

EMBARGO: 29 January, 2008

Canon launches brightest ever installation LCD projector



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Amstelveen, The Netherlands, 29th January, 2008: Canon today launches the LV-7585, a powerful 6500 ANSI lumens native XGA resolution LCD projector. With its impressive 1600:1 contrast ratio and 10-bit image processor, the LV-7585 reproduces stills, text and moving images with professional quality. Designed for installation in large venues, the LV-7585 incorporates a new 10,000 hour auto-cleaning air filter, which minimises the amount of maintenance required.

In addition to being Canon's brightest projector, the LV-7585 is also its most flexible. A Canon 1.3x zoom lens casts images up to 400" diagonal, and incorporates powered vertical and horizontal lens shift for image manipulation without loss of quality. Four optional interchangeable lenses make the LV-7585 an ideal solution for rear projection, extremely long-throw projection and unusual configurations; its customisable aspect ratio means that special projects such as the creation of site-specific projected signage can be undertaken with ease.

"With its terrific image quality and unsurpassed flexibility, the LV-7585 once again places Canon amongst the most ambitious players in the projector market," said Julian Rutland, European Business Development Manager, Canon Consumer Imaging, Europe. "With its long history of innovation in imaging, Canon are now providing AV professionals with the precision and flexibility they need to deliver the imaging experiences their clients demand."

The LV-7585 features:

- Powerful 6500 lumens, for projected images up to 400" diagonal
- Native XGA resolution (1024 x 768 pixels)
- 1600:1 contrast ratio and 10-bit Image Processing Circuit
- 10,000 hour auto-cleaning air filter
- Canon 1.3x zoom lens with powered zoom and focus.
- Powered vertical (1:1 to 10:0) and horizontal (3:2 to 2:3) lens shift
- Four optional lenses (Ultra Wide Angle, Wide Angle Zoom, Long Focus Zoom, Ultra Long Focus Zoom)
- Advanced multimedia connectivity, including HDCP-enabled DVI-D interface and 5x BNC terminals
- Optional Network Imager

Exceptional image quality

Canon's 70 years of optical innovation are brought to bear on the LV-7585. The impressive 6500 lumens output and 1600:1 contrast ratio have been obtained through improvements to the optical system, a new higher efficiency 330W NSHA lamp, and more durable LCD panels. The Canon 1.3x zoom lens produces brilliant, flawless images. With Powered Vertical (1:1 to 10:0 or 50% of image height) and Horizontal (3:2 to 2:3 or 10% of image width) lens shift, the image can be quickly and easily adjusted without moving the projector. Lens Shift can be operated via the unit's remote control – especially useful when the LV-7585 is ceiling-mounted.

Easy maintenance: auto-cleaning air filter

The LV-7585 comes with a cartridge-type air filter that can be easily replaced with one-touch operation. Together with a new vent arrangement, the air filter optimises efficiency by ensuring that air circulates properly through the unit. The system can be used for up to 10,000 hours before a replacement filter is required. The filter consists of a rolled-up filtering strip within the cartridge that has an area equivalent to 10 ordinary flat filters. The projector winds the strip forward automatically when it detects that the filter is becoming clogged, as well as allowing the user to trigger winding manually with the remote control. The LV-7585 has been enhanced for ease of use when ceiling mounted, indicator lights and control buttons are easily accessible from the side of the case; the lamp can be replaced and the optical parts maintained also from the side of the unit, the latter via a new maintenance cover.



The ultimate in flexibility

The LV-7585 provides AV professionals with a range of positioning and projection options. In addition to the supplied 1.3x zoom lens, four interchangeable lenses



(Ultra Wide Angle, Wide Angle Zoom, Long Focus Zoom and Ultra Long Focus Zoom) are available for use in situations ranging from rear projection to up to 25m away from the screen. The LV-7585 can also project vertically (straight up onto a ceiling or down onto a floor) and can constantly update the aspect ratio of its images. As well as standard 4:3 and 16:9 images, it features custom adjustment for the display of less common aspect ratios.

A wide range of multimedia connection options are available including an HDCP-enabled DVI-D interface and 5x BNC terminals, Component and S-Video interfaces, SCART (via an optional adaptor cable), and an RGB Output terminal for an external 'prompt' monitor. The optional Network Imager enables the user to take advantage of remote operation of the projector from any network PC. Users can control and program the LV-7585 remotely, send presentations from, and receive e-mail alerts to their PC (via software supplied with the Network Imager).

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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