**Canon develops new ‘material appearance’ image-processing technology enabling the physical properties of objects to come to life in print**

**LONDON, 15 September 2015** –Canon Europe, a leader in imaging solutions, announced today that its parent company, Canon Inc., has developed material appearance image-processing technology, enabling an object’s three-dimensional surface characteristics to be reproduced in print using information captured on digital cameras.

Material appearance properties are those that determine an object’s look and feel, such as gloss, plasticity, surface contours and transparency – qualities that can change in appearance depending on the orientation of lighting or the angle from which an object is viewed.

The new technology uses multiple Canon digital cameras to capture images of a target object, such as historic oil paintings, and digitise the material appearance information. This information is then used to reproduce the visual qualities of that object through such means as UV-curable\* printing technology. In the instance of historic art reproductions in particular, this technology could also allow viewers to experience a new appreciation of art by feeling the reproduced work, while the original pieces remain preserved in optimal storage conditions.

Drawing on Canon’s imaging expertise from input to output, material appearance image-processing technology makes possible not only the high-definition representation of colour characteristics, but also the reproduction in print of material textural appearances such as metal and cloth.

In addition to the high-resolution photo printing technologies developed to date, Canon will further strengthen the development of this innovation with the aim of expanding it into further application areas such as wallpaper and other interior-decor materials, as well as advertising signage and product packaging.

\* An inkjet printing technology using UV-curable inks which instantly dry and adhere to surfaces when exposed to ultraviolet light. UV-curable inks have a hard finish and are highly resistant to water and direct sunlight.

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About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 116 countries and employing 17,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon’s tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions.  Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers’ creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon’s corporate philosophy is [Kyosei](http://www.canon-europe.com/About_Us/About_Canon/Philosophy/Index.asp) – ‘living and working together for the common good’. In EMEA, Canon Europe pursues sustainable business growth, focusing on reducing its own environmental impact and supporting customers to reduce theirs using Canon’s products, solutions and services. Canon has achieved global certification to ISO 14001, demonstrating a world-class environmental management standard.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)