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## SmartBase

## Overview



MPC400



MPC600F



PC1210D



PC1230D



PC1270D

Canon is pleased to announce the launch of its new SmartBase flatbed all-in-one products: MPC400, MPC600F, PC1210D, PC1230D and PC1270D.

These five innovative products build on the successful analogue copiers and will fulfill demand for more functional, versatile multifunctional machines for the home and small office environment.

The range consists of two Bubble Jet flatbed models, the SmartBase MPC400 and MPC600F, and three Laser models, the SmartBase PC1210D, PC1230D and PC1270D.

The Bubble Jet models incorporate Canon's award-winning Bubble Jet S630 print engine thereby delivering superb print speed and quality. The additional functions of a flatbed copier, scanner and fax machine (SmartBase MPC600F only), ensure maximum versatility in a minimum amount of space.

The laser models expand on the highly successful analogue copiers and retain the all-in-one replacement cartridge system for ease of use. The fast copy speed of 12 cpm, coupled with the additional functions of a laser printer and laser fax (SmartBase PC1270D only) ensure that the laser SmartBase products are ideally suited for the small office or corporate office environments.

### SmartBase Range 2002

#### Bubble Jet Printing

- MPC400 - The best colour printer, copier and scanner for the home office
- MPC600F - The colour MFP with fully featured fax

#### Laser Printing

- PC1210D - The entry-level laser digital copier / printer
- PC1230D - The laser copier / printer for the small workgroup
- PC1270D - The all-in-one solution for the busy office

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Fax B160



## *Product Positioning*

### **Overview**

The B160 is the replacement model to the B155. It is very well specified for an entry level inkjet standalone fax and will appeal to the small office or home user.

### **Positioning**

“The B160 is the compact fax machine for low volumes of fax traffic, providing desktop convenience with high quality and reliable traditional fax functionality.”

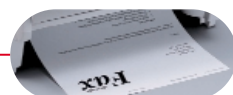
### **Target Markets and Applications**

Target Users : - Small Office or Home office use

Target Applications : - To be used for sending and receiving low volumes of fax communications using plain copier paper.  
- Also useful for one-off photocopies.

### **Key Messages:**

- High Quality Bubble Jet printing from BX-20 cartridge
- 6 second per page fax transmission using the 14.4Kbps modem
- 100 page paper supply, 20 sheet ADF and Quick memory scan
- 42 page memory to ensure that messages are never lost if ink or paper runs out.
- Convenient phone features – 12 One touch/100 coded dials
- Copying facility (Mono only)



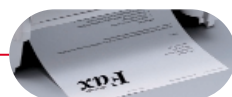
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Fax B160



## *Features, Advantages and Benefits*

Feature	Advantage	Benefit
<b>Bubble Jet printing</b>	Reliable with high quality images	Received faxes and print outs will have better image quality than with traditional print methods
<b>Group 3 Modem (14.4 Kbps)</b>	Quick Fax transmission and reception	Less time on telephone lines relates to lower call cost.
<b>Large 42 page transmission and reception memory</b>	Enables efficient fax transmission and reception	Users can leave the office 'worry free'. If paper or cartridges run out, documents will be stored into memory
<b>High quality Bubble Jet printing with 64 grey scales and 360 dpi resolution</b>	Crisp faxes and copies on ordinary plain paper	Super rich, high-resolution text and graphics
<b>12 One touch buttons/100 coded dials. Fax/Tel auto switch</b>	Easy and efficient storage of frequently contacted numbers	Time efficiency
<b>20 page ADF</b>	Feed up to 20 page documents at a time automatically once set	Convenient when sending multiple page documents
<b>100 pages paper capacity</b>	A good supply for low volume use	No need to keep on restocking paper
<b>Additional Feature</b>		
<b>Copying Option (360dpi x 360dpi)</b>	Occasional copier	Ease of use and versatility



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Fax B160



## Packaging

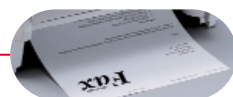
### What's in the box

The Fax B160 package contains the following items:

- Fax B160 Machine Unit
- Document Tray
  
- BX 20 Black Bubble Jet Cartridge
  
- User guide for B160
- Power Cable
- Panel Sticker
- Telephone Handset Kit
- Warranty Registration Card

### Package and Pallet Information

Barcode	4960999111865
Part number	7601A015AA
Box dimensions (l x w x h)	447 x 461 x 293
Pallet info	6 per layer/48 per pallet
Pallet dimensions(l x w x h)	1341 x 922 x 2354
Weight of Pallet	341.3 Kg
Weight of machine	5.1 Kg



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Fax B160

## Press Release



### **CANON LAUNCHES A NEW PLAIN PAPER FAX – THE FAX-B160**

**Canon continues to meet the needs of customers demanding high quality, plain paper fax functionality with the new FAX-B160 to be launched at CeBIT 2002. This plain paper fax offers high quality output with outstanding convenience and efficiency.**

Successor to the popular FAX-B155, this model provides improved functionality with significantly increased memory, fast transmission speed, dual access, quick memory TX, and many other enhanced functions over its predecessor.

“We have introduced the new compact and reliable FAX-B160 to meet the continued and wide ranging demands of our fax customers” said Linda Streat, UK Marketing Manager, Canon Consumer Imaging. “Our ongoing initiatives in this market demonstrate its continued significance within our complete product range.”

#### **Reliability & High Quality**

Ideal for the small and home office environment the FAX-B160 offers reliability and high quality output.

Utilising Canon’s proven Bubble Jet print engine technology, the FAX-B160 delivers high image quality and uses 360 dpi smoothing to improve the quality of incoming faxes by smoothing out the stepped effect of printed images. There is also an Ultra High Quality (UHQ) image processing system that ensures images on outgoing faxes are crisp with clear greyscales.

With a paper capacity of 100 sheets and a 20-page automatic document feeder, this new fax offers convenient paper handling. The dramatically increased 42-page fax memory allows users to store messages prior to sending them, thus reducing the time spent waiting to fax and also ensuring that no information is lost if paper or ink run out while the machine is active.

The fax transmission process also utilises Error Correction mode, further strengthening the FAX-B160’s reliability by delivering clear faxes even over poor phone lines.

#### **Convenience & Efficiency**

The FAX-B160 offers a number of additional features, which make it extremely efficient and easy to use. With a modem speed of 14.4 Kbps, the FAX-B160 can transmit a page in just six seconds\*. It has a Dual Access feature that allows users to prepare and programme one fax job while another fax is being transmitted or received and a Sequential Broadcast function that enables one fax to be sent to multiple destinations. Both are features that provide valuable time savings for the user.

Efficiency and convenience are further enhanced by the FAX-B160’s LCD display, which makes fax programming easy. There are also 12 one-touch dials, 100 coded speed dials, and 111 group dials to optimise the convenience of communicating.

The FAX-B160 also offers cost-effectiveness to the end-user with the incorporation of a number of valuable features. Delayed Transmission allows users to send faxes during non-peak hours, therefore taking advantage of reduced rates while the Ink Saver mode reduces the amount of ink used enabling more pages to be printed per cartridge.

The FAX-B160 also operates as a copier capable of reproducing up to 99 pages. Also incorporated are a FAX/TEL Auto switch, answering machine connection and a telephone handset for added convenience.

*The FAX-B160 will be available from April 2002 for around £169 Inc VAT.*

*Customers requiring further information about Canon’s fax range should call 0800 616 417 or visit [www.canon.co.uk/fax](http://www.canon.co.uk/fax).*

*\*Based on ITU-T No.1 chart*



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## Consumables

### SmartBase Consumables



BCI-3e



Laser Cartridge M

Part number	Name	Yield @ 5% coverage	R.R.P. ex. VAT
BCI-3eBK	Black Bubble Jet Ink Tank	420 pages	£8.99
BCI-3eY	Yellow Bubble Jet Ink Tank	340 pages	£6.99
BCI-3eM	Magenta Bubble Jet Ink Tank	340 pages	£6.99
BCI-3eC	Cyan Bubble Jet Ink Tank	340 pages	£6.99
Cartridge M	Laser Cartridge	5000 pages	£125.00

### SmartBase Bubble Jet Media



HR-101N



GP-301N



PR-101



HG-201

Part number	Name	Size	R.R.P. ex. VAT
PR-101 / PC-101S	Photo Paper Pro	A4 / 4" x 6"	£11.49 / £9.99
GP-301N / FM-101	Glossy Photo Paper	A4 / 4" x 6"	£11.99 / £4.99
HG-201	High Gloss Photo Film	A4	£16.99
HR-101N	High Resolution Paper	A4	£22.00
BW-Paper	Brilliant White Paper	A4	£4.45
LC-301	Bubble Jet Paper	A4	£12.99
LC-301BP	Banner Paper	A4	£4.99
CF-102	Transparency Film	A4	£30.00
TR-201	T-shirt Transfers	A4	£12.00
BF-102	Back Print Film	A4	£30.00

### SmartBase Laser Media

Plain Paper, Thick Paper, Coloured Paper, Labels, Transparency Film, Recycled Paper, Tracing Paper, Envelopes