)	
- LU-101 (A3+) (20 sheets)	HK\$360
- LU-101 (A3) (20 sheets)	HK\$280
- LU-101 (A4) (20 sheets)	HK\$130
Photo Paper Plus Semi-Gloss (Ideal for Night scene photo / Black & White photo)	
- SG-201 (A3+) (20 sheets)	HK\$260
- SG-201 (A3) (20 sheets)	HK\$200
- 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-601 (A4) (100 sheets)	HK\$170
- GP-501 (4"X6") (10 sheets)	HK\$10
- GP-501 (4"X6") (30 sheets)	HK\$25
- GP-601 (4"X6") (100 sheets)	HK\$65
Matte Photo Paper (Ideal for Graphic Art / Creative Use)	
- MP101 (A3) (40 sheets)	HK\$120
- MP101 (A4) (50 sheets)	HK\$70
- MP101 (4"X6") (120 sheets)	HK\$85
Photo Sticker	
- PS-101 (10 x 15cm, 16 labels) (5 sheets)	HK\$40
High Resolution Paper (Ideal for Graphic / Paper Work)	
- HR-101N (A3) (100 sheets)	HK\$170
- HR-101N (A3) (20 sheets)	HK\$45
- HR-101N (A4) (200 sheets)	HK\$170
- HR-101N (A4) (50 sheets)	HK\$45



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PIXMA iP8770 / iX6870 / iX6770 Specification

	PIXMA iP8770	PIXMA iX6870	PIXMA iX6770
Maximum Resolution (dpi)	9,600 ¹ (horizontal) x 2,400 (vertical)		
Print head / Ink			
Smallest Ink droplet size	1pl		
Number of Colors	6		
Ink	Standard: PGI-750BK, CLI-751BK/ C/ M/ Y/ GY High Capacity: PGI-750XL BK, CLI-751XL BK/ C/ M/ Y/ GY	Standard: PGI-750BK, CLI-751BK/ C/ M/ Y High Capacity: PGI-750XL BK or PGI-755 BK CLI-751XL BK/ C/ M/ Y	
Ink Capacity Standard (approx. figure)			
4R Photo (4" x 6") ²	PGI-750BK:2070 sheets, CLI-751BK:337 sheets, CLI-751C:164 sheets, CLI-751M:150 sheets, CLI-751Y:146 sheets, CLI-751GY:126 sheets PGI-750BK XL:4775 sheets, CLI-751BK XL:870 sheets, CLI-751C XL:385 sheets, CLI-751M XL:381 sheets, CLI-751Y XL:358 sheets, CLI-751GY XL:275 sheets	PGI-750BK:2390 sheets, CLI-751BK:384 sheets, CLI-751C:125 sheets, CLI-751M:138 sheets, CLI-751Y:120 sheets PGI-750BK XL:4720 sheets or PGI-755BK :7685 sheets, CLI-751BK XL:845 sheets, CLI-751C XL:283 sheets, CLI-751M XL:340 sheets, CLI-751Y XL:293 sheets	
A4 Color Document ³	PGI-750BK:300 sheets, CLI-751BK:1105 sheets, CLI-751C:311 sheets, CLI-751M:307 sheets, CLI-751Y:312 sheets, CLI-751GY:780 sheets PGI-750BK XL:500 sheets, CLI-751BK XL:4405 sheets, CLI-751C XL:675 sheets, CLI-751M XL:665 sheets, CLI-751Y XL:670 sheets, CLI-751GY XL:3350 sheets	PGI-750BK:300 sheets, CLI-751BK:1645 sheets, CLI-751C:333 sheets, CLI-751M:327 sheets, CLI-751Y:334 sheets PGI-750BK XL:500 sheets or PGI-755BK :800 sheets, CLI-751BK XL:5000 sheets, CLI-751C XL:690 sheets, CLI-751M XL:690 sheets, CLI-751Y XL:690 sheets	
Print Speed			
Photo (A3+, 11" x14" image)	PP-201/ Standard: Approx.120sec		
Photo (A4, 8"x10" image)	PP-201/ Standard: Approx.70sec		
Printable Area			
Borderless Printing ⁴	A3+/ A3/ A4/ Letter/ Ledger/ 4"x6"/ 5"x7"/ 8"x10"/ 10"x12"		
Paper Size (Cut paper)	A3+/ A3/ A4/ Letter/ Legal/ Ledger/ A5/ B5/ B4 / 4"x6"/ 5"x7"/ 8"x10" 10"x12", Envelope(DL, COM10)		
Paper Handling			
Plain paper	A3/ A4/ A5/ B4/ B5/ Letter/ Legal/ Ledger = 150 sheets		
Photo Paper Pro Platinum (PT-101)	A3+= 1 sheet , A3/A4= 10 sheets , 4"x6"= 20 sheets		
Photo Paper Plus Glossy II (PP-201)	A3+= 1 sheet , A3/A4= 10 sheets , 4"x6"= 20 sheets		
Photo Paper Pro Luster (LU-101)	A3+= 1 sheet , A3/A4= 10 sheets		
Photo Paper Plus Semi-gloss (SG-201)	A3+= 1 sheet , A3/A4/8"x10"= 10 sheets , 4"x6"= 20 sheets		
Glossy Photo Paper(GP-601)	A4= 10 sheets , 4"x6"= 20 sheets		
Matte Photo Paper (MP-101)	A3/A4= 10 sheets , 4"x6"= 20 sheets		
High Resolution Paper (HR-101N)	A3=50 sheets , A4=80 sheets		
Disc Tray	1 Piece		
Mobile Print			
PIXMA Printing Solution Application ⁵	Support		
Google Cloud Print ⁶	Support		
AirPrint ⁷	Support		
General			
Interface	USB2.0 High Speed / Wi-Fi 802.11 b/g/n	USB2.0 High Speed / Wi-Fi 802.11 b/g/n & Ethernet	USB2.0 High Speed
Compatible OS	Windows ⁸ 8.1/ 8, 7/ SP1, Vista SP1/ SP2, XP SP3 32bit, OS X 10.6.8 - 10.9 ⁸		
Dimensions (WxDxH) mm	590 x 331 x 159		584 x 310 x 159
Weight	8.5kg		8.1kg
Power Source	AC100-240V: 56/60Hz		
Power Consumption	Approx. 1.9W (Standby) Approx. 0.3W (OFF) Approx. 23W (Printing)	Approx. 2.0W (Standby) Approx. 0.3W (OFF) Approx. 24W (Printing)	Approx. 0.8W (Standby) Approx. 0.2W (OFF) Approx. 21W (Printing)
Noise Level	43.5dB(A)		44dB(A) 44.5dB(A)
Warranty	One year on site warranty (Hardware)		

¹ Ink droplets can be placed with a pitch of 1/9,600 inch at minimum.

² Declared yield value in accordance with ISO/IEC29102 with pattern of ISO/IEC 29103. Values obtained by continuous printing.

³ Declared yield value in accordance with ISO/IEC24711 with pattern of ISO/IEC 24712. Values obtained by continuous printing.

⁴ 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-601, Matte Photo Paper MP-101.

⁵ Support iOS 5.1 or later and Android™ 2.3.3 or later. For more information, please visit www.canon.com.hk/pps/en/

⁶ Maximum to print A4 size, for more information of Google Cloud Print™ please visit www.canon.com.hk/mobileprint

⁷ Maximum to print A4 size, for more information please visit www.canon.com.hk/pixma

⁸ Softwares and drivers for OS X are available on www.canon.com.hk



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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\$39.9 billion (as of 31 December 2012). 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 the sales, marketing and services for 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. Since 2005, the Hong Kong Council of Social Service has awarded CHK the Caring Company Logo by way of recognizing CHK's continuous efforts to contribute 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.

Being a responsible manufacturer, Canon became a global leader in 1990 by being the first to set up its own Canon Toner Cartridge Recycle Factory located in Japan, China, U.S. and France, to make sure all collected toner cartridges are utilised as reusable parts in new products. Up until 2012, Canon had reduced the use of new resources by 201,000 tons, and CO2 emissions by 450,000 tons. Likewise, since 2009 CHK has established Ink Cartridge Collection boxes in voluntary schools, shopping malls, commercial centers and commercial buildings in order to collect used cartridges for recycling purposes.

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