

**Serif (Europe) Ltd**  
**Nottingham, UK**

**1 November 2001**

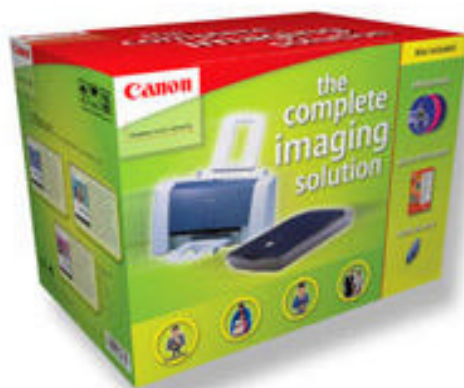
## **PRESS RELEASE**

### **CANON SELECTS SERIF SOFTWARE FOR ITS NEW PRINTER AND SCANNER IMAGING SOLUTION**

**Serif (Europe) Ltd** – the UK’s leading independent desktop publishing, design and graphics software developer – today announced that three of its products have been selected by Canon (UK) to be included in its new in-store package, “The Complete Imaging Solution”.



Under the terms of the deal, three of Serif’s award-winning products – PhotoPlus 6, PagePlus 6 and DrawPlus 5 – will be included in Canon’s new printer, scanner and software package which has been designed as the ideal digital imaging solution for home users and first time buyers or those wanting to upgrade to a higher specification printer and scanner.



“This complete imaging solution offers customers a special input/output package that allows them to get creative and enjoy quality results at an extremely competitive price,” said Mark Robinson, Canon’s Marketing Manager. “We took great care to select software that will enable users to get excellent results from our hardware and are pleased to be using Serif’s imaging and publishing software for this new package.”

“We’re delighted that Canon chose our software to be part of their new imaging solution,” said Gary Bates, Serif’s Marketing and Communications Director. “Serif is proud of its reputation for making professional quality publishing and graphic effects

accessible to all computer users and there is a natural synergy between our software and Canon's printer and scanner hardware."

The Complete Imaging Solution is available from branches of PC World, Currys and Dixons Stores.

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### **About Canon**

Canon is an industry leader in imaging products and services for the digital home and digital office environments. The company's comprehensive product line of office equipment includes digital imaging devices, digital and analogue copiers (colour and black and white), document management systems, printers and fax machines. For the home environment Canon's range extends to Bubble Jet printers, scanners, digital, APS and 35mm cameras, multimedia LCD projectors, video cameras and binoculars.

### **About Serif**

Serif is the publisher of the award-winning software range that includes PagePlus, DrawPlus, WebPlus, 3DPlus and PhotoPlus. Founded in 1987 with the aim to develop low-cost alternatives to high-end publishing and graphics packages, Serif has repeatedly been praised for its powerful yet easy-to-use software which has put professional effects and demanding publishing tasks within the reach of ordinary PC users around the world. Serif has over 200 employees at its head office, development and European sales centre in Nottingham, UK and operates its Internet development and North American sales operation from Hudson, New Hampshire.

### **Serif Sales and Business Development Opportunities**

Serif products are available from all main software retailers or direct from Serif by calling 0800 376 7070 or visiting [www.serif.com](http://www.serif.com).

For multi-user site licence, educational and OEM enquiries please call Serif direct on 0800 376 6868