**Canon and DINAX collaborate to provide dedicated Mirage professional photo printing software editions for Canon imagePROGRAF range**

* *The Mirage Editions for Canon are optimised for imagePROGRAF printers*
* *Intuitive, automated file handling and output for increased production efficiencies*
* *Offer capability to drag, drop and print without a host application*
* *Also come as a plug-in for Adobe® Photoshop®, Photoshop® Elements, Illustrator® and InDesign®.*

**LONDON, 3 September 2014** – [Canon](http://www.canon.co.uk), world leader in imaging solutions, has partnered with software developer DINAX GmbH to introduce dedicated versions of its [Mirage](http://www.canon.co.uk/For_Work/Products/large_format_printers/solutions_services/displaygraphicsworkflow/Mirage_Canon_Edition/) professional printing software optimised for Canon’s imagePROGRAF range of large format printers. Designed to handle the printing demands of photographers, designers, agencies and print service providers, as well as offering a fast return on investment, Mirage has established itself as the best selling print software solution for large format printers over the last six years.

This collaboration between Canon and DINAX sees the introduction of two **Mirage Editions for Canon**, advanced professional printing solutions offering Canon’s imagePROGRAF customersaquick and simple set up, an intuitive user handling and greater automation, speeding up production efficiencies and eliminating costly production errors.

The Mirage Editions for Canon present all the print output features and tools in one clear, intuitive layout. The software can manage and print an unlimited number of images in a variety of formats at the same time, automatically generating optimum image layouts to maximise cutting and output efficiencies while minimising wastage. In addition, it supports all colour modes, including mixed configurations such as RGB and CMYK in one document, and generates an exact and precise ‘soft proof’ in the Mirage Preview window¹.

Canon and DINAX have launched two versions of the software for its imagePROGRAF range. The **Mirage 8 & 12 Color Edition for Canon** is for 8- and 12-colour imagePROGRAF printers and allows operators to simply ‘drag, drop and print’ any PDF, JPEG and TIFF files without the need for any host application. In addition Mirage comes as a plug-in for use with Adobe*®* Photoshop*®*, Photoshop*®* Elements, Illustrator*®* and InDesign*®* within the package at no extra cost.

The **Mirage Master Edition for Canon** extends support to Canon’s whole 5-, 6-, 8- and 12-colour imagePROGRAF ranges.

Both versions support unlimited numbers of printers of varying sizes with just one licence.

Further offerings include the optional Mirage PRO-Extension which can be used with Canon’s iPF6450 and iPF6400S models. The Mirage PRO-Extension makes creating highly professional ICC profiles as simple as a click of a button, utilizing the optional built-in spectrophotometer unit.

“At Canon we are continually looking for opportunities to provide our customers with significant production benefits and added value, whether through the introduction of our own products or by collaborating with likeminded organisations to provide the very best in supporting software and solutions,” said Duncan Smith, Director of Wide Format Group, Canon UK. “Through our partnership with DINAX, and the launch of the new Mirage Editions for Canon, imagePROGRAF customers now have access to a customised version of the successful Mirage printing software that is ideal not only for the photographic sector but also for the Print-for-Pay and poster printing markets. With a simple and intuitive user interface, the Mirage Editions for Canon enable customers to optimise their printing environment, shorten workflows with fast and automated image processing and deliver real cost reductions and increased efficiencies.”

Peter Hytrek, General Manager of DINAX GmbH added, “Our approach to product development is very much in line with that of Canon where the needs of customers are the driving force. With this common approach, and working closely alongside the Canon team, we have developed two dedicated versions of Mirage for Canon that are not only fully optimised to maximise production and cost efficiencies for users of Canon imagePROGRAF large format printers but will also make the use of these printers easier than ever.”

The Mirage Editions for Canon are available in English, French, Italian, German and Spanish and are compatible with both Mac (Intel) and Windows operating systems.

The new software is available immediately either directly from Canon or through its network of authorised Canon resellers.

For more information visit the Canon website at [www.ca](http://www.canon-europe.com)non.co.uk

- ENDS –

Notes for Editors

¹ This can only be achieved however, if the monitor is correctly calibrated and corresponding and current ICC printer profiles are in use.

About Canon (UK) Limited

Canon (UK) Ltd is the UK & Ireland marketing and sales operation for the global company, Canon Inc., based in Tokyo, Japan and it employs 2,150 people.

Founded in 1937, with the specific goal of making the best quality cameras 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 believes that considering the interests of society and the environment is an integral part of good business practice and this is embodied in its corporate philosophy Kyosei - ‘living and working together for the common good’.

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About DINAX GmbH

Located in Germany, DINAX GmbH was founded in 1993 and specializes in software development for the printing industry. DINAX is also one of Europe’s leading full service providers for fine-art and photographic printing, mounting and framing.

In the six years since Mirage was launched, it has become the best selling software solution for fine-art and photographic printing and is also used for many other print applications, such as POS and proofing.

As a working tool, in comparison to conventional processing in photographic laboratories or printing workshops, computers offer a huge number of possibilities. However, being able to capitalize on these possibilities, which are creative and technical in the professional sense, assumes a whole host of knowledge. This not only includes knowledge of using computers or software. Mirage enables u to gain perfect results with ease.

In essence, Mirage simplifies complicated technical processes without limiting the ability to express your individuality or compromising on quality, speed and efficiency.

Print Better Easily – Mirage!

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