



FotoHub Chooses Canon's DreamLabo 5000 to Launch Singapore's First High Definition PhotoBook

2400 x 1200 dpi PhotoBook offers discerning customers more vibrant colour, more print options and sharper text

SINGAPORE, 22 July 2015 – Canon today announced that FotoHub.com Pte Ltd (FotoHub), Singapore's leading provider of photo prints and photo books, will deploy the first DreamLabo 5000 production inkjet printer sold in Singapore. FotoHub will use Canon's DreamLabo to provide high definition (HD) print services for its customers - offering a higher industry standard of 2400 x 1200 dpi print resolution, and redefining the standards of photo print quality in the market.

"Our mission has always been in the provision of best quality services to our customers through constant enhancement and innovation, and the acquisition of Canon DreamLabo 5000 sees to its fulfillment by extending our print services into the high definition arena," said Eric Tan, CEO, FotoHub.com Pte Ltd. Available for the first time in Singapore, FotoHub's high definition photo book (HD PhotoBook) will cater to customers' need for superior quality photo books with high resolution and also the flexibility to print in a variety of print formats including custom sizes and double-sided printing.

FotoHub's purchase of the Canon DreamLabo comes at an opportune time as it seeks to modernize and reinvent its business to meet the needs of the customers and achieve sustainable growth. Besides the HD PhotoBook and Prints, the company also plans to use the DreamLabo 5000 to support the high-end printing needs of its corporate customers including the production of books, calendars and other high-quality print-on-demand items (e.g. bespoke photobook).

"We're observing a trend of more customers than ever seeking solutions which enable them to tell stories with the photos they take, and demanding true high-definition quality print. For example, young parents, couples getting married and professional photographers are all

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looking to PhotoBooks as platforms to preserve their memories,” said Mr Eric Tan, CEO, FotoHub.com Pte Ltd. “With the DreamLabo 5000, we offer the opportunity to capture their narrative in a new dimension through the delivery of true colour and minute details. This is embodied in our HD PhotoBook tagline – *Share your memories your way, your life in HD.*”

For Canon, the introduction of the DreamLabo 5000 marks its entry into the production photo printing market and an opportunity to introduce technology that will revitalize the entire personal print industry.

“At Canon, we believe in helping entrepreneurs meet the needs of their customers - both current and emerging. For the last 28 years, the FotoHub brand has stood for quality both with consumers and professional photographers,” said Melvyn Ho, Senior Vice President, Domestic Operations, Canon Singapore. “We are honored that they have chosen the Canon DreamLabo 5000 production photo printer and are proud to welcome a market leader like FotoHub to the Canon family of customers.”

Note to Editors: *DreamLabo details can be found in Appendix below.*

About FotoHub

FotoHub group is a one-stop professional imaging solutions provider. We offer services ranging from traditional developing to printing of personalize imaging products and services as well as on-site and on-line digital imaging solutions.

After a restructuring review, FotoHub streamlined its business divisions to - Retail Division consists of business-to-consumer (B2C) and business-to-business (B2B) services, and Archiving Division is a Special Business Unit that specializes in the digital archival business.

In 2003, the FotoHub group became the first retail digital imaging service provider to be accredited with ISO9001:2000 standard. The audit scope includes customer service and production quality control.

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In 2008, FotoHub received the E50 award, an esteemed accolade for local SMEs.

As a nod of appreciation to our continued success in the industry, we were awarded the Singapore Prestige Brand Award in the Established Brands category in 2012 - 2014.

In 2015, FotoHub received the Singapore Service Excellence Medallion Award 2015 as a commendation to outstanding organisations that have pushed the boundaries to deliver highest levels of customer satisfaction and organisational service excellence.

Today, FotoHub remains committed to provide exceptional quality products and services through technological innovation. As reflected in our tagline, "From this Moment", FotoHub aims to capture and transform our customers' memories into tangible quality products with unlimited possibilities.

About Canon Singapore Pte. Ltd.

Canon is a global leader in photographic and digital imaging solutions. Canon Singapore Pte. Ltd. is the headquarters for South & Southeast Asia driving sales, marketing and service strategies. Besides handling the domestic market, the company leads 18 other countries including subsidiaries in India, Malaysia, Thailand and Vietnam. The parent company Canon Inc has a global network of close to 300 companies and employs close to 200,000 people worldwide. It is dedicated to the advancement in technology and innovation and commits about 10% of its total revenue each year to R&D. Canon is consistently one of the top few companies to earn the most number of patents over the last 20 years. As a Fortune Global 500 company, Canon is guided by its *kyosei* philosophy that focuses on living and working together for the common good.

More information is available at www.canon.com.sg

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APPENDIX

The DreamLabo 5000



- DreamLabo 5000 marks Canon's entry into production photo printing, a new area of business for Canon

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- High quality prints and productivity make it ideal for production photo printing and premium print-on-demand
- A strong alternative to traditional silver halide technology that will revitalise the photo printing market
- Completes Canon's strategy to become the leader of photographic and digital imaging solutions

The DreamLabo 5000 marks Canon's first entry into the production photo printing market. The company's dedication to the advancement in technology and innovation has led it to create a strong alternative to silver halide technology to revitalise the photo printing market.

Leveraging and extending Canon's existing inkjet technology, the DreamLabo 5000 is able to quickly print high-quality photos and detailed text to support a variety of high-value-added output. It is capable of printing the contents of a 20-page A4-size photo album in just 72 seconds and the printing of 40 photo prints (102 x 152mm) in one minute.

DreamLabo 5000 completes Canon's strategy to become the leader of photographic and digital imaging. With its 70-year photo heritage and 30 year printing heritage, Canon is the only company that covers the full photo imaging spectrum from input to output and the print spectrum from small volume printing at home to industrial production printing.

The introduction of the DreamLabo 5000 also signifies a new business direction for Canon. It sets a new standard for the production printing of high quality photos and high definition text. With its ability to produce premium photo albums, books, calendars and other high-quality print-on-demand items (eg. bespoke brochures), Canon is confident that it will revitalise the entire industry and open up substantial new business opportunities for its customers.

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Superior Technology

The Canon DreamLabo 5000 features a newly developed high-density FINE (Full-photolithography Inkjet Nozzle Engineering) print head enabling the printing of output up to 12 inches wide. The new FINE print head additionally delivers high-speed One-Pass Printing, requiring only a single pass of the printing paper while the print-head remains in a fixed position. When used in combination with the time-saving automatic double-sided printing function, a standard feature included in the printer, the DreamLabo 5000 is capable of printing the contents of a 20-page A4 (8.27" x 11.69")-size Photo Album in just 72¹ seconds. The system also realizes high productivity by enabling paper and ink tank replacement during printing, supporting the extended, uninterrupted operation times required for production printers.

High Image Quality

The DreamLabo 5000's seven-color dye-based ink system adds photo cyan, photo magenta and gray to the four CMYK colors (cyan, magenta, yellow and black) to realize smooth gradations and tonality, especially in the highlight and shadow areas of images. The printer employs image processing technology that makes use of the full range of Canon's large inkjet color gamut for imaging performance that effectively integrates the strengths of conventional silver halide processing into genuine advantages of inkjet printing.

The DreamLabo 5000 supports the creation of beautiful high-quality photo prints without the need for tedious color adjustment procedures. The optional Digital Photo Image Enhancement System automatically analyzes the shooting scenes of images, determining the appropriate corrective adjustments for optimal print results.

The ink-receiving layer of the genuine Canon inkjet paper employs alumina as the key material. Compared with conventional photo paper, alumina quickly absorbs ink solvent, affixing only the dye component near the surface of the ink-receiving layer to make possible high-density and vivid color reproduction.

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High Productivity

The DreamLabo 5000's Double Ink Tank System temporarily stores ink from the main tanks in buffer tanks, allowing users to replace ink tanks while the printer is in use. A Double Paper Magazine System makes the replacement of paper rolls possible without interrupting printing jobs by automatically supplying paper from a separate magazine in the event that the paper roll in use should run out. When outfitted with an optional paper deck, the system enables the loading of four paper rolls, supporting extended, continuous-printing jobs.

The printer can produce up to 40² photographic prints (4"x 6") in one minute and supports a variety of output options. Canon has prepared a line-up of single- and double-sided, glossy and semi-glossy papers in a variety of widths. This paper selection supports the printing of a wide range of photo merchandise, such as photo albums, photo calendars and photo collages, as well as high-quality POD and many other items that combine high-quality photos and crisp, detailed text.

Availability

Canon's DreamLabo 5000 production inkjet printer is now available from Canon Singapore.

More information is available at www.canon.com.sg

¹ Calculated speed rating does not include processing time and is based on double-sided printing of ten full-bleed A4 (8.27" x 11.69") sheets. A complete Photo Album or POD production requires a separate bookbinding process, not included in this time.

² Calculated speed rating does not include processing time and is based on time lapse from paper input to fully printed paper output of 4x6 photographic sheets.

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