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MEDIA RELEASE

Canon's local R&D centre testing the boundaries with *Extreme Imaging* competition

SYDNEY, Monday 27 June 2011: Canon Australia's local Research & Development Centre, Canon Information Research Systems Australia (CiSRA), is testing the boundaries of imaging with the launch of its inaugural *Extreme Imaging* competition for Australian tertiary students.

"The CiSRA *Extreme Imaging* competition focuses on imaging science and projects where students make equipment that can produce images beyond the boundaries of creative photography and video," said Stephen Hardy, Technology Officer – Research, CiSRA.

"The competition is aimed at stretching the imagination of tertiary students completing a supervised research project as part of their studies and we expect projects may cover – but are not limited to - areas such as medical imaging, astronomy or image manipulation.

"The extreme component of this competition could relate to the 'where', the 'what' or 'how' the image is captured and manipulated and the prize will be awarded for the equipment that produces the most extreme image.

"For example, the image maybe captured inside a volcano, in the body, underwater or in space. It could be an automated response triggered by particular activities or it could relate to way images are processed such as creating three dimensional images to better identify things like a tumour, objects or movement," said Stephen.

Up for grabs is $5000 for the winning student or student group and $5000 for their supervisor. The runner up will receive a Canon EOS 5D Mark II. More information about the competition can be found at www.canon.com.au/extreme_imaging Entry form and full terms and conditions can be found on the CiSRA website at http://www.cisra.com.au/extremeimaging.html

Other examples of *Extreme Imaging* may include:

- Using multiple images to reconstruct a 3D image of an object
- Imaging very fast chemical reactions
- Compiling multiple images to create a composite image

- Imaging using unusual wavelengths
- Imaging in difficult environment, such as underwater, or at high temperature

CiSRA has operated in Sydney for the past 20 years and is one of five Canon Inc. global R&D centres. CiSRA contributes imaginative technologies, intellectual property and customer insights to Canon Inc. for development of future products and services.

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About Canon
Canon is the world's leading imaging organisation that actively inspires with imaginative ideas that enable people to connect, communicate and achieve more than they thought possible through imaging solutions for business and consumers. Canon's Australian R&D company, CiSRA, develops and exports digital imaging technologies for use in Canon products worldwide. Canon has ranked among the top-three US patent recipients* for 21 of the last 23 years, and had global revenues of around $US45 billion in 2010. Canon Australia also operates Canon Finance Australia, which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit www.canon.com.au, www.facebook.com/canonaustralia, www.twitter.com/canonaustralia, www.youtube.com/canonaustralia

* Based on weekly patent counts issued by the United States Patent and Trademark Office

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