

**FOR IMMEDIATE RELEASE****Canon U.S.A. Website:**<http://www.usa.canon.com>**For sales info/customer support:**

1-800-OK-CANON

**Editorial Contact:**Kevin McCarthy, Canon U.S.A., Inc.  
516-328-5950[kmccarthy@cusa.canon.com](mailto:kmccarthy@cusa.canon.com)Patrick MacElroy, Canon U.S.A., Inc.  
516-327-8495[pamacelroy@cusa.canon.com](mailto:pamacelroy@cusa.canon.com)**CANON'S imagePROGRAF iPF8300 PRINTER, LUCIA EX PIGMENT INKS AND CANON MEDIA RECEIVE HIGH PRINT PERMANENCE RATINGS FROM WILHELM IMAGING RESEARCH**

**Lake Success, N.Y., October, 3, 2010** – Canon U.S.A., Inc., a leader in digital imaging, today announced that the imagePROGRAF iPF8300 large format printer, high-stability LUCIA EX pigment inks and Canon media have undergone extensive print-permanence testing by Wilhelm Imaging Research (WIR), the world's leading independent permanence testing laboratory. Both the imagePROGRAF iPF8300 printer and Canon media achieved a very high level of overall WIR Print Permanence Ratings for large format printers.

The Canon imagePROGRAF iPF8300 printer with LUCIA EX pigment inks (also used in the iPF6350/6300 printers) and Canon media achieved a WIR "Displayed Prints Framed Under Glass" permanence rating of up to 95 years for color images, and greater than 200 years for black-and-white output. The Canon prints also proved to be very resistant to damage from high-humidity environments, ozone exposure and water damage, according to WIR tests. "Whether printed in color or made in black-and-white, the prints are beautiful – and will remain beautiful – for a very long period of time," said Henry Wilhelm, president, Wilhelm Imaging Research.

The full WIR report for the Canon imagePROGRAF iPF8300 printer, which features Brian Hampton, an award-winning wildlife and landscape photographer, making prints with his iPF8300, can be found on the WIR website at <http://www.wilhelm-research.com/canon/ipf8300.html>

The comprehensive print permanence test methods developed by the Wilhelm Imaging Research over the past twenty-five years have become the *de facto* industry standard for both consumer and professional printers, and the WIR test methods are also used by many of the world's leading independent fine art and inkjet photo paper suppliers. WIR's tests, which provide easy-to-understand "apples-to-apples" comparisons between products, are designed to evaluate all of the five major print longevity factors: prolonged exposure to light when prints are displayed, dark storage and album stability, and resistance to unprotected exposure to atmospheric ozone, high-humidity, and damage by water.

"At Canon, we pride ourselves on providing the highest quality in prints along with the consistency and reliability professionals have come to expect when using our products," said Rich Reamer,

director, Large Format Product Marketing, Canon U.S.A. “The combination of our new 12-color LUCIA EX pigment ink, with its high ratings for print permanence, along with the imagePROGRAF models such as the iPF8300, will provide professionals with the confidence and capability to print exceptionally high-quality output that will last.”

Canon has also created the LUCIA EX Print Sample Request Program, giving consumers the opportunity to receive photographs printed on the new Canon imagePROGRAF iPF8300/6350/6300 large format printers. Customers will receive three printed images captured by Canon Explorer of Light photographers, which demonstrate the high-quality printing capabilities of the imagePROGRAF 12-color series and new LUCIA EX ink set. To request the print samples, individuals can visit [www.usa.canon.com/ipfprintsamples](http://www.usa.canon.com/ipfprintsamples).

### **About Wilhelm Imaging Research**

Wilhelm Imaging Research, Inc. has for over 25 years conducted research on the stability and preservation of traditional and digitally-printed color and black-and-white photographs, and on the preservation of motion pictures in humidity-controlled, very low temperature cold storage. A major activity of WIR is the development of improved accelerated print permanence tests and advanced, full tonal scale, colorimetric analysis methods for the fading and staining that occurs with color and black-and-white photographic images over time. As an independent testing laboratory, WIR publishes brand-name-specific, comparative permanence data for desktop and large-format inkjet printers and other digital imaging devices. WIR has provided standardized test data to many of the world’s leading imaging and photographic companies.

### **About Canon U.S.A., Inc.**

Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. Its parent company, Canon Inc. (NYSE:CAJ), a top patent holder of technology, ranked fourth overall in the U.S. in 2009†, with global revenues of US \$35 billion, is listed as number six in the computer industry on Fortune Magazine’s World’s Most Admired Companies 2010 list, and is on the 2009 BusinessWeek list of "100 Best Global Brands." Canon U.S.A. is committed to the highest levels of customer satisfaction and loyalty, providing 100 percent U.S.-based consumer service and support for all of the products it distributes. At Canon, we care because caring is essential to living together in harmony. Founded upon a corporate philosophy of *Kyosei* – "all people, regardless of race, religion or culture, harmoniously living and working together into the future" – Canon U.S.A. supports a number of social, youth, educational and other programs, including environmental and recycling initiatives. Additional information about these programs can be found at [www.usa.canon.com/kyosei](http://www.usa.canon.com/kyosei). To keep apprised of the latest news from Canon U.S.A., sign up for the Company's RSS news feed by visiting [www.usa.canon.com/rss](http://www.usa.canon.com/rss).

###

†Based on weekly patent counts issued by United States Patent and Trademark Office.  
All referenced product names, and other marks, are trademarks of their respective owners