

# AUGUST 2009 HIGHLIGHTS

For Canon Customers

## Why Add Color in the Office?

*Dennis Amorosano, Sr. Director, Solutions Marketing & Business Support, Canon U.S.A., Inc.*

The world we live in is one of color. Even for those colorblind people like myself, it's hard to dispute the fact that images and documents in color can have a resounding impact on the viewer. At one point or another, we've all likely heard the statistics that indicate color documents are more impactful than black and white, aid in readers retaining a greater level of information, and are more effective in delivering key sales messages.

With these attributes in mind and with the costs associated with color output continuing to decline, businesses of all sizes have accelerated their adoption of color output technology. But wait. Although color costs have declined, they're still higher than black and white. Every application in business doesn't necessarily require color output, does it? Given the added costs associated with color output, some might question whether color should be used at all.

The general consensus is that color use in the general office is essential to business. This wasn't necessarily true several years ago, as color was relegated to production print houses and specialty applications. Today, however, both the capabilities of color print engines and the tools tied to their use have advanced to a level where color output is capable of being effectively managed and provided to business units that can use it to its greatest advantage. While color was once the domain of the advertising department, we now see it being used across other business units, including marketing, sales, training, and human resources to name a few.

Each business unit has its own specific reasons for adding color (other than the pictures of the kids turn out nicer). For marketing, more customers are leveraging their in-house color MFPs to drive variable data print campaigns soliciting new customer business, while in sales, color presentations and proposals have become a business necessity. Training departments have learned that the use of color accentuates learning, and even HR organizations have begun to use color for communicating important information related to employee programs and benefits.



### TABLE OF CONTENTS (QUICK LINKS)

**Page 2..... Did You Know?  
Canon and The Environment**

**Page 3..... New Product Information**

**Page 4..... imagePROGRAF How To...**

**Page 5..... Why Canon?  
Inside Canon U.S.A., Inc.**

*If you have any comments or suggestions on what you'd like to see included in this newsletter, please contact Kimberly Dantone at [kdantone@cusa.canon.com](mailto:kdantone@cusa.canon.com).*

Color does separate one message from another and, given today's tools for effective color management and control, there's little reason for any size business to forego this capability.

This month's newsletter contains a number of articles that speak to Canon technology capable of adding color to your office. At the end of the day you shouldn't be afraid to add color to your office environment because with color, even the colorblind can see.

Enjoy the read!

## Did You Know?

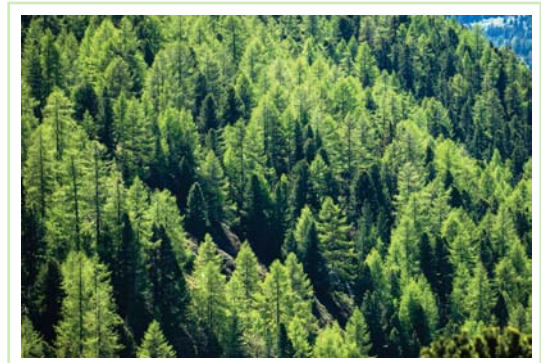
### **Did you know that Canon offers Enhanced Color Copy Paper for your Canon color device?**

Canon's Enhanced Color Copy Paper has a 98 brightness which allows for outstanding images. This archival quality paper is chlorine-, lignin-, and acid-free, so your documents last longer. It's available in three different grades for a larger variety and additional media applications. The 28 lb. Bond grade is meant for everyday printing that includes color, The 32 lb. Bond for resumes, annual reports, and manuals; and 80 lb. Cover for booklet covers, brochures, menus, and financial documents. The best part...Canon did all the work for you and list equipment compatibility information on the Canon U.S.A. Web site. For product ordering information and equipment compatibility, visit [www.usa.canon.com/consumables](http://www.usa.canon.com/consumables).

## Canon and The Environment

### **Canon U.S.A. and Arbor Day Foundation Join Forces to Make a Positive Impact on Our Environmental Future Through New Reforestation Initiative**

As part of its comprehensive commitment to environmental responsibility across the entire product lifecycle, Canon U.S.A., Inc., recently announced the Company will make a donation to plant 10 trees through the Arbor Day Foundation for every Factory-Certified imageRUNNER model purchased from a Canon authorized dealer or Canon Business Solutions.



From July 1 through December 31, 2009, every time a customer purchases a Factory-Certified imageRUNNER 3300E/3300EN or imageRUNNER 5000E/5000EN model, Canon will plant 10 trees in a national forest in honor of the customer. The customer will also receive a certificate recognizing the donation. Canon's Factory-Certified models are produced at Canon Virginia's manufacturing facility in Newport News, Virginia.

"The Factory-Certified imageRUNNER models are part of Canon's commitment to responsible product lifecycle management and reducing our carbon footprint through our advanced technological capabilities," said Sam Yoshida, vice president and general manager, Imaging Systems Group, Canon U.S.A. "When customers purchase one of these models, they will be helping to limit our impact on the environment by extending the lives of our products and conserving natural resources.

"To further expand the positive environmental impact of our Factory-Certified program, we will be helping to 'give back' to the environment by supporting the planting of trees in the honor of our customer's name with every purchase of a Factory-Certified imageRUNNER model," added Yoshida.

Additionally, Canon U.S.A. has another program with the Arbor Day Foundation that supports the planting of trees for registered Canon Generation Green products. Canon's Generation Green line of products include its imageFORMULA DR-Series scanners, imageCLASS printer products, PIXMA Inkjet Printers, and CanonScan and LiDEscanners, which offer paper-saving technology and energy-saving measures, as well as minimal product packaging, all contributing to the overall sustainability of the environment.

Canon's commitment to the environment is an extension of its corporate philosophy of *Kyosei* – all people, regardless of race, religion or culture, harmoniously living and working together into the future. In addition to its work with the Arbor Day Foundation, Canon U.S.A. protects future generations by helping to preserve nature's most valuable resources through the support of a wide range of environmental education and conservation initiatives, including the Canon Envirothon, one of North America's largest high school environmental education competitions; the PBS NATURE service; and scientific research and educational programs at Yellowstone National Park. Canon also established the industry's first and longest-running Toner Cartridge Return Program in 1990. To date, more than 150,000 tons of toner cartridges have been diverted from landfills. For more information, visit [www.canon.com/environment](http://www.canon.com/environment).

## New Product Information

### Canon U.S.A. Introduces Two New Affordable and Powerful Color imageCLASS Laser Multifunction Printers

Canon recently introduced two new additions to its imageCLASS laser multifunction line – the Color imageCLASS MF8050Cn and MF8350Cdn laser multifunction printers (MFPs). These new color laser printers are the Company's lowest-priced color laser MFPs to date, and extend the proven technology of Canon's high-end commercial copiers at an affordable price for small businesses and home professionals.

The Color imageCLASS MF8350Cdn is ideal for small businesses looking to increase productivity and efficiency, replacing the cost and complexity of operating multiple devices. Printing and copying at speeds of up to 21 pages per minute (ppm)\* in color and black and white, the Canon Color imageCLASS MF8350Cdn serves environments in which the demand for color printing is high, such as real estate and creative design agencies.



imageCLASS  
MF8350Cdn



imageCLASS  
MF8050Cn

Designed and developed with consumers and home office users in mind, the Color imageCLASS MF8050Cn features intuitive functions that improve the end-user experience. A new five line LCD with animation simplifies previously complex tasks, as the user is directed to follow illustrated on-screen instructions. A sleek, compact design complements the modern home office and fits on most desks. The Color imageCLASS MF8050Cn addresses the lower consumption needs of consumers and home offices with speeds of up to eight pages per minute (ppm) in color and 12 pages per minute (ppm) in black and white.

The Canon Color imageCLASS MF8050Cn and MF8350Cdn laser MFPs are scheduled to be available at retailers, and through resellers, in September 2009. Estimated prices will be \$499 and \$699, respectively.

*\* All ppm's and cpm's based on letter-sized output unless otherwise noted.*

### The Canon imageFORMULA DR-7550C

The Canon imageFORMULA DR-7550C production scanner delivers true high-speed scanning capable of providing enterprises with a reliable, high image quality, and flexible scanning solution to enhance their document management systems. As the successor to Canon's DR-7580 scanner, the DR-7550C now affords users the ability to capture images in color at up to 90 pages per minute\*. Centralized scanning solutions, such as those offered by the DR-7550C, maximize results for high-volume document management tasks. During the document conversion process, speed is a necessity, but image accuracy and quality are equally important. The DR-7550C precisely captures color, fine print, and small details with exceptional clarity using Canon's advanced CIS sensor technology at up to 600-dpi optical resolution. With its Three-Dimensional Color Correction feature, the DR-7550C automatically analyzes and processes documents to achieve exceptional color accuracy. Understanding each step of the document management process, from document preparation to accurate content capture in color as well as in black and white, helps users implement an end-to-end capture, management, and storage process and maintain the fundamental integrity of hard-copy documents.



imageFORMULA  
DR-7550C

*\* Examples based on typical settings, rated in pages/images per minute with letter-sized documents at 200dpi, portrait-feeding direction. Actual processing speeds may vary based on PC performance and application.*

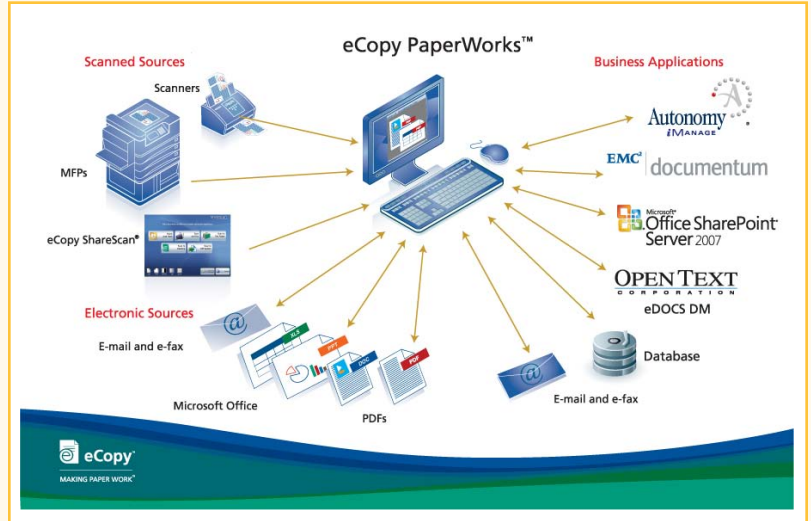
## New Product Information

### New Software Offering – eCOPY™ PaperWorks™ (Successor to eCOPY Desktop)

Canon is pleased to introduce eCopy PaperWorks, the successor to eCopy Desktop. eCopy PaperWorks is an easy-to-deploy and easy-to-use desktop software application that complements your existing office technology (MFP/Scanner, scanning solution, document management system). This next generation document imaging solution maximizes personal productivity by allowing office workers to scan, merge, modify and connect documents to electronic workflows and back-end business systems.

Turn your paper documents into electronic files that can be easily merged with documents from other applications, annotated for markup or protection of sensitive information with permanent redactions and integrated with e-mail, fax, and document management systems. With a full set of document manipulation tools and pure integration to widely-used document management systems, eCopy PaperWorks enables all office workers to work more efficiently with the scanned output and other electronic files as part of their daily processes.

For more information on eCopy PaperWorks or for upgrading/purchasing procedures, please contact your dealer.



## imagePROGRAF How To...

### Making elegant posters with easy-to-use PosterArtist

Canon's own poster creation software, PosterArtist, is a great application that perfectly complements the imagePROGRAF large-format printer line. PosterArtist makes it easy to create, customize, and print posters, banners, and signs.

How does PosterArtist make it easy? This software provides hundreds of aesthetically pleasing templates to help you get started on making professional looking posters.

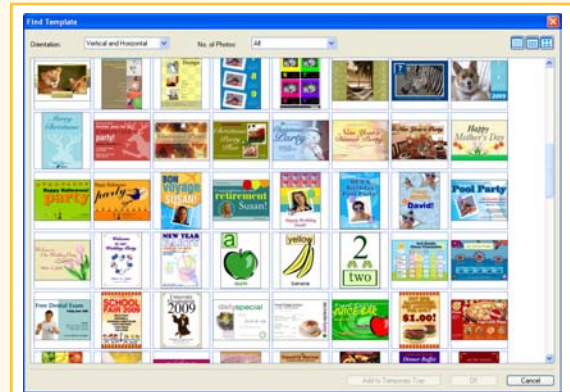
With PosterArtist's Auto Design feature, there's no reason to employ a professional designer in-house. Just utilize Canon's Dynamic Layout Engine Technology. The Auto Design function automatically creates poster designs using specific images and text of your choice. Simply choose the style, input text, select images from files or the PosterArtist library, and click "Next" to pick from a number of generated poster designs, customized just for you.

To learn more, visit the PosterArtist Web site:

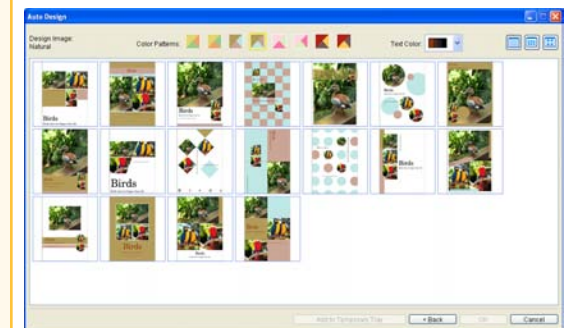
[www.usa.canon.com/posterartist](http://www.usa.canon.com/posterartist)

This interactive Web site allows you to:

- Download a free PosterArtist 30-day trial
- Explore features and benefits
- Watch software demos
- Download new templates
- And more!



Templates



Auto Design Screen Shot

## Why Canon?

### Canon U.S.A. Honored With Four “Pick” Awards and An Outstanding Achievement Award From Buyers Laboratory, Inc.

Canon recently announced the Company has been honored with four “Pick” Awards and an Outstanding Achievement Award by Buyers Laboratory Inc. (BLI)



Spanning across several product lines, including small office/home office devices, large format printers, MFPs and scanners, each award-winning product was recognized as “Outstanding” in its respective categories including:

- **Canon imagePROGRAF iPF755 – BLI’s Pick for Outstanding Wide-Format Color Inkjet Multipurpose Printer**
- **Canon imageRUNNER 5050N – BLI’s Pick for Outstanding 41-to-50 ppm Monochrome MFP**
- **Canon Color imageRUNNER C1022i – BLI’s Pick for Outstanding Small Workgroup Color Multifunction Printer**
- **Canon Color imageCLASS MF8450c – BLI’s Pick for Outstanding Small Workgroup Color Multifunction Printer**
- **Canon imageFORMULA ScanFront 220eP – BLI’s Outstanding Achievement Award**

## Inside Canon U.S.A., Inc.

### Interview with Rich Reamer, Director, Large Format Product Marketing

#### Could you tell me about yourself and your role in Canon U.S.A., Inc.?

*“I have been at Canon U.S.A. for over 10 years now, where I first started as part of the Graphic Systems Division. At that time we were focused on marketing activities around Color Laser Copiers (CLC), but we also were given a new initiative of marketing BJW large-format printers.”*

*“In 2007 as the imagePROGRAF brand began to grow in placements, I joined the Large Format Printer Division, which had branched out on its own a few years earlier. My focus has been on all aspects of product marketing from the launch of a product to the sales promotions that we develop for all channels.”*



#### Could you tell me about some of the latest imagePROGRAF graphic arts printers?

*“Canon Inc. has put a tremendous focus on Research and Development for large-format printers, and it shows from the 19 printers that now make up the imagePROGRAF family. The graphic arts line of printers is split into two categories: the 12-color models (iPF9100/8100/6200/6100/5100) meet the demands of the photographic, fine art, and proofing markets, while the eight-color S Series models (iPF9000S/8000S/6000S) target production printing, where those environments are focused on printing large volumes of high-quality output. Both lines of graphic arts imagePROGRAF printers are leading-edge technology as they focus on producing high-quality prints faster than competitive models and at lower costs.”*

#### What are the benefits of these imagePROGRAF graphic arts printers?

*“The imagePROGRAF family of printers offers 19 printers that have been designed to meet the growing large-format printing applications of the marketplace. Instead of just offering one solution and marketing that solution to multiple markets, Canon Inc. has developed the right solution for the right application. A production environment could get away with using a 12-color model as their large-format solution, but the eight-color models are the ideal choice, producing the quality that meets their needs while printing at higher speeds so they can print more in a day, increasing revenues and profitability.”*

#### Could you tell me about the latest imagePROGRAF technical document and general use printers?

*“The launch of the new iPF755/750 (36”) and iPF655/650 (24”) brought about a new era in large-format printing. These printers are outstanding solutions for printing technical documents, offering fine detail in lines and text at extremely fast speeds. However, these printers have brought about exciting versatility and opportunities to bring large-format printing into the office. These printers not only bring incredible speeds and quality to the table, but the ease-of-use truly makes the experience of printing to these models like using a home ink-jet printer.”*

## Inside Canon U.S.A., Inc.

### **Interview with Rich Reamer, Director, Large Format Product Marketing**

*"These printers are extremely compact and designed so that all operations are from the front of the printer so that there is not need to move them after installation when you need to change a roll of media. These printers also ship with solutions and utilities that make printing large format in the office ideal."*

*"PosterArtist Lite is another application that is standard with these new printers. No longer do you have to create a poster in Photoshop or Illustrator; now, a typical office user can stick with the applications they are familiar with or utilize the benefits of PosterArtist Lite with pre-made templates and the use of many images and clip art so that a vibrant poster can be made in minutes for extremely low prices."*

*"Office users can now take presentations to the next level of effectiveness by adding graphics to their meeting or cutting back on costs by bringing in jobs that had to be outsourced because producing information graphics, signage, and other posters were just too complicated to do in-house. These new printers offer sales reps an opportunity to expand their Color imageRUNNER sales by adding on one of these new imagePROGRAF models as if it were an accessory. Differentiate from the competition and offer your customers a complete office solution whether it is narrow or large format."*

### **What are the benefits of the imagePROGRAF technical document and general use printers?**

*The benefits are numerous for the new iPF755/750 and iPF655/650 printers. Large-format customers who have been printing large technical documents for years will find the new models several times faster than their current solution and with detail and quality that will be greater but with less ink usage. Those who have never used a large-format printer before but have the need and applications for one within their department will find that there is no simpler solution of its kind.*

### **Could you tell me about some of the latest large format software offerings?**

*Last fall Canon introduced the print plug-in for Microsoft Office. Customers are amazed how easy printing large-format documents has become. No longer do you have to be a graphic artist to create beautiful output. PowerPoint, Excel, and Word are the applications most used within the office, and now to be able to produce large output wider than 13" x 19" users are thrilled in the versatility.*

### **What are the benefits of the large-format software?**

*"Tools such as PosterArtist and the Print Plug-in allow for simple printing of large banners and posters. Microsoft Office applications are designed for letter and 11" x 17" sized documents; the plug-in now takes the guess work out of enlarging those files to the desired banner size. PosterArtist and PosterArtist Lite allow anyone to create professional-looking posters in a matter of minutes. PosterArtist has a feature called Auto Design, which has simplified the process even more. For more information on PosterArtist or for a trial download, go to [www.usa.canon.com/posterartist](http://www.usa.canon.com/posterartist)."*

### **Do you have any message for customers pertaining to adding color to their offices?**

*"Bringing large-format printing in-house has never made more sense than now. Printing costs are low and printing is simple. Large-format prints can be used for signage, information graphics, presentation graphics, technical documents, or just general posters. Improve messaging with color that is large and prominent."*