

## **Ericsson and Canon co-operate on digital imaging**

**Canon and Ericsson have signed an agreement for strategic collaboration on transfer and management of digital images between digital cameras and cellular devices.**

Canon and Ericsson are hereby taking an initiative to drive and promote standards for wireless digital applications and thereby attract customers and application providers to partner with the two companies.

The strategic collaboration will result in technology and innovative applications for digital imaging solutions for the wireless consumer device market. Consumer solutions will be developed for GSM, GPRS, EDGE and 3G, involving enablers such as Bluetooth™ wireless technology and WAP.

This is an important step towards creating “killer applications” for consumers of next-generation wireless devices and networks. Ericsson research shows that applications involving imaging will be among the most popular features in next generation mobile devices. Already today, digital imaging products and cellular devices are two rapidly growing categories of consumer products, and the merging of these two technologies will create entirely new products and applications, such as multimedia messaging.

The technology will enable simple, fast and reliable transfer of images from digital cameras to wireless devices, as well as to other consumers or the Internet. By combining a digital camera and a cellular phone, users will be able to easily manage and send images along with voice or text-based messages.

The collaboration between Canon and Ericsson will result in (separate) consumer devices from both companies, expected to be announced during next year.

*Ericsson is the leading communications supplier, combining innovation in mobility and Internet in creating the new era of mobile Internet. Ericsson provides total solutions covering everything from systems and applications to mobile phones and other communications tools. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for customers all over the world.*

Read more at <http://www.ericsson.com/press>

### **FOR FURTHER INFORMATION, PLEASE CONTACT**

Kyoko Taka, Press Officer  
Mobile Phones Division, Nippon Ericsson K.K.  
Phone: +81 3 3221 8354

Lars Sandberg, Senior Manager,  
Mobile Phones Division, Nippon Ericsson K.K.  
Phone: +81 3 3222 7691 or 46-70-585-4128

Jan Ahrenbring, Vice President Marketing and Communications  
Ericsson Mobile Communications AB  
Phone: +46 70 590 9900

**About Cannon Inc.**

Canon Inc. (NYSE: CAJ), headquartered in Tokyo, Japan, is a leader in the field of professional and consumer imaging equipment and information systems. Canon's extensive range of products includes copiers, Bubble Jet and laser printers, cameras, video equipment, and semiconductor-manufacturing equipment. The company has manufacturing and marketing subsidiaries in Japan, the Americas, Europe, Asia and Oceania, and a global R&D network with companies based in Europe, the United States, Asia and Australia. Visit the Canon Inc. website at <http://www.canon.co.jp>, and the Canon Europa N.V. website at <http://www.canon-europa.com>