

SEPTEMBER 2009 HIGHLIGHTS For Canon Customers

The Antidote to Technology Run Amuck – Usability

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With that advent of new technology comes the age old problem of how to make product features more readily usable by average Joes. Let's face it; we all have way too much to do to bother reading the user manual. In fact, many of us, myself included, marvel at the thinking that goes into products that can be used without having to know much of anything.

Take the Apple iPod for instance. Not much of a user manual to review here. Anyone you know ever call the Apple help desk for support on using the features of this device? Want an example a little closer to the office equipment industry? Try eCopy ShareScan. What could be easier; Scan and Mail, Scan to Desktop, Scan to Fax – I get it!

Once upon a time the office copier was a simple device to utilize. With some basic features and the big green button, even the most challenged users shall we say could easily copy their documents effectively. Of course, the office copier of yesteryear is no more. Today's devices are multifunctional; network connected, come with software and are tied to electronic workflows. Sounds like a usability headache right?

While some manufacturers have elected to eliminate features on their technology, assuming that fewer features drives less complication; Canon has opted for a different approach.

Through continual input from customers using our technology and significant investment in human factors engineering, Canon has designed our technology to minimize steps to complete tasks and built a user interface that is not only aesthetically pleasing, but offers users a consistent experience regardless of the Canon device that may be utilized.

In addition to these specific design attributes, Canon also offers a number of tools that permit the creation of one touch keys on Canon's displays that tie specific device features together for simplified operation and links into back end workflows.

This month's newsletter contains a number of articles that speak to Canon technology that is easy-to-use. While at Canon we love technology, we're as interested in ensuring that it's usable.

Enjoy the read!



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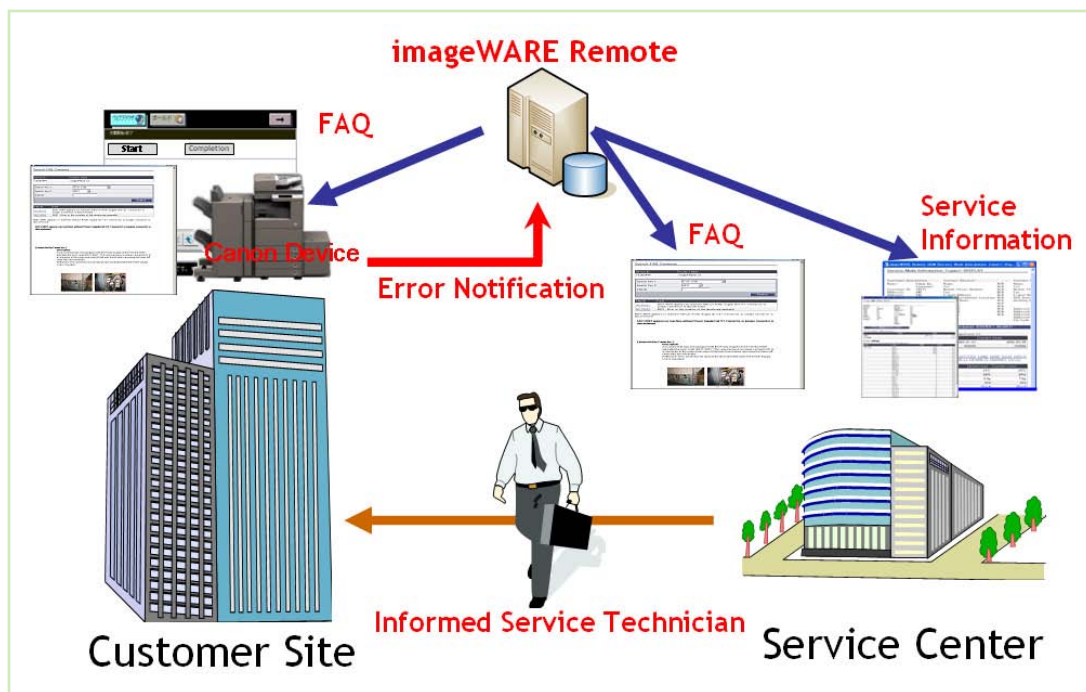
If you have any comments or suggestions on what you'd like to see included in this newsletter, please contact Aimee Beaumont at abeaumont@cusa.canon.com.

New Product Information

imageWARE Remote Integration for e-automate

Canon U.S.A., Inc. recently announced the release of imageWARE Remote Integration for e-automate. Through this release, Canon is automating the transfer of meter data and service information from imageWARE Remote to Digital Gateway Corporation's e-automate dealer management software.

What benefits does this translate to for Canon customers? The need to collect meters manually is a thing of the past. By automating meter collection, you will no longer be required to collect meters to submit to your service provider. Furthermore, through this new integration module the collected meters will be delivered electronically to the dealer's e-automate management software to further improve the accuracy and timing of the information.



In addition to meters, imageWARE Remote Integration for e-automate is also capable of delivering service alerts from the device into the e-automate dealer management system. Through the imageWARE Remote program, each imageRUNNER device will "call out for help" with real-time service alerts to inform the dealer that service is needed. This information is fed directly into the e-automate dispatching module where a technician will be selected for the service task and informed of the device's error diagnostic information. Even before arriving onsite, the technician will be aware of the problem and the solution that should be delivered to resolve the issue. Having a user call in a technical problem is optional, as a technician will be dispatched automatically for all critical errors. This feature will ensure a higher level of device availability as service is delivered promptly and automatically.

If your Canon authorized dealer does not offer these features yet, please request that you would like to start receiving "imageWARE Remote" service. The technology is available today to save you from mundane meter collection and calling in service requests.

Please be aware that your Authorized Canon Dealer may charge an additional fee to connect your Canon device to the imageWARE Remote system. Please consult with your Canon Authorized Dealer concerning the details surrounding the delivery of this service.

New Product Information

Color imageRUNNER LBP5460

Canon recently introduced the new Color imageRUNNER LBP5460 model. This new addition to the Canon series of laser printers offers high quality, productivity and cost-efficiency while seamlessly fitting into an imageRUNNER MFP office environment. The Color imageRUNNER LBP5460 model targets small to mid-sized corporate workgroups providing high-quality output speeds of up to 31 pages-per-minute in brilliant color and crisp black and white (letter).

The new LBP5460 model is a very easy to use, compact device. It consists of easy functionality which include, front load access and simplified maintenance, impressive paper handling and a new user interface. Replacing the all-in-one



Color imageRUNNER LBP 5460



New and easy to use 5 Line LCD display

toner and drum cartridges is also easy through the front access panel and even quicker with Canon's unique auto-rewinding tape seal. The imageRUNNER LBP5460 model features auto duplexing double sided documents and supports up to 850 sheets. Best of all, users will appreciate the clarity of the 5 line LCD display and intuitive control panel of the Color imageRUNNER LBP5460 model. The distinctive panel features on-screen navigation to facilitate device setup, animations to help guide operations, at-a-glance consumable levels, and the status of current print jobs.

Did You Know?

Did You Know Fiery Central Balance Can Improve Productivity?

In tough economic times it's important to conserve, but at the same time it's important to look for opportunities that will help your business manage print volumes, improve productivity and improve the bottom line. A solution that can help you in this difficult economic climate, as well as help your printing business in the future is a product known as Fiery Central Balance. Balance can help you improve productivity. The more volume you move through the print shop the more money you can make (If you are in the print for pay business) or the more service you can deliver.

Balance is a module that plugs into the PDF workflow systems known as the Fiery Central. Balance allows users to setup a printer cluster which incorporates a number of digital printers grouped together. To further clarify let's look at an example:

A customer has four imagePRESS 1110 digital systems. Each press can print 110 pages. By creating a printer cluster, the four printers can be grouped together to have a throughput of 440 pages per minute.

Having this configuration, allows a customer to load balance. Load balancing is when a print job is sent to the printer cluster and each printer prints a portion of the job which is then collated. Load balancing allows a customer to maximize engine utilization. For example:

If a print job consists of 440 pages, it would take one imagePRESS 1110 four minutes to produce one set. With the printer cluster, the same job can be distributed among the four printers. Each printer will print 110 pages and the entire job will print in one minute instead of four minutes.

Essentially, the customer has quadrupled their productivity without having to add additional labor or additional equipment. This one program can significantly help effectively drive print volume and improve the bottom line.

Events

CANON AT PRINT 09

September 11-16, 2009

McCormick Place Exhibition Center

McCormick Place, Chicago, IL

Booth #2612

PRINT is the largest, most comprehensive trade show held in the world for graphic design, digital prepress, printing, publishing, and converting technology. It will encompass nearly one million net square feet within McCormick Place and play host to a projected 100,000 industry professionals from throughout the United States and more than 100 countries around the globe. The gigantic PRINT exposition takes place only once every four years. PRINT promises to be the biggest graphic communications exposition ever held in the western hemisphere. At the Canon booth you will see our latest imaging technologies and multiple solutions relative to their environments. For more information on the Print 09 show visit: www.print09.com

Question of The Month

Q: Where can I find product information on Canon Specialty Media?

A: Customers are able to find specialty media information in the consumables area of the Canon U.S.A. website (www.usa.canon.com/consumables). Whether you need to find out media compatibility, instruction sheets on how to use, or gain some ideas by looking at Canon's list of applications the Canon Branded Specialty Media icon will be able to answer all of your questions.

Q: Where can I find information on the Canon collection programs?

A: Customers are able to find information on the Canon U.S.A. website (www.usa.canon.com). You may visit the "**Environmental & Community Programs**" area under "**About Canon**" found on the main page. In the Environmental area you will find an icon for the "**Cartridge Return Program**" or you may visit the "**New Toner Container Collection Program**" link found at the bottom of the page.

When clicking into the "**New Toner Container Collection**" link you will learn about the Toner container Collection Program and read about which toner containers or cartridges belong to each program in the brochure found at the bottom of page.

imageFORMULA Usability

The imageFORMULA DR-2510M - A Simple Solution For Document Capture Needs

Ever since Apple transitioned their entire Mac product line to Intel chips, the Mac OS market share has steadily grown. In view of this increase in Mac users and the ever expanding need for document capture implementations to improve workflow efficiencies, the demand for Mac OS compatible document scanners has grown.

The imageFORMULA DR-2510M scanner is a simple solution for document capture needs in Mac computer environments. With broad compatibility, high image quality, and fast scanning speeds, all in a small footprint, the DR-2510M reinvents the electronic content capture process. With easy-to-use and intuitive features that Mac users are accustomed to having, the DR-2510M simplifies document management. The DR-2510M TWAIN driver offers a direct interface between the Canon scanner and Mac locations such as the iPhoto application. Competitor models often require users to first scan through their proprietary software, then save document images to folders from which Mac applications can then retrieve them for further processing. *Continued on the next page...*

imageFORMULA Usability

The imageFORMULA DR-2510M - A Simple Solution For Document Capture Needs

With the included CaptureOnTouch software, the DR-2510M Scan-To-Job buttons keep Mac user preferences in mind by offering one-touch access to destinations such as email, printers, and shared network folders. The comprehensive software bundle allows users to automatically synchronize data with their existing Mac OS address book keeping information and contacts up-to-date upon transitioning their hard-copy data to electronic files. At speeds up to 25 pages per minute, the DR-2510M integrates smoothly into workflows to maximize productivity in any environment. For creative pros, educational, scientific, and SOHO users alike, the DR-2510M offers advanced capabilities for streamlined document management.



Why Canon?

Why Choose The Canon imagePROGRAF iPF755 Device?

BLI's Pick for Outstanding Wide-Format Color Inkjet Multipurpose Printer

Building upon its stellar reputation for technological innovation and high-quality imaging offerings, Canon's imagePROGRAF iPF755 was chosen for the 2009 "Pick" Awards by Buyers Laboratory Inc. (BLI) for Outstanding Wide-Format Color Inkjet Multipurpose Printer.

Why choose this solution over other Large Format Printer solutions? The imagePROGRAF iPF755 is engineered to meet the demands of the technical document markets, is newly designed, extremely compact, and loaded with new features that enable precise prints at high speeds. The imagePROGRAF iPF755 device is capable of printing a D/A1 color line drawing in approximately 28 seconds*. With more than 15,000 nozzles, the redesigned print head ejects four picoliter droplets of ink to consistently produce output up to 2400x1200 dots-per-inch (dpi) with precise lines that are accurate to $\pm 0.10\%$ and as fine as 0.02 mm. Combined with the new space-saving features such as media and ink loading from the front, the imagePROGRAF iPF755 device is redefining large format printing, to be the most advanced and efficient solution out there. For more information and details on \$800 mail-in rebate, please visit www.usa.canon.com/rebates.



**When printing in fast mode on plain paper. Includes paper-cutting time*

Inside Canon U.S.A., Inc.

Interview with Mark Machida, Sr. Director, Image Filing Systems

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

"After graduating from university in 1982, I joined Canon Inc. in Japan. I worked one year as a trainee at Canon USA, and upon my return to Japan, joined the Micrographics Division of Canon Inc. in 1984. Since then, I have spent 25 years in the image filing arena, including five years in Europe. I joined the Image Filing Systems (IFS) Division of Canon USA in 2002. In my current role, I lead the team responsible for marketing of high-speed document, check, and network scanners to Canon USA's commercial customers, including distributors, resellers, and end users. I make sure that the IFS team is providing the best possible support to our sales people in an effort to maximize our revenue and profit to support Canon U.S.A. Inc. goals."



Could you tell me about some of the latest high speed document scanners?

"We just launched two new desktop/workgroup scanners, the imageFORMULA DR-2510M and the DR-2010M. These compact scanners represent the first Canon high-speed document scanners targeted at Mac users."

"Prior to that, three new production scanners were launched, the imageFORMULA DR-9050C, the DR-7550C, and the DR-6050C. These scanners are designed for centralized data capture applications, such as mission-critical document conversion. In fact, Canon U.S.A., Inc. is number one in the low-volume production scanner market segment, according to InfoTrends, a noted industry analyst."

What are the benefits of the high speed document scanners?

"Besides improvements in information security and assistance with compliance efforts, customers are always looking for ways to gain efficiencies and improve productivity, especially in the current economic situation. The use of Canon high-speed document scanners can deliver all of this to customers, and more."

Could you tell me about the latest network scanners?

"Earlier this year, we launched two new network scanners, the imageFORMULA ScanFront 220e and the ScanFront 220eP. The ScanFront 220e/220eP are a unique combination of our successful imageFORMULA ScanFront 220/220P hardware, and eCopy ShareScan Essentials software, to deliver superior document distribution capabilities. We also launched several "connectors", which provide the links between these new network scanners and various software applications. Connectors are now available to Microsoft SharePoint, Interwoven WorkSite, Captaris RightFax, and EMC Documentum."

What are the benefits of the network scanners?

"Our ScanFront 220/220P network scanners are very easy-to-use. In addition, since they do not require a dedicated PC in order to work, they can operate as stand-alone solutions, potentially increasing network security and reducing energy use."

"Our ScanFront 220e/220eP network scanners, powered by eCopy ShareScan Essentials, are very secure, and are easy to deploy, manage, and use. And when used in conjunction with the connectors, they bring the additional benefit of seamless integration with existing networks and applications, for superior document distribution and workflow collaboration."

Do you have any message for Customers pertaining to the usability of the scanners you spoke about?

"We try to make all of our imageFORMULA scanners easy to use, in a variety of ways. All of the scanners are compact in size and lightweight, and support industry-standard interfaces, to make installation fast and easy. Many feature one-touch scanning capabilities, through pre-configured scanning jobs. We also recently introduced CaptureOnTouch software, which makes the scanning task even more user-friendly for untrained or casual users using our lower-end personal and workgroup document scanners. Our network scanners feature large, color touch-screen displays to make use even simpler."

"We also try to make all of our imageFORMULA scanners match the needs and requirements of the users more effectively. Our personal and workgroup scanners are great for general purpose SOHO and SMB scanning, delivering outstanding value. Our departmental scanners combine high-end features and higher-volume capacity with compact desktop designs. Our production scanners are perfect for high-volume centralized data capture environments that demand sustained durability. Our network scanners fit anywhere where ease-of-use and improved document distribution are paramount."