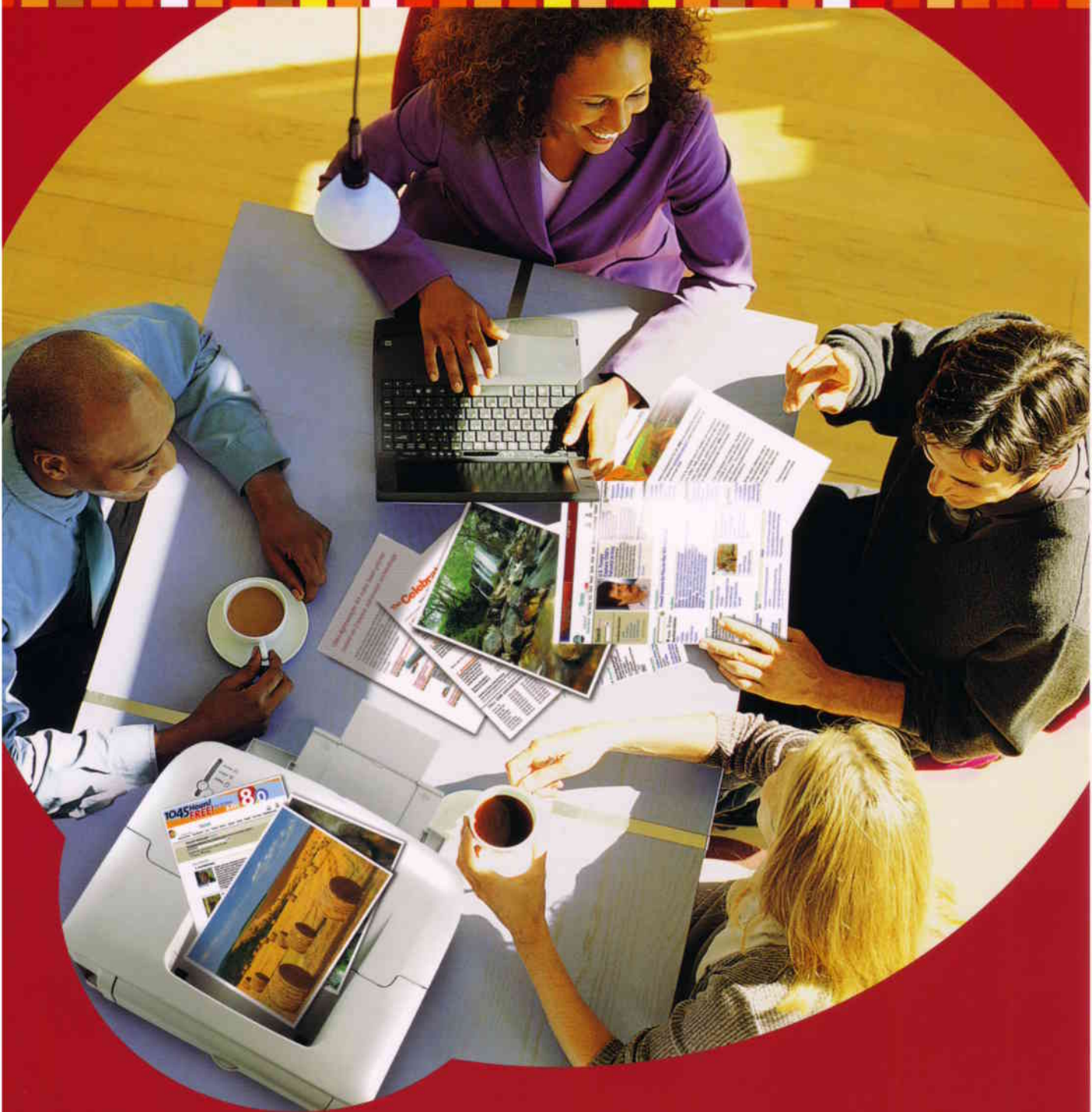




LASER SHOT LBP-2410

COLOUR LASER PRINTER



Come alive with colours

The colour laser printer that changes everything

Canon

Introducing a technological breakthrough with style



Presenting the new LASER SHOT LBP-2410 colour laser printer from Canon: Compact, innovative and stylish, this latest model is engineered to offer you the best in high-quality colour printing. The first colour laser printer to adopt the "Color CAPT" Advanced Software, LBP-2410 colour laser printer achieves the best performance from the CPU to give you a speed of 4ppm for colour, and 16ppm for monochrome prints. Fast, smart and remarkably stunning, LBP-2410 is indeed a colour laser printer with a difference.

Sharper text, flawless images

Unlike the over-glossy and unprofessional printouts from other brands, LBP-2410 prides itself on creating only the best in high-quality prints. This performance printer has a **built-in oil-less S toner** to eliminate unsightly blotches, enabling oil-less fixing and **low-gloss image output**. This means you can sign or write on your documents almost immediately without worrying about messing it up. With LBP-2410's unique toner and innovative printing process, text and images are accurately reproduced, ensuring that your business documents and presentations always look **sharp** and professional.

Brilliant colours of reality

Engineered to reproduce the lush living colours of nature, and the delicate skin tones perceived by the human eye, LBP-2410 offers the best image quality in its category. Boasting an amazing **9600 dpi**, its **high resolution** and **smooth gradation** only contribute to attractive coloured graphics and text that come alive.

Zero warm-up time

Ideal for business and personal users in a fast-moving environment, LBP-2410 uses "**On-Demand Fixing**" technology to speed things up. This means no more irritating warm-up time and a fast response for first print or high-volume printing.

Quick to print: 4ppm (colour)/ 16ppm (monochrome)

Built with Auto Colour Mode, this genius can distinguish colour and monochrome automatically, making it faster and more efficient when printing. Jobs with mixed monochrome and colour pages are printed at ultra-high speeds of 4ppm for colour and 16 ppm for monochrome.

Moreover, with on-demand fixing, the low level of power consumption eliminates the need for sleep mode, so that the printer can warm up from standby instantly. This is extremely efficient in reducing the user's waiting time.



Compact is stylish

Designed to harmonise with any work environment, LBP-2410 is sleek, compact and innovative in style. With a dimension of 482 x 451 x 325 mm, and weight of about 15 kg*, the LBP-2410 is incredibly small and lightweight. This great-looking printer fits into the smallest places, making storage a breeze.

**Excluding toner and drum cartridges*

First colour printer to adopt "Color CAPT"

LBP-2410 has taken a revolutionary step in printer technology, by being the **first colour printer** to have "Color CAPT" (Canon Advanced Printing Technology). With this groundbreaking innovation, print data processing is handled completely by the PC, instead of the printer, enabling faster printing with lower operation costs.

So let's find out how it all works. First, we must understand that "Color CAPT's" high-speed capability is hugely due to the support of these 3 major technologies: "Soft UFR (Ultra Fast Rendering), Hi-SCoA" (Smart Compression Architecture) and "Pipeline Transfer".

With **Soft UFR** (Ultra Fast Rendering), you can process one page of data in a few seconds, making it possible to process colour files at high speed, even though the files are much larger than the monochrome files. This accelerates the rendering process by 20% to 50%.

Canon's original high-performance **Hi-SCoA** (Smart Compression Architecture) accelerates printing by handling extremely large data sizes used by colour printers. **Data can be compressed to 1/3 to 1/5** the size of previous CAPT printers, at processing speeds faster than other general compression technologies. This means speedier compression and transfer, and less stress on you.

What's more, LBP-2410 with **Pipeline Transfer** uses a special transfer method that **prevents memory from filling up**, so printer memory expansion is not required, and large data files can be handled simply. Because of this ingenious technology, you can keep your operation costs low as there is no need for additional memory or upgrades.

With such an impressive combination of advanced technologies, LBP-2410 has proved that Canon has put its technological expertise to good use, yet maintaining a stronghold as leader in the market.



Canon CAPT Laser Beam Printer

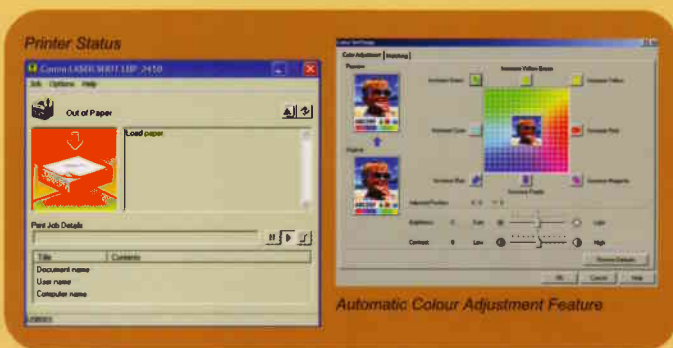


Competitor Laser Printer



User-friendly features

Whether it is everyday office colour printing or professional quality precision colour printing, LBP-2410 excels at both. Its intuitive driver interface offers extreme ease of use. Everyday users can use the pre-set standard colour "modes" to get perfect colour for reports, graphs and charts at a click of the mouse. Expert users can use the comprehensive colour tools to get ultra-precise results for any kind of output. What's more, its user friendly printer driver provides "on-screen" alerts whenever the paper is out or toner is running low, so that printing operations can go smoothly.



Incredible interface: USB2.0 Hi-Speed

Designed for the age of high-volume data transfer, the USB 2.0 Hi-Speed allows data to move at up to 480 Mbps or 40 times the 12Mbps of the USB1.1 standard. Now how's that for speed?

Cost-effective performance

Designed to help you save, LBP-2410 has very low running costs. Large-volume toner supplies are provided, enough for 4000 colour and 5000 monochrome pages, which is a significant cost-saving measure. Moreover, power consumption is low and there is no expense for memory expansion. The LBP-2410—It's cost-performance at its best.

Easy maintenance

Changing toners and clearing paper jams will never be the same again. With LBP-2410, consumables are replaced and paper is loaded from the front of the printer, which makes it easier. Plus, maintenance is greatly simplified with only five consumables: one drum cartridge, combining the photosensitive drum and waste toner box, with four toner cartridges.

Flexible network option

Versatile in every way, LBP-2410's amazing network capability enables you to have shared printing between departments and work groups. Simply install an optional AXIS 1611 internal network card, and LBP-2410 is transformed into a 100Base-TX/10Base-T network printer.

