

**Canon**

**GROW WITH A LEADER**



Canon. The Natural Partner for Business.

# Why Canon?

Business imaging solutions that help keep your business growing

Canon started as a small camera company in 1937 and took its first step into the global market with the opening of a U.S. office in New York City in 1955. Today, it's an international leader of digital imaging solutions in the consumer, business-to-business, and industrial sectors, with millions of satisfied customers worldwide.

Now you, too, can experience the innovative, reliable Canon technologies and the many exciting benefits they bring. What's more, with its U.S.-based customer service and support network, you'll enjoy the highest levels of customer satisfaction and loyalty, just as you'd expect from a leader.

And you can feel good about partnering with Canon. Through its corporate philosophy of *Kyosei*, Canon is committed to dedicating itself to social and environmental responsibilities, as well as contributing to the prosperity of people in local communities and around the world.

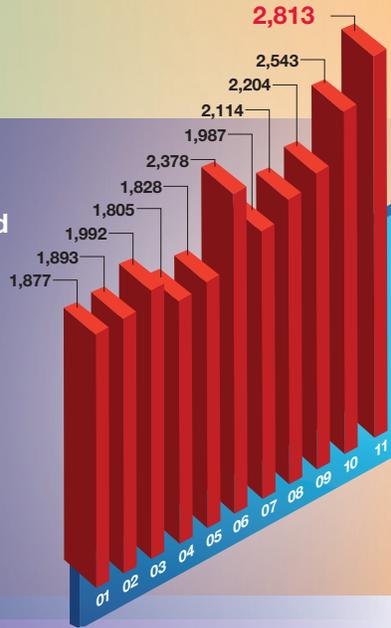
It's easy to see why Canon is the natural partner for your business.

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## Canon Patents Awarded

In 2011, Canon Inc. was granted 2,813 new U.S. patents, surpassing the company's previous milestone of 2,543 new patents in 2010.

Source: U.S. Patent and Trademark Office (February 2012)



## Commitment to Innovation

In the ongoing effort to continually enhance its market position, Canon strives to produce new patent-protected products as well as develop innovative technologies. Its commitment to R&D is clearly evidenced by the large investment the company makes toward this effort. In 2011, Canon re-invested more than 8% of its annual net sales into R&D. This exceeds such spending of many key competitors, once again proving that Canon is committed to your success—today and tomorrow.



imageFORMULA® DR-M160 Scanner



Océ VarioPrint® 135/120/110 Digital Press



Color imageRUNNER® LBP5975 Printer

## Award-winning Products and Solutions

A recognized leader in advanced digital imaging, Canon offers its customers a comprehensive line-up of award-winning solutions. Whether it's software to help streamline workflows, or hardware for small offices, large enterprises, or high-volume production environments, Canon has a solution to suit virtually every need, application, and budget. What's more, Canon's expanded product portfolio and synergy with Océ bring an extended breadth of offerings to help boost your business to new levels of success.



Canon U.S.A., Inc.  
imageFORMULA DR-M160  
Outstanding 50- to 70-ppm A4  
Departmental Scanner



2011 Award for Excellence  
in Energy Efficient  
Product Design



## More Complete Solutions with Professional Services and Alliances

Canon's Professional Services organization delivers exceptional value to its channel partners and customers by designing and implementing solutions that create a positive impact on business application workflow and user productivity. Backed by Canon's comprehensive set of hardware and software solutions, the Professional Services team helps customers stay ahead of their competition while increasing operational effectiveness for a more efficient, productive organization.

Through its alliance activities, the company is further committed to helping its customers meet their digital office needs by partnering with leading software and hardware organizations to deliver new solutions that bring added value and satisfaction with their technology investment.

### Canon Services Portfolio

- Business Process Optimization Services
- Security Services
- Customized Software Development
- Imaging and Records Management Services
- Production Workflow Analysis and Design
- Managed Document Services



imageRUNNER ADVANCE C5051 System



## Simplified Managed Document Services

Canon Managed Document Services is a unified offering for total output and document solutions management. With Canon as your trusted provider, you'll get end-to-end services to help achieve cost reduction, improved serviceability, and value-driven solutions for continuous business process improvements.

From the simplest of services to the most complex workflows, Canon brings together the expertise, people, and technology solutions needed to accurately assess your business and manage your environment effectively and efficiently.

## Exceptional Service and Support

Canon's Authorized Dealer network provides technical and sales expertise to customers, enabling them to implement the right solution for their application workflows. Canon's channel partners undergo comprehensive training to build and maintain their staff of highly skilled professionals to support Canon's products and the needs of their customers. Canon's commitment to delivering world-class support to its Authorized Dealers in an effort to provide the highest level of customer satisfaction.

## People-friendly Products Developed with Care

Since its founding, Canon has been dedicated to the development of technology that helps improve and enrich people's lives. In the spirit of *Kyosei*, Canon's corporate philosophy, the company seeks to provide both easy access to, and full functionality of, its products for as many people as possible through Universal Design. By means of extensive research and innovation, Canon strives to anticipate and remove the various problems or barriers that people may encounter when operating its products, thereby enabling more users to benefit from Canon technology.



imagePROGRAF® iPF825  
Large-format Printer



imagePRESS® C7010VP Digital Press



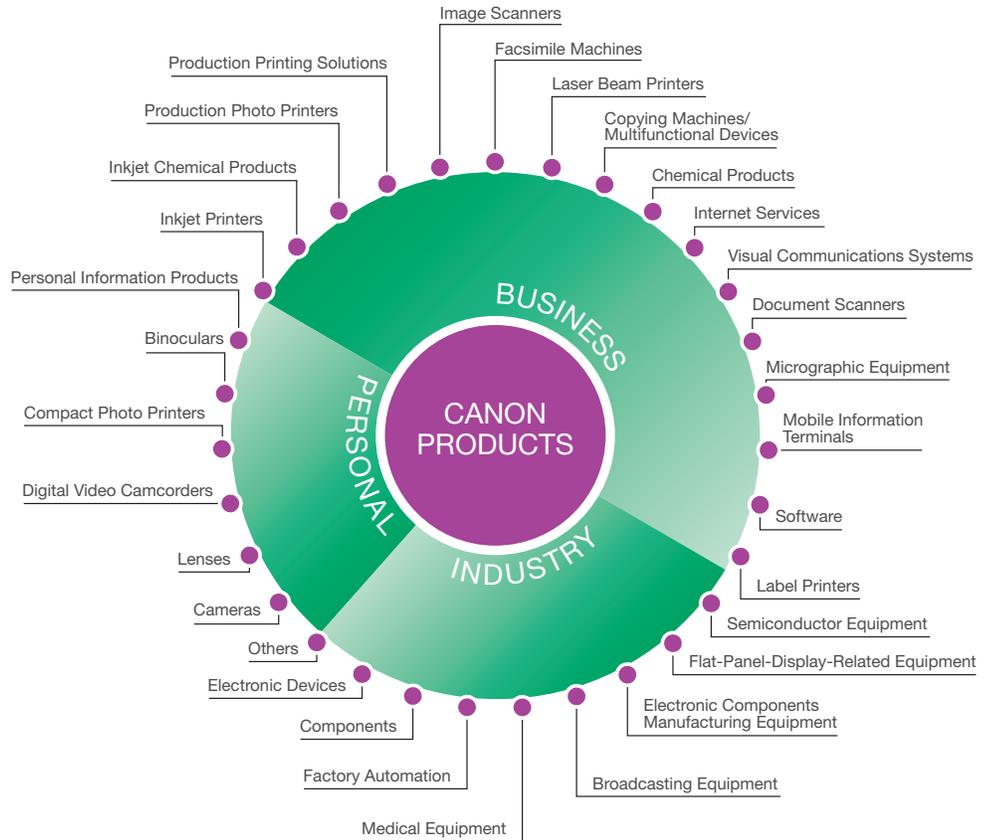
Canon Product Life Cycle

## Environmentally Conscious Products and Programs

Canon's corporate philosophy also drives the development of highly functional products that have a reduced environmental impact at every stage of the product life cycle. As an example, Canon's imageRUNNER ADVANCE Series of networked office multifunction printers incorporates into its design an array of environmentally conscious technologies that help conserve resources, reduce energy consumption, and restrict/control the use of hazardous substances.

## Breadth of Solutions

Canon offers a complete and comprehensive product line-up, the result of constant efforts to maximize the potential of its global resources. It's through these products that Canon meets the increasingly diversified and sophisticated needs of its customers, making the Canon brand recognized and trusted throughout the world.



**Canon**  
*image*ANYWARE

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