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Compact home photo lab: the Canon SELPHY CP770 and SELPHY CP760



SELPHY CP770



SELPHY CP760

Hi-res versions of these and other images can be downloaded
from http://www.canon-europe.com/press_centre/image_library/index.asp

Amsterdam, The Netherlands, 07 May 2008: Canon today introduces a new generation in the continuing evolution of its SELPHY compact photo printer line-up: the essential new SELPHY CP770 portable printer, and its affordable sister model, the SELPHY CP760. The two models offer a convenient combination of lab-quality photo printing and supreme ease of operation.

With its handy integrated storage case, carry handle and optional battery pack, the SELPHY CP770 brings new levels of ease and portability to photo printing – while the ultra-compact SELPHY CP760, with its large LCD and improved user interface, brings lab-quality home photo printing to its widest audience yet.

“With a renewed focus on convenience and ease of use, SELPHY offers lab-quality photos at home or on the move,” said Mogens Jensen, Head of Canon Consumer Imaging Europe. “The SELPHY CP770 offers a unique integrated storage solution, while both new models feature easy operability and family-friendly price tags.”



Features at a glance:

- Easy to use design - simple user interface and button layout
- Integrated storage solution with carry handle (CP770 only)
- 2.5" angled colour TFT LCD
- Direct printing from most popular memory card formats¹

¹ See specifications for compatible card types

- Long lasting 100 year prints²
- Auto Image Correction with Face Brightness optimisation
- Auto Red-Eye Correction
- My Colors functionality
- Wireless printing via IrDA (CP770 only) and optional Bluetooth adaptor
- Optional battery pack (CP770 only)

Easy to use, simple to store

The SELPHY CP770 includes a unique case which provides convenient, combined storage of consumables, accessories and power supply, with the printer safely secured in place by a two-buckle lock system. By ensuring that all components are kept together, this enables fast, easy setup and, used with the integrated carry handle and optional battery pack, makes the SELPHY CP770 ideal for photo printing on the go. For simple storage, both models are compact enough to find a place on a bookshelf.

Designed for all-round ease of use, both the SELPHY CP770 and SELPHY CP760 combine an improved user interface with straightforward button layout – so even new users can start making prints in moments. A large, angled colour TFT LCD screen offers detailed image preview when printing from memory card, along with easy-to-follow instructions and menu support for 7 different languages.

Lab quality prints - without the wait

Both the SELPHY CP770 and SELPHY CP760 print to a variety of different-sized media – including standard print sizes, credit-card size papers and miniature stickers – in as little as 52 seconds³. Dye sublimation technology provides smooth, glossy prints with minimal graininess, achieving a look and feel just like traditional lab prints. Each print is finished with a special coating that protects it from spills, splashes and fingerprints; kept in an album, prints retain their quality for up to 100 years².

When printing from memory card, users can ensure that prints look their best using several onboard technologies. Auto Image Correction automatically locates faces in photographs, then corrects their brightness for natural-looking results – without affecting background levels.

Other options include automatic Red-Eye Correction, Skin Tone optimisation – which delivers natural-looking portrait shots without the need for PC software – and

² 100 year figure based on accelerated tests. For further information see specifications.

³ See specifications for details

My Colors, which lets users enhance their images with classic effects such as Sepia, Vivid, Neutral, Positive Film and Black & White. For faithful colour reproduction, both printers support Adobe RGB colour profiles, and automatically apply the appropriate colour conversion before printing.

No computer necessary

The SELPHY CP770 and SELPHY CP760 offer a raft of options for quick, easy printing without the need for a computer. As well as Pictbridge and Direct Print compatibility for one-touch printing straight from camera, slots are included for direct printing from most popular formats of memory card – including, for the first time, HC MMC*plus* cards.

The optional BU-30 Bluetooth adaptor allows printing from wireless devices such as mobile phones, while the SELPHY CP770 offers extra wireless connectivity with built-in IrDA IR.

– Ends –

About Canon Consumer Imaging (CCI), Canon Europe

Canon Europe is a subsidiary of Canon Inc., founded in Japan in 1937. CCI is a leading provider of digital products for the home and the office, including: photo, video, ink jet and laser printers, All-In-One devices, projectors, scanners and fax machines.

Canon's corporate philosophy is kyosei, a Japanese concept that focuses on living and working together for the common good. As an environmentally aware organisation Canon is a Conservation Partner of the WWF.

Further information about Canon Europe is available at: www.canon-europe.com

Additional Information

Media

Available media includes⁴:

- Postcard Size (100mm x 148mm) – (KP-36IP, KP-72IP/IN, KP-108IP/IN)
- Wide Size (100mm x 200mm) – (KW-24IP)
- Credit Card Size (54mm x 86mm) – (KC-36IP)
- Credit Card Size Stickers (KC-18IF)
- Card Card Size Mini Stickers – eight stickers per card (KC-18IL)

Software

The SELPHY CP770 and SELPHY CP760 are supplied with Canon's Solution Disk, which contains a variety of easy-to-use software for managing, storing and printing images via PC including:

WINDOWS:

- ZoomBrowser EX 6.1 (Microsoft Windows 2000 SP4/XP, incl. SP1/SP2/Vista)
- Ulead Photo Express LE 6.5
- SELPHY CP770 / SELPHY CP760 Printer Driver 3.6 for Microsoft Windows 2000 SP4/XP incl. SP1/SP2/Vista 32bit)
- SELPHY CP770/CP760Printer Driver 1.4 (Vista 64 bit)

MACINTOSH:

- ImageBrowser 6.1 (Mac OS X Version 10.3-10.4)

Purchasers are also eligible for membership of CANON iIMAGE GATEWAY,⁵ an exclusive online storage and sharing site with 100MB of online 'personal gallery' space.

Accessories

- NB-CP2L Battery Pack (for SELPHY CP770)
- BU-30 Bluetooth Unit
- PCC-CP300 Card Size Paper Cassette
- PCW-CP100 Wide Size Paper Cassette
- DCC-CP1 Carry Case

⁴ Media sizes other than Postcard Size require additional Paper Cassette accessory, sold separately

⁵ CANON iIMAGE GATEWAY is not available in all European countries. Please see www.cig.canon-europe.com for available countries.