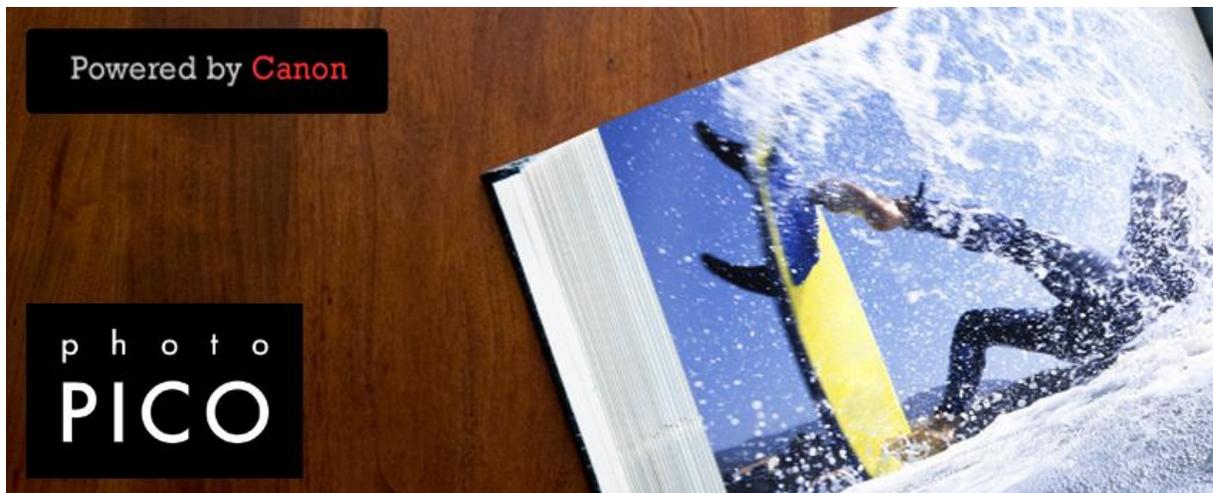


## MEDIA RELEASE

### Canon Australia announces photoPICO online print services for HD photobooks, canvases, calendars and more!

*New photoPICO print services extend the premium imaging experience*



**Sydney, 29 November, 2012:** Canon Australia has today announced the launch of [photoPICO](http://www.photopico.com.au), a new online print service that extends the premium imaging experience with a range of unrivalled High Definition (HD) output options, including photobooks, canvases, calendars and enlargements.

Available online now, photoPICO responds to demand for high-grade print options that allow people to do more with their quality images: [www.photopico.com.au](http://www.photopico.com.au)

“Powered by Canon, the new photoPICO service extends the imaging experience from capture to output, allowing people to do more with their photos at a level of quality that does their images justice,” says KC Lu, Senior Product Manager, Canon Consumer Imaging, Canon Australia. “Distinct from the mass print market, photoPICO uses Canon inkjet printer technology to offer a range of HD print options that bring people’s images to life like never before with incredible detail and a wider range of colours.”

#### **Powered by Canon**

The combination of Canon DreamLabo 5000 and imagePROGRAF print technology, high-grade paper stocks and canvases, and the expertise of specialist Australian print suppliers ensure a premium-quality product and fulfilment experience.

#### **Three simple steps**

1. Simply go directly to [www.photopico.com.au](http://www.photopico.com.au)

2. Once on the photoPICO site, simply download *The Designer* – free, specialised software to prepare the print image – to your computer and upload your photos.
3. Complete the transaction. All products will generally be delivered around seven working days after the order is received.

#### **Canon HD photobooks print quality:**

- Images come alive with 7-colour printing
- Stunning detail with 2,400 dpi print resolution
- Quality finish with Canon approved paper and canvases
- Long lasting – HD photobooks are tested to last more than 300 years
- Made in Australia by local specialists for premium quality and attention to detail

#### **Related Links:**

- Visit photoPICO: [www.photopico.com.au](http://www.photopico.com.au)
- [DreamLabo 5000](#) commercial photo printer
- [Canon imagePROGRAF](#) large-format printer range

#### **About Canon:**

[Canon](#) is the world's leading imaging brand that actively inspires with imaginative ideas that enable people to connect, communicate and achieve more than they thought possible through imaging solutions for business and consumers. Canon's Australian R&D company, CiSRA, develops and exports digital imaging technologies for use in Canon products worldwide. Canon has ranked among the top-four US patent recipients\* for the past 20 years, and had global revenues of around \$US46 billion in 2011. Canon Australia also operates [Canon Finance Australia](#), which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit [www.canon.com.au](http://www.canon.com.au), [www.facebook.com/canonaustralia](https://www.facebook.com/canonaustralia), [www.twitter.com/canonaustralia](https://www.twitter.com/canonaustralia), [www.youtube.com/canonaustralia](https://www.youtube.com/canonaustralia)

\* Based on weekly patent counts issued by the United States Patent and Trademark Office