



Fun Printing for the Whole Family with Built-in Power Adapter & Voice Guidance.

Perfect for families with young children who want to add fun and flair to their photos.

- It's easy to have fun with images using Creative Print options, including Speech Bubbles, Calendars, Stamps, Frames, Image Effects and more.
- Easily preview images on the large 3.5" Color LCD.
- Take it anywhere easily with the built-in carrying handle.
- Photo lab quality, water resistant prints that will last up to 100 years.¹



Photo Fun with Creative Options, including Voice Guidance.

Your customers can get creative with personalized calendars, customized photo frames, clip art, speech bubbles, image effects, and more. Turn on Voice Guidance to easily guide users through Creative Print functions.



Integrated Ink & Paper Cartridge for Easy Operation

Never think twice about running out of ink and paper, as the ES40's Easy Photo Pack holds a matching set of both ink and paper. Separate packs are available for black & white, card sized photos & card sized labels. Add flair to photos with gold and silver ink packs.



Compact and Ready to Print Anywhere

The ES40's vertical design, built-in handle and power adapter make it easy for your customers to take with them and store just about anywhere.



Print Directly or Wirelessly

Your customers can print from 20 different types of memory cards, or print directly from digital cameras via PictBridge. Customers can also print wirelessly from camera phones using the optional BU-30 Bluetooth adapter.^{2/3/4}



Ink & Paper -- Easy Photo Packs (purchased separately)

- Postcard Size - E-P50 (4" x 6" -- 50 sheets)
 E-P100 (4" x 6" -- 100 sheets)
 E-P25BW (4" x 6" B&W -- 25 sheets)
 E-P20G (4" x 6" -- w/Gold Ink -- 20 sheets)
 E-P20S (4" x 6" -- w/Silver Ink -- 20 sheets)
- Card Size - E-C25 (2.1" x 3.39" -- 25 sheets)
 E-C25L (2.1" x 3.39" -- 25 Labels/Stickers)

Accessories

BU-30 Bluetooth Adapter

Operating System⁶

Windows 7 / Vista® / Windows XP SP2
 Mac OS® X v10.3.9 to v10.6.x



Creative Park

Encourage your customers to visit the Creative Park website. Download 4" x 6" calendars and templates. Creative Park has great scrapbooking ideas!
www.canon.com/c-park

Paper Suggestion

E-C25 Card Size Prints

These card-sized prints fit perfectly in your wallet or use them with scrapbooking pages.

Why Choose the ES40

Over the HP Photosmart A646

- Dye sublimation prints last up to 100 years and are immune to gas, oil, water, even fingerprints.¹
- The Integrated Ink / Paper Cartridge system holds a matching set of ink & paper, and offers optional cartridges, including: Gold, Silver, Black and White, & Card-sized Photos and Labels.
- Prints borderless lab quality photos in approximately 55 seconds.⁵
- Easily navigate through Creative Print menu options with Voice Guidance.
- Easy to carry anywhere: a handle is conveniently built in and the power adapter has been embedded in the printer.

Canon SELPHY ES40	HP Photosmart A646
Speed and Quality	
Dye-sublimation – Immune to fingerprints, oil, water, gas	Traditional Inkjet
Prints that last up to 100 years ¹	50 years on select paper under glass
Borderless 4" x 6" in approximately 55 secs. (Lab Quality) ⁵	4" x 6" in approximately 50 secs. (normal) 89 secs. (best)
Gold / Silver Print Option	N / A
Ease of Use	
Voice Guidance for easy navigation	N / A
Unique design w/built-in AC adapter	Boxy and traditional – External power supply
Integrated Ink / Paper cartridges	Ink and paper consumables purchased separately
Creative Functions - Speech Bubbles, Borders, Frames, Calendars, Clip Art, Multi Layout, Image Effects, ID Photos, Movie Prints	HP Design Gallery – Pet-eye fix, touch-up, slimming
Red Eye Reduction, Noise Reduction, Portrait Image Optimize, Automatic face detection and background correction, SELPHY Photo Print software	HP Auto red-eye removal
Connectivity	
Support 20 different type of memory cards, including MiniSD and MicroSD memory ³	Memory Card support – no direct MiniSD or MicroSD support
PictBridge, Camera Phone Printing, Bluetooth (opt.) ^{2/4}	PictBridge, Camera Phone Printing, Bluetooth built-in

¹ Based on accelerated dark storage testing by Canon under controlled lighting, temperature and humidity conditions. Canon cannot guarantee the longevity of the prints; results may vary depending on printed images, display/storage conditions and environmental factors.

² Requires mobile phone equipped with PictBridge technology and a USB cable.

³ Compatible memory cards include SD™ Memory Card, miniSD Card, SDHC™ Memory Card, miniSDHC™ Card, MultiMediaCard®, MMCplus Card, MMCmobile Card, HC MMCplus Card, RS-MMC™, CompactFlash® Card, Microdrive®, Memory Stick®, Memory Stick® PRO™, Memory Stick® Duo™ and Memory Stick® PRO Duo™. The following can be used with the addition of a special adapter sold separately: microSD™ Card, microSDHC™ Card, MMCmicro Card, xD-Picture Card® and Memory Stick Micro™.

⁴ Requires mobile phone (or other device) equipped with Bluetooth v2.0 and optional Canon Bluetooth Unit BU-30. Bluetooth operation depends on the device and software version used. Operating distance is approx. 10 meters but may vary due to obstacles, radio signals, locations where radio interference occurs, magnetic fields from microwave ovens, device sensitivity and/or antenna performance

⁵ Print speed obtained using compatible Canon compact digital camera incorporating DIGIC II (other camera models may vary).

⁶ System requirements vary by application. Some drivers may require download from www.usa.canon.com. See www.canontechsupport.com for updated compatibility.