

## CANON DIGITAL CAMERA SALES UP 22 PERCENT YEAR ON YEAR

**KUALA LUMPUR, October 5:** Year to date unit sales of digital cameras at Canon Marketing Malaysia shot up 22 per cent compared to 2005.

The gain came from moves by Canon to introduce a wider spread of higher megapixel range cameras to fuel market expansion amidst stiffer competition.

Despite the challenging environment, Canon has reported what its chief executive describes as “more than fair results”.

Liew Sip Chon, President and Chief Executive Officer revealed at the launch of six new digital cameras and two new compact photo printers that for the quarter ending September, Canon registered sales of approximately RM 150 million. It hit the top spot in market share for digital SLR cameras at 48%, digital cameras at 25%, and printers at 60%.

“While this has been a demanding year marked by a soft market and heightened competition, we have maintained our sales, though revenues are flat with more intensive promotions and better incentive packages,” said Liew.

“Canon is confident of achieving 30% market share for digital cameras December 2006. These new cameras of at least seven megapixels, will fill in a gap for affordable compact cameras with high megapixels.”

The cameras introduced today are Digital Ixus 850 IS, Digital Ixus 900 TI, Digital Ixus i-7 Zoom, PowerShot A630, PowerShot A640 and PowerShot A710 IS.

At the same event, Canon inked an agreement with Hong Kong superstar, Simon Yam, who has recently made his entry into Hollywood.

“To create a bigger presence for Canon, we are renewing our 11-year partnership with Hong Kong and Hollywood star, Simon Yam,” said Liew.

“We see tremendous synergy with the star who is an avid photographer and a great ambassador for Canon. This agreement will seal our collaboration for another year.”

Although in the minority, global volume sales of professional digital SLR cameras quadrupled over the same period.

Canon currently leads in local digital SLR market with more than 48 per cent market share.

“The six innovative compact cameras today will pull Canon ahead of the crowd. Together with the higher megapixel, these cameras fit consumer demand for quality and ease of use at lower prices,” said Richard Yeow, Senior Director and General Manager of Canon’s Consumer Imaging and information division.

“With advanced features of image stabilizer which cuts down on blurred photos because of camera shake, some of these cameras also have the distinction of being the first cameras with Canon’s latest proprietary DIGIC III microprocessor chip.

The DIGIC chip is Canon's internally developed all-in-one digital camera image processor designed to be very fast, produce improved image quality, faster auto focus, faster JPEG compression, better battery life and faster continuous shooting.

“As the market saturates and product innovations inevitably slow, Canon will continue to focus on the key themes of convergence, connectivity and communication,” said Yeow.

“Our aim is to be the brand that can offer the most convenient system for sharing pictures quickly and efficiently will take the lion's share of this market.

“The growth in popularity of digital cameras is closely linked to the increased penetration of home PCs, which allow users to manipulate

their photos, store them and email them to friends and family, as well as print them.

“Our new cameras today will bring more photo taking pleasure. It supports both personal computer and Macintosh applications as well as record movies,” he said.

Canon also introduced the SELPHY CP 730 & 720 compact photo printers to meet printing needs of those on the go.

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