

NOVEMBER 2009 HIGHLIGHTS

For Canon Customers



You Can Call Me Al ...

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

I never thought the day would come that I would extol the virtues of the man who invented the Internet and won the Nobel Prize for the indisputable, fact laden "An Inconvenient Truth", but Al Gore should be credited for at least in some part bringing attention to the Environment.

Of course, at Canon, we didn't need Al Gore to shed light on a responsibility that is as much the fabric of Canon's DNA as are copiers and cameras. While many companies are just now trying to figure out how to become more environmentally conscious and create sustainability programs, Canon has been engaged in these activities for well over 20 years. You might say that Canon was environmentally conscious before there was such a term.

You don't need to look too far to see Canon's impact in this area. Whether it is seen in Canon's recycling of over 210,000 tons of toner cartridges, our establishment of the Canon Envirothon, the Canon Clean Earth Crew or our partnership with the EPA for Energy Star, WasteWise and SmartWay Transportation policies, Canon's efforts to protect and preserve our environment are nothing short of exemplary.

Our recent introduction of Canon's imageRUNNER ADVANCE products and the significant reduction in energy consumption offered by these systems is yet one more example of Canon's focus in this area.

While all this environmental activity is to be applauded, the most beneficial aspect of Canon's approach is that our sustainability activities can be leveraged by customers as part of their own sustainability efforts. That's right; to the extent customers do business with Canon, our sustainability activities directly affect the sustainability activities of our customers. For customers looking for ways to further enhance their own sustainability efforts, I can't think of a better way than partnering with Canon in this regard.

This month's newsletter contains many articles discussing Canon's environmental activities. We hope these not only inform, but generate some ideas as to how you can improve your own environmental stewardship.



TABLE OF CONTENTS (QUICK LINKS)

- Page 2.....IFS Sets Green Goals**
- Pages 3-5.....Environment**
- Pages 5-6.....New Product Information**
- Pages 6-7.....Events**
- Page 7.....Did You Know**
- Pages 8-9.....Inside Canon U.S.A., Inc.**

If you have any comments or suggestions on what you would like to see included in this newsletter, please contact Aimee Rumont at arumont@cusa.canon.com.

Of course, Canon didn't invent the Internet or win a Nobel Prize, but when it comes to setting standards for environmental management and sustainability, we think even Al Gore would be proud.

Enjoy the read!





Environment - IFS Sets Green Goals

"My company is beginning to implement a "green" strategy. Is there any way Canon can help us to achieve our goals?"

"I am very concerned about rising energy costs. Can Canon assist my workgroup in reducing the energy we consume, while maintaining our productivity?"

"Every department in my division has been assigned a carbon quota. Would Canon be able to help us reduce our carbon emissions?"

More and more, end customers are seeking out ways to become "greener". The reasons vary: cutting energy costs, saving the environment, reducing carbon emissions, becoming better corporate citizens, etc. The list goes on and on.

But did you know that there are many ways that the use of Canon scanners might be able to help your customers to become "greener"? If your customers are trying to become greener, Canon scanners might help them, in many ways. Here are some of them:

Canon Scanners are Energy Efficient: Many Canon scanners meet the ENERGY STAR® program qualifications for energy efficiency. The qualified scanners consume less energy than non-qualified units during normal use, and many also have a low power standby mode to automatically reduce energy consumption during non-use periods. Many Canon scanners also support duplex scanning, so that they can scan both sides of a document in a single pass, eliminating the need for a second pass, further reducing energy consumption in the process. This can help your customers reduce their "carbon footprints", since less energy consumed means less CO2 discharged into the atmosphere.

Canon Scanners are RoHS Compliant: Restriction of certain Hazardous Substances (RoHS), is a European Union (EU) directive restricting the use of certain materials in electrical and electronic equipment. These materials include lead, mercury, and hexavalent chromium, among others. Although an EU directive, RoHS compliance is gaining awareness in the USA. All Canon scanners comply with the RoHS directive.

Canon Scanners are Recyclable: Canon DR and CR scanners are made from plastic, glass and metals that are mostly recyclable. Canon takes the extra step to stamp the plastic resin number on many plastic components for ease of identification during recycling.

Canon Scanners Reduce Fuel Usage: Since their form factors and packaging are small in their respective scanner segments, more Canon scanners can be fit into a shipping container. And Canon scanners are relatively light in weight. Taken as a whole, these efforts result in reduced fossil fuel use for fewer trips, which saves resources and reduces greenhouse gas emissions for shipments of new or replacement devices. Plus, some Canon scanners can be remotely administered and managed, reducing the fuel consumed in association with systems administrators visiting multiple sites to troubleshoot potential issues.

Canon Scanners Can Foster Reduced Power Consumption: Long-term storage of important paper documents requires a secure, environmentally controlled facility. Canon scanners in general convert important paper documents to digital records, facilitating electronic storage, retrieval, viewing, and sharing of these documents. Not only do multiple hard copies of these same documents no longer need to be created, saving paper product consumption, this might eliminate the need for long-term storage of hardcopy documents, and the energy required for that storage. In addition, Canon production scanners consolidate distributed scanning points into single, centralized scanning points. This might eliminate the need for some scanners in the enterprise, thus reducing overall energy consumption. Plus, Canon network scanners can plug right into your customer's office network to deliver direct network scanning and sending. This eliminates the need for some PCs in the enterprise, again reducing overall energy consumption.



Environment - Commitment to Environmental Responsibility

The imageRUNNER ADVANCE Series is the first solution from Canon developed using the Company's Life Cycle Assessment product design system. From production, usage, and end-of-life, Canon's Life Cycle Assessment system is designed to assess a product's CO2 emissions and explore avenues to reduce those emissions and minimize environmental impacts at various stages of a product's life, helping end-users to maximize cost and resource efficiency.



Canon's commitment to the environment and green technologies is reflected throughout every phase of the product life-cycle of these new models, including:

Reducing Carbon Emissions: Through the Life Cycle Assessment system, the new series is expected to reduce CO2 emissions by more than 30 percent over previous models by focusing on each stage of manufacturing, energy use and logistics. These models, which are designed to be the smallest and lightest in their class, with less packaging to make transportation more efficient, are the first Canon offerings to make use of 100 Percent Recycled Plastics and Bio-Plastic materials in select parts.

Maximizing Energy Efficiency: The series, which meets and exceeds ENERGY STAR standards, realizes an up to 75 percent reduction in overall power consumption over previous models thanks to a number of advanced technologies, including the use of White LED Array technology in the devices' image reader, and the use of Canon's Proprietary Image Sensor technology versus traditional CCD sensors. Also, new fusing technologies reduce overall power consumption in the new models to 1W or less in Sleep Mode*.

Reducing Pollution: These devices exceed the toughest global regulations set by the European Union's RoHS Directive in restricting hazardous substances and minimize the use of lead in steel, copper and aluminum materials. The RoHS Directive requires the restriction of six specified hazardous substances, while Canon currently restricts the use of 24 such substances.

Conserving Resources: Each imageRUNNER ADVANCE model comes equipped with a number of paper-, toner- and energy-saving features, aiding in cutting costs and conserving resources. Also, with long-life parts and high-yielding supplies, customers can maximize uptime and reduce the amount of materials consumed during the product life cycle.

* With the imageRUNNER ADVANCE C9000 PRO Series, power consumption is 1.5W.

Environmentally Conscious Products with the Next Generation in Mind

Generation Green is Canon's environmental initiative that aims to reduce the environmental burdens at all stages of a product's lifecycle. This program encompasses eligible imageCLASS laser printers, copiers and fax machines, PIXMA inkjet printers and Canon scanners and calculators. Generation Green is designed to provide business partners, customers and consumers a way to identify and learn about the various green products and solutions Canon offers; for example, possible cost savings through energy efficiency.



(Continued on next page.)



Some key elements of the Generation Green program include:

Airshell Cartridge Packaging: AIRSHELL is packaging material for our imageCLASS toner cartridges that utilizes air cushioning. It reduces product package sizes, improving shipping efficiency and reducing CO2 emissions generated during transport by 23% to 49%.

On-Demand SURF Technology: On-Demand SURF (Surface Rapid Fixing) technology uses a linear ceramic heater that heats instantly for fast warm up speeds and Quick First Prints. This results in up to a 75% reduction in energy consumption compared to conventional roller-fixing systems.

ENERGY STAR®: Qualified products are 25% more efficient than conventional models. By using less energy these products reduce greenhouse gas emissions and save energy as well as money. ENERGY STAR products automatically enter low-power mode when not in use.

Toner Cartridge Recycling: Canon was the first in the printing industry to create a toner cartridge recycling program. Canon toner cartridges are 100% recovered with zero landfill waste.

Refurbishing Program: The Canon refurbishing facility manages waste stream processes for Canon products, so Canon has full control over recovery and salvage for its products, not third-party vendors.

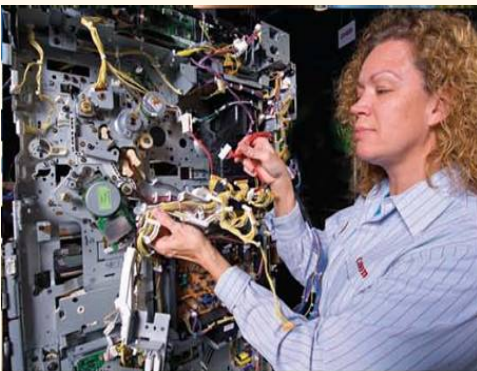
Learn more at <http://www.usa.canon.com/green>.

Canon Forest Program for Factory Certified Series

Earlier this summer, Canon announced a new marketing promotion in extension of Canon's Forest Program with The Arbor Day Foundation. Through this program, Canon will make a donation to the Arbor Day Foundation to plant 10 trees in our customer's honor for each qualified Canon Factory Certified Series model purchased. Customers are recognized with a certificate of appreciation for their purchase and acknowledgement of trees planted in their honor.



To date, this program has been very successful and we have received some very positive comments from our customers...



"We commend your company for partnering with this program. And we are very pleased and honored to be a part of it, too. I have framed the certificate that you sent us and it is proudly displayed in Library Administration Office." – A University Library in Texas

"We want to thank you for your recent donation in our honor for the ten trees donated to the Arbor Day Foundation. (Our company takes) the environment seriously and we are conscientious of energy conservation in creating a green planet." – A Designing Firm in New Jersey

Canon Factory Certified Series models are produced at our U.S. based manufacturing facility in Newport News, Virginia. This program is part of Canon's responsible product lifecycle management principles. It reflects the company's commitment to limit its impact on the environment by extending product life and conserving natural resources through reliable, high-quality remanufactured office equipment.





Environmentally Conscious Design of the New imagePROGRAF iPF755/750 and iPF655/650

Discover the environmentally conscious design of the new imagePROGRAF iPF755/750 and iPF655/650

Specifically designed for technical document applications and general office printing, the iPF755/750 and iPF655/650 printers enable users to produce a diverse range of output. Whether the job is a complex technical document or a spectacular, full-color poster, you can get it done faster and easier than ever before. We haven't forgotten about the environment either – the conscious design of the iPF printers are made with less plastic, reduced CO2 emissions, and lower overall power consumption than previous models.

A number of important built-in features help minimize ink consumption, media waste, and maintenance costs to significantly reduce total cost of operation. The variety of features that contribute to the cost-savings include the Economy Print Mode for lower cost per print, auto-rotation and nesting to minimize media waste, and Canon's proprietary durable print-heads, which reduce maintenance costs.



Canon has also earned ENERGY STAR® qualification for the imagePROGRAF printers. They draw only 140 watts of power during use to keep the total cost of operation to a minimum. These printers work harder, so you can work smarter.

New Product Information - COPYblue

On October 20th, Canon announced the immediate availability of the COPYblue MEAP Kiosk solution. The COPYblue system is a unique MEAP solution in that it transforms select imageRUNNER devices into self-service kiosks with the ability to generate alternate revenue streams for customers. The availability of this revolutionary solution provides Canon dealers with a differentiator in the competitive landscape of providing hardware and software solutions to customers in order to meet the demand for innovative products that can help them transform their business.



By implementing the COPYblue system into their environments, customers are able to provide their guests and clients a convenient and easy method to make copies and send faxes/email, while also creating an additional revenue stream. The imageRUNNER device becomes a self-service kiosk, in the same vain as other public kiosks, such as an ATM,.

Developed for public environments such as convention centers, libraries, hotels and airports, among others, the COPYblue system provides business center services to clients without the need for a dedicated onsite staff. An easy to use application, the user is prompted through the imageRUNNER touch screen panel with simple, step-by-step instructions to complete their desired functionality. Accepting all major credit cards as well as prepaid debit cards, users can simply walk up and swipe their card to make copies, print-outs and send faxes or emails. Receipt printing is also available at the end of the session, providing the customer with a detailed breakdown of their transaction(s).

GBCblue processes all of the transactions relieving the customer from collecting monies and supporting the device, with the exception of replacing paper, and shares the resulting usage revenue with the customer. Additionally, GBCblue's server provides proactive monitoring of the imageRUNNER device and is able to send alerts to the authorized dealer and/or customer, alleviating the customer from dedicating staff and resources to monitor and service the imageRUNNER device.

COPYblue MEAP Version 2.1 solution is available to all Authorized Canon Dealers. Canon USA will leverage its Professional Services organization for implementing the software and facilitating the registration of the software with GBCblue's back end transaction processing server.



New Product Information - uniFLOW Output Manager (OM) v4.0.5

Canon U.S.A. is pleased to announce the availability of uniFLOW Output Manager (OM) v4.0.5.

This revision update incorporates support for recently announced imageRUNNER ADVANCE models for both print/copy tracking as well as uniFLOW OM Secure Printing.

A new version of uniFLOW OM MEAP is also available (v2.4.0) to support the recently announced imageRUNNER ADVANCE devices.



New Product Information - Agfa :Apogee Prepress Integration

Agfa :Apogee Prepress Integration with Canon imagePRESS Digital Presses

Production print has become more complex. Printers now employ both offset lithographic printing equipment and digital, toner based, printing equipment in their print shops. For print shops that utilize Agfa equipment, Agfa :Apogee Prepress is a system that can manage both the digital and offset workflows from a common centralized system instead of having to use two separate systems.

Agfa :Apogee allows the same file and job ticket to be sent to either a digital press or a plate maker for an offset lithographic print run. With one system, there is less re-entering of information, which has less errors and rework, thereby increasing productivity and driving revenue to the bottom line.



Solution Benefits:

- Integrate your Canon imagePRESS digital press into a hybrid solution to provide your print shop with maximum versatility.
- With your hybrid workflow, easily send jobs to either your digital press or your offset press without having to employ separate systems.
- Unify your production environment allowing control over both digital and offset jobs from one centralized user interface.
- Save time and money by eliminating the duplication of prepress work.
- Route jobs to a Computer-To-Plate (CTP) and/or digital press from one system.
- Job Messaging Format (JDF) enables bi-directional communication.

Events - Canon Sponsored InfoTrends Webinar - November 12th at 3pm EST

Emerging Technologies: Interacting with Your Audience

How are you engaging with your customers?

This webinar will take you on a tour of emerging techniques for “interactive and engaging” communications with your customers. InfoTrends Group Director, Barb Pellow will discuss topics including: Variable Data Printing, Mobile to Print, TransPromo, Multi-Channel “Conversation” Management, Quick Response Codes, Augmented Reality, and the implications they could have for the printing industry. Also hear lessons learned from your peers on how they are interacting and engaging with their customers.

Who Should Attend: imagePRESS C7000VP series and imagePRESS 1100 series Customers

When: November 12th, 3pm EST

To Register: <https://canonproductmarketing.webex.com/canonproductmarketing/onstage/g.php?d=489192966&t=a>

All attendees will receive an InfoTrends Whitepaper!



Events - 2010 PODi AppForum Conference - January 25-27, 2010 The MGM Grand Hotel Las Vegas

Join Canon in Las Vegas for the 2010 PODi AppForum conference - the best investment you'll make this year. You'll hear from people in the trenches who are winning with digital print. This isn't theory; this is real world content with no holds barred. The AppForum is exactly the kind of results-driven event that Canon is proud to support and bring to our valued customers and colleagues.



We hope to see you there. Register before November 20 and save up to \$300 on every ticket. Please visit www.podi.org/home.php for more information.

Events - RSNA

RSNA November 28 - December 2 at the McCormick Place, Chicago, Illinois. Canon is helping to make RSNA the best event of the year - we hope to see you there!

Did You Know - Let Your Business RUN Microsite Update

The updated RUN microsite includes multiple new features and expanded customer centric content. The new content and features of the RUN microsite will further educate and inform office customers regarding Canon imageRUNNER and imageRUNNER ADVANCE hardware and software solutions.

These new features and content include:

Solution Case Studies

Current and ongoing library of Customer Case Studies detailing customer's situations and challenges and how Canon Solutions and technology provided improvements to their business.

Solution Newsletters

Current and ongoing library of Solution Newsletters reviewing the latest news and updates regarding Canon Solutions.

Solution Brochures

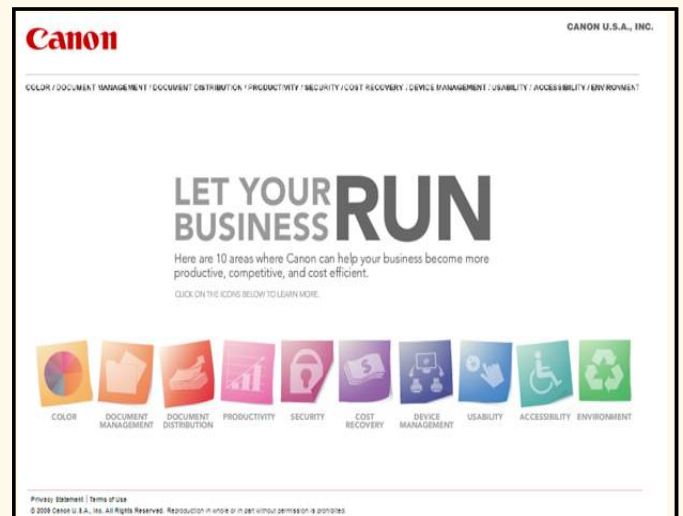
Multiple brochures dedicated to each of the 10 Solution categories, which outline how customer needs can be addressed by Canon solutions.

My Solutions Folder and I'm Ready to RUN (Contact Me) Functionality

The My Solutions folder allows users when visiting the RUN microsite to keep track of their areas of interest and business goals. Once the customer has developed their needs and interests they can fill out their information to be contacted by an authorized dealer.

Solution Webinars

Canon USA will be presenting an ongoing lineup of scheduled customer Webinars. Each month these Webinars will include new topics on the Canon imageRUNNER ADVANCE hardware and software solutions and how they support the 10 RUN categories. Along with these RUN Webinars Canon USA will also be conducting Vertical Market Webinars, which will discuss the value of Canon technology within key vertical industries including Legal, Healthcare, Financial and Education. This dedicated solution Webinar area of the RUN microsite will allow customers to see the schedule of Webinars, sign up for Webinars and view previously recorded Webinars.



Go to www.cusa.canon.com/RUN to visit the Let Your Business RUN microsite.

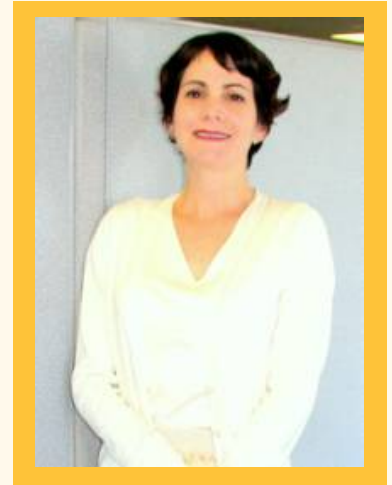


Inside Canon U.S.A., Inc.

Interview with Jennifer Kolchinsky, Sr. Specialist, Services Business Planning

1) Could you tell me about yourself and your time spent at Canon Inc?

I started at Canon USA in January of 2002 as a Marketing Specialist. My role at that time was to develop a 3rd party co-marketing alliance program designing the structure and engagement models with the partners, channel marketing and business development programs, as well as the customer facing categorization of our solutions. Through this experience, I began working on software development activities with partners such as HP, SAP and Citrix, regarding device compatibility and integration support for enterprise customer environments, as well as MEAP related development for smart card authentication and enterprise fax integration. I went to Canon Inc. in May 2007 as the first expatriate from Canon USA within ISG. In this role, I worked within the Office Imaging Products Division, for the Document Solutions Group.



2) What was your assignment at Canon Inc. in Japan?

My primary assignment was to assist in the launch and ongoing marketing activity for a new software product being introduced to Europe and Asia markets, iW360. This product was paramount in that it completely changed the manner in which these markets approach the selling process. Instead of selling devices and software solutions separately, every sales discussion began with a solution scenario, illustrating the devices' features in operation with software to make everyday office activity such as printing, scanning, and document workflow easy, efficient, and convenient. My experience at Canon Inc. was incredible in many ways: I worked together in a team with exceptional colleagues and learned about Japanese style of business and management practices; I studied and learned about all of the software products available from Canon Inc. and from our global sales companies; I learned how to analyze daily sales figures and discover global business trends; I built a global network and gained an understanding of operations and uniqueness of each market through strategy meetings and regular monthly video communications with Canon sales companies; I had the opportunity to visit Toride and witness the high-quality single cell production manufacturing of our imageRUNNER ADVANCE devices, as well as the Kosugi office, to gain insight to the engineering processes for software and firmware. Being in Japan, I was exposed not only to the global operations of Canon Inc. but I also had the opportunity to learn a new language, become one with a beloved culture, and grow both personally and professionally. Can you tell... I miss Japan!

3) Could you tell me about your role here in Canon USA?

Upon returning from Canon Inc. this past May, I was assigned to an entirely new role, Canon Managed Document Services. I recently announced this new global service to the USA market at the Canon Integrated Solutions Showcase. In this role, I manage the overall product, including its components, market positioning and delivery to our sales channels. I am involved with influencing the direct business entities for their current approach for Managed Document Services in meeting requirements and delivery support for global customers. I am preparing the marketing, business models, and sales support for our Authorized Dealers who are either currently offering some form of managed print today, or will begin to in the future. In my current role I am particularly interested and excited, as I will have impact for regional dealer business and global accounts comprehensively, including devices, service and solutions.

4) Could you tell me about Canon Managed Document Services (Canon MDS)?

Canon Managed Document Services is a worldwide unified menu of services and consistent delivery methodology for outsourced print and document management. Its components include innovative technology features in our imageRUNNER ADVANCE devices for Serviceability, Software Solutions, and Professional Services. The methodology consists of 5 Phases that enable greatest customer satisfaction through continuous business improvements: Discovery and Analyze, Design, Deploy and Transition, Support and Manage, and Evaluate and Review. Canon MDS is designed with flexibility in providing our sales channels with the tools and capability to deliver this service from small to enterprise customers, operating locally or scaling globally.



5) What are the benefits of CMDS for customers?

The benefits of Canon MDS and an outsourced solution for customers are many: Reduced overall costs through print asset management and greater serviceability; a greater return on the investment made in print assets through usability understanding, device placement and workflow design; increased business productivity through automated services and document workflow improvements. Customers can spend more time focusing on their core business, and be assured of their print environment.

6) Do you have any message for customers pertaining to CMDS you spoke about?

Canon MDS is an evolution in partnership between Canon, our sales channels, and the end customer. Let us grow and advance in business together.