



# Print with confidence. Always.

Take your printing to a brand new level with a professional A3+ printer that inspires confidence and rewards you time after time with rich, vibrant and exquisite gallery quality prints.

## KEY FEATURES

- Borderless A3+
- 3.0" TFT screen
- Only change the ink which runs out
- Chroma Optimizer clear ink
- High longevity pigment ink
- WiFi & Ethernet connectivity
- Professional Print & Layout Software
- Print directly onto disc



Connectivity

Direct Disc Print

# INTRODUCING imagePROGRAF PRO-300

## WHERE IT SITS IN THE INKJET WIDE FORMAT FAMILY



**PIXMA PRO-100S**

Professional A3+ printer with an 8-ink dye based system for gallery-quality prints, plus Wi-Fi and full cloud connectivity.



**imagePROGRAF PRO-300**

A desktop imagePROGRAF professional printer delivering A3+ gallery quality prints with an easy workflow for confident printing.



**imagePROGRAF PRO-1000**

A desktop size printer to serve professional photographers and aspiring amateurs. Print in stunning quality with a 12-ink system up to A2.

## WHO IS THE TARGET CUSTOMER?

**Action:** Think about the Canon target customer, who they are and their printing needs

### Their motivation

- Want to tell a story that hasn't been told yet through imagery (AMB)
- To be continuously challenged to take a new perspective/angle on a story
- In the long-game of developing their story, can take many years to bring the story to fruition (AMB)
- Maintain their presence at the top of their profession - lots of new photographers who don't have the same background
- Satisfy their clients requirements and keep the business working
- Protect photography - want to make it as desirable for new entrants as it was for them originally

### What they need

- The best, latest and extensive kit they can get and afford based on their business success
- New equipment allows them to tell the story from a new angle or push the boundary of the story - low light, new lighting equipment
- A team to help them get the best from their work, some will have post processors, editors, social, marketers, others one-person business
- Uses editing apps: e.g. Adobe Lightroom, Photoshop
- Knowing that the business side is being taken care of

### Features of specific relevance to target audience

#### Small footprint, big potential

Smaller than the PIXMA PRO-100S, this stylish and compact A3+ printer is at the heart of your creative output, connecting easily with PC or Mac using Wi-Fi or ethernet.

#### Gallery quality printing with no ink switching

Achieve professional results on a wide variety of media up to A3+ in super-quick time thanks to zero ink switching.

#### Print without borders on a wide variety of media

Achieve borderless printing on glossy or fine art papers and print panoramic images to custom lengths up to 990.60mm.

#### Enhanced colour gamut for greater depth

Using 10 LUCIA PRO pigment inks, the printer delivers outstanding colour with a dedicated chroma optimiser ink to reduce bronzing and deliver stunning tonal superiority.

#### 3-inch colour LCD menu screen

Quickly navigate the printer's menus and functions thanks to a clear bright display that allows instant monitoring of printer functions, ink levels and paper settings.

#### Outstanding monochrome print quality

The imagePROGRAF PRO-300's Matte Black ink enables greater expression of monochrome images with deeper and more vivid blacks on fine art paper.

#### Accurate screen to print match, every time

Be confident in your printing prowess thanks to the Canon Professional Print & Layout software and plugin, which takes colour matching to new levels of excellence.

#### High speed, high quality printing

Canon's L-COA PRO processor easily handles large image data and calculates precise ink delivery at super-fast speeds to produce high quality prints without compromise.

## WHY CANON?

### HISTORY

Over 80 years heritage of imaging innovation

### EXPERTISE

Extensive expertise to meet every imaging need

### QUALITY

Unique products to capture and share the moment



Live for the story\_

