



Delighting You Always

**CANON HONGKONG COMPANY LIMITED**

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【For Immediate Release】

13 March, 2012

**Canon New PIXMA MX517, MX437 and MX377**

**Smart Office All-In-One Printers**

**AirPrint™ Wireless Printing Supported for Quick and Easy Mobile Printing**

Canon today announces the launch of three new PIXMA Smart Office All-in-One printers – PIXMA MX517, MX437 and MX377 with all-in-one printing, scanning, copying and fax functions. PIXMA MX517 and MX437 supports AirPrint™ wireless printing for more enjoyable mobile printing experience, allowing wireless printing of photos, emails, documents or web pages<sup>1</sup> from iOS device<sup>2</sup> anytime, anywhere. All three new PIXMA printers also feature with Smart Panel design and PIXMA MX517 with Multi-Function Panel for more convenient operation and a Wi-Fi connectivity that enables function sharing on printing, scanning or sending outgoing fax among multiple computers over a wireless network. Coupled with the Junk Fax Filtering function that blocks unnecessary incoming fax, a highly efficient and smart printing is now available for small office or SOHO users.

**AirPrint™ Wireless Printing Supported for Seamless Mobile Printing Convenience**

PIXMA MX517 and MX437 support AirPrint™ wireless printing that makes direct wireless printing of emails, photos, documents or web pages from iOS device<sup>2</sup> possible. Without the need to connect to a computer nor installation of any printer driver, simply submit the print job over a Wi-Fi network<sup>3</sup> to get high quality printouts right away! While mobile phone and tablet have become a handy tool for checking emails, photos, documents or surfing on the internet, AirPrint™ wireless printing has realized a seamless and more enjoyable mobile printing experience that brings higher work efficiency and flexibility!

**Multi-Function Panel and Smart Panel Design for Easy Operation**

PIXMA MX517 features the new multi-function panel that can switch in response to different functions chosen – showing the number keypad for fax mode and the direction keypad for

<sup>1</sup> PIXMA printer requires firmware upgrade. iOS version must be iOS4.2 or later. For more information on firmware upgrade, please visit [www.canon.com.hk/airprint](http://www.canon.com.hk/airprint)

<sup>2</sup> iOS devices include iPhone, iPad and iPod touch

<sup>3</sup> Mobile devices including iPhone, iPod touch or iPad and the PIXMA Printers must be connected to the same wireless network



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copy mode. Users can enjoy quicker and easier control with one simple pad made for multi-modes. A 2.5" color LCD display also allows clear display of image previews and printer operation information.

The three new PIXMA printers also adopt a Smart Panel design that places all operation buttons on the printer's top cover to ensure all control buttons and screen will not be blocked by large-size books when scanning or copying is in process. A more convenient control means enhanced work efficiency to the work place. Catering to the need of scanning or copying thick books, the printers also feature a liftable top cover that allows complete covering to effectively avoid light spillage and result in higher scan quality. This brings easier and more flexible operation to SOHO users who have particular demands in scanning thick reference design books.

### **Enhanced Productivity with Built-in Wi-Fi 802.11 b/g/n for Network**

#### **Print/Scan/Outgoing Fax**

PIXMA MX517 and MX437 feature a built-in Wi-Fi connectivity that supports 802.11 b/g/n standard for faster connection. Seamless function sharing on printing, scanning or sending outgoing fax among multiple computers over a wireless network can be easily achieved to make the most out of the functions for enhanced productivity. The setup of Wi-Fi wireless network can be completed in just a few steps, making it easy even for first-time users. Users can also enjoy the flexibility of working from laptop and being accessible to the printer's function with the wireless network. In addition, PIXMA MX517 is built-in with Ethernet which can help users without Wi-Fi to build up network setting.

### **Quick and Easy - Fax and Scanned Document Direct Save to Memory Card/USB Drive**

PIXMA MX517 and MX437 provide direct save of in-coming fax to USB drive in PDF format. Without the need of a computer, this provides users with the convenience of centralizing fax handling. Users can also save a scanned document or photo as PDF or JPG file to USB drive directly for added convenience and streamlined workflow. PIXMA MX517 also features a built-in multi card slot that provides SOHO users with a flexible option to save fax or scanned document to memory card directly.



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**Paper Saving with Caller ID and Junk Fax Filtering Function**

PIXMA MX517, MX437 and MX377 have included the Caller ID and Junk Fax Filtering function, where users can refuse to receive any fax from hidden caller ID or those numbers which have not been informed or have been saved in the rejected list. This saves paper by rejecting unnecessary fax automatically.

**Ink Level Indicator for Convenient Ink Purchase**

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, order over HK\$100 and confirmed before 11a.m. can be delivered the same day\*.

\* Except Saturday, Sunday and public holidays

For details, Terms and Conditions of “Consumable Express”, please visit [www.shop-canon.com.hk](http://www.shop-canon.com.hk)

The Canon’s new PIXMA MX437 Smart Office All-in-One printer is now available in Hong Kong with suggested retail price of HK\$988. PIXMA MX517 and MX377 Smart Office All-in-One printers will be available for sale soon.

Compatible ink cartridges and accessory of PIXMA MX517, MX437 and MX377 printers and their suggested retail prices are as follows:

PG-740 Black Ink Cartridge with print head (standard) (9ml)	HK\$135
CL-741 Color Ink Cartridge with print head (C/M/Y) (standard) (8ml)	HK\$178
PG-740XL Black Ink Cartridge with print head (high consumption) (15ml)	HK\$159
CL-741XL Color Ink Cartridge with print head (C/M/Y) (high consumption) (15ml)	HK\$240
BU-30 Bluetooth Unit (for PIXMA MX517 and MX437 only)	HK\$380

A4 color document printing cost of PIXMA MX517, MX437 and MX377 is around HK\$1 (using high consumption ink cartridges)



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

	SRP	<u>PIXMA MX517, PIXMA MX437 and PIXMA MX377 Running Cost<sup>#</sup></u>
<b>Photo Paper Pro Platinum (Ideal for High glossy portrait / High gloss landscape)</b>		
- PT-101 (A4) (20 sheets)	\$145.00	\$14.6
- PT-101 (4"X6") (20 sheets)	\$65.00	\$5.1
- PT-101 (4"X6") (100 sheets)	\$300.00	\$4.8
<b>Photo Paper Plus Semi-Gloss (Ideal for Night scene photo / Black &amp; White photo)</b>		
- SG-201 (A4) (20 sheets)	\$95.00	\$12.1
- SG-201 (8"X10") (20 sheets)	\$75.00	\$11.1
- SG-201 (4"X6") (20 sheets)	\$35.00	\$3.6
- SG-201 (4"X6") (50 sheets)	\$85.00	\$3.5
<b>Photo Paper Plus Glossy II (Ideal for Lifestyle photo / Landscape photo)</b>		
- PP-201 (A4) (20 sheets)	\$95.00	\$12.1
- PP-201 (4"X6") (20 sheets)	\$40.00	\$3.8
<b>Glossy Photo Paper (Ideal for Lifestyle photo)</b>		
- GP-501 (A4) (20 sheets)	\$45.00	\$9.6
- GP-501 (A4) (100 sheets)	\$170.00	\$9.0
- GP-501 (4"X6") (10 sheets)	\$10.00	\$2.8
- GP-501 (4"X6") (30 sheets)	\$25.00	\$2.7
- GP-501 (4"X6") (100 sheets)	\$65.00	\$2.5
<b>Matte Photo Paper (Ideal for Graphic Art / Creative Use)</b>		
- MP101 (A4) (50 sheets)	\$70.00	\$8.7
- MP101 (4"X6") (120 sheets)	\$85.00	\$2.5
<b>High Resolution Paper (Ideal for Graphic / Paper Work)</b>		
- HR-101N (A4) (200 sheets)	\$170.00	\$8.2
- HR-101N (A4) (50 sheets)	\$45.00	\$8.2
<b>T-Shirt Transfers</b>		
- TR-301 (A4) (10 sheets)	\$85.00	\$15.8
<b>Photo Sticker</b>		
- PS-101 (10 x 15cm · 16 labels) (5 sheets)	\$40.00	\$9.8

<sup>#</sup> Estimated printing cost includes cost of photo paper and ink and is calculated using high consumption ink cartridges



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**PIXMA MX517/ MX437/ MX377 Specification**

	PIXMA MX517	PIXMA MX437	PIXMA MX377
<b>Maximum Resolution (dpi)</b>	4,800(horizontal) <sup>11</sup> x 1,200(vertical)		
<b>Print head / Ink</b>			
Smallest Ink droplet size	2pl		
Ink	PG-740, CL-741 PG-740XL, CL-741XL		
<b>Ink Capacity Standard (approx. figure)</b>			
A4 Color Document <sup>12</sup>	PG-740: 180, CL-741: 180 PG-740XL: 400, CL-741XL: 400		
4R Photo (4" x 6") <sup>13</sup>	PG-740: 1420, CL-741: 67 PG-740XL: 2940, CL-741XL: 135		
<b>Print Speed<sup>14</sup></b>			
B&W Document (ISO standard speed)	ESAT: 9.7ipm		ESAT: 8.7ipm
Color Document (ISO standard speed)	ESAT: 5.5ipm		ESAT: 5.0ipm
Photo (A4, 8"x10" image)	Standard: approx. 90 sec		
Photo (4"x6", borderless)	Standard: approx. 46 sec		
<b>Mobile Printing</b>			
AirPrint™ <sup>15</sup>	Support		-
Canon EPP for Smart Phone <sup>16</sup>	Support		-
<b>Printable Area</b>			
Borderless Printing <sup>17</sup>	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	-	
<b>Paper Handling</b>			
Rear Tray (Plain paper)	Approx. 100 sheets		
Auto Document Feeder	Approx. 30 sheets		
<b>Auto Document Feeder Paper Size</b>			
Single-side	A4/ Letter/ Legal		
<b>Scan</b>			
Resolution	Photo / Document: 1200 x 2400dpi		
Scanning Element	CIS		
Color scanning Speed	Approx. 15 sec (A4/300dpi)		
Direct Scan to Memory (JPEG/ PDF)	Memory Card and USB drive	USB drive	-
<b>Copy<sup>18</sup></b>			
First color copy out time (A4, ISO standard speed)	21 sec		23 sec
Continuous Color Copy Speed (A4, ISO standard speed)	4.7ipm		4.0ipm
Multiple Copy	1 - 99 pages		
2 Sided copy	Support (1 sided to 2 sided)	-	
<b>FAX</b>			
Type	Super G3 Fax		
Modem Speed	33.6kbps		
Transmission Speed	B & W: Approx. 3 sec Color: Approx. 1 min		
Fax direct save to memory	Memory card and USB drive	USB drive	-
Fax Memory	Approx. 50 sheets (Send/ Receive)		
Automatic Dialing	Coded Speed Dials/ Memory Dials: 20 Group Dials: 19		
<b>General</b>			
<b>Operation Panel</b>	2.5" Color LCD	Full Dot	Full Dot
Interface	USB2.0 Hi-Speed, Wi-Fi 802.11b/g/n, Ethernet, PictBridge, Optional Bluetooth unit <sup>19</sup> .	USB2.0 Hi-Speed, Wi-Fi 802.11b/g/n, PictBridge, Optional Bluetooth unit <sup>19</sup> .	USB2.0 Hi-Speed
Compatible OS	Windows® 7/ SP1, Vista™ SP1/SP2, XP SP2/SP3 Mac OSX 10.5.8-10.7 <sup>10</sup>		
Dimensions	458 x 385 x 200mm(W x D x H)		
Weight	8.8 kg	8.5kg	8.4kg
Power Source	AC100-240V 50/60Hz		
Power Consumption	Standby: 1.7W Off: 0.4W Copying: 18W		Standby: 1.6W Off: 0.4W Copying: 14W
Warranty	One Year Warranty <sup>11</sup>		



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- \*1 Ink droplets can be placed with a pitch of 1/4800 inch at minimum.
- \*2 Declared yield value in accordance with ISO/IEC 24711 with pattern of ISO/IEC 24712. Values obtained by continuous printing.
- \*3 When printing Canon standard patterns continuously with the default settings of testing paper using Windows 7 printer driver in borderless printing mode and Windows 7 Home Premium's Windows Photo Viewer. Declared yield value determined based on Canon standard method referring to ISO/IEC 24711.
- \*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>
- \*5 PIXMA printer requires firmware upgrade. iOS version must be iOS4.2 or later. For more information on firmware upgrade, please visit [www.canon.com.hk/airprint](http://www.canon.com.hk/airprint)
- \*6 Mobile devices including iPhone, iPod Touch or iPad and the PIXMA Printer must be connected to the same wireless network
- \*7 Supported paper types for borderless printing : Photo Paper Pro Platinum PT-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.
- \*8 Copy speeds are the average of sFCOT and sESAT, ISO/IEC 29183. Copy speed may vary depending on document complexity, copy mode, page coverage, type of paper used etc. and does not take into account warming up time. For more information, please visit <http://www.canon.com.hk/tc/consumer/speedtest>
- \*9 Optional Bluetooth unit BU-30
- \*10 Softwares and drivers for Macintosh are installed via Internet
- \*11 Within the warranty period, please call 3191 2333 to arrange for the free pick-up/delivery service. The service is 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>

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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 CO<sup>2</sup> 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.

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