

# DECEMBER 2009 HIGHLIGHTS

For Canon Customers



## Year In Review

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

2009 will certainly not go down in the record books as the greatest year for business. This is true, unless of course you're the New York Yankees or you own a dollar store.

The rest of us have had to struggle through a challenging economy, declines in corporate spending and in some cases pay cuts or layoffs. During this year however, we have also seen businesses of all sizes take better control of their costs. This is a trend that has led to an increased interest in more effective management of output and a recognition on the part of customers that office technology, when tied tightly to business workflow can make a meaningful difference in operational effectiveness.

As is often the case following recessions, businesses have made the difficult decisions to re-align in preparation to achieve growth. This certainly seems to be the case in today's economy and is one of a number of optimistic signs that a healthier business climate is around the corner.



For Canon's part, like many businesses, we have been challenged for growth. That being the case, the diversity of our product portfolio, financial strength, and our greatest asset; our employees, have all contributed to maintaining Canon's strength and most importantly, aiding our customers in being more effective.

As we reflect on this past year, we can be satisfied in knowing that our continued investment in technology and strong customer focus have been key factors in helping many customers better weather the economic storm.

This month, we reflect on many of Canon's major initiatives and new product introductions throughout 2009 and their impact on customer operations.

As we look ahead to 2010, we are optimistic that our capabilities will continue to help our customer's more effectively advance their business in the coming year.

Best wishes for a Merry Christmas and happy, healthy, safe and prosperous New Year.

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*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](mailto:arumont@cusa.canon.com).*





## New Product Highlights of 2009

In 2009, Canon introduced a plethora of new products across its diverse product spectrum. Some notable highlights are listed below.

### imageRUNNER 5000E / 5000EN Certified Models



Based on the legendary imageRUNNER 5000/6000 engines, these certified models are ideally suited for cost-conscious customers who want to incorporate these products as part of their overall sustainability and resource conservation initiatives by taking advantage of the extended lives of these products.

The imageRUNNER 5000E/5000EN models come standard with an efficient 100-sheet Duplexing Automatic Document Feeder, automatic trayless duplexing, and a standard paper capacity of 4,150 sheets. Those environments requiring a basic output tray can add the optional copy tray. Or, a document finishing option can help improve productivity and throughput within high-volume departmental environments. High-yield supplies and consumables, along with a multitude of convenience and productivity attributes make the imageRUNNER 5000E/5000EN models economical systems for busy corporate departments with high-volume needs.

### imageRUNNER ADVANCE Series

Canon has entered a new era of digital imaging excellence with the introduction of its new imageRUNNER ADVANCE Series. Building upon our long heritage of the award-winning imageRUNNER product line, the new imageRUNNER ADVANCE Series will help seamlessly bridge the distance between user and multifunction printer (MFP) to transform and advance one's business and digital communications. The new imageRUNNER ADVANCE Series consist of the following devices:



- **imageRUNNER ADVANCE C9075 PRO/C9065 PRO:**

The imageRUNNER ADVANCE C9075 PRO will produce letter-sized output at up to 75 pages-per-minute (ppm) in black-and-white and 70 ppm in color, while the imageRUNNER ADVANCE C9065 PRO will operate at up to 65 ppm in both black-and-white and color. These models help address the growing digital document imaging needs of a vast array of light production users, including Central Repro graphics Departments (CRDs), small copy centers and quick print shops.



- **imageRUNNER ADVANCE C7065/C7055:**

Producing letter-sized output at 65 ppm for black-and-white and 60 ppm for color on the imageRUNNER ADVANCE C7065, and 55 ppm for both color and black-and-white on the imageRUNNER ADVANCE C7055, these models provide a fast and reliable solution for high-volume office and busy enterprise environments.

- **imageRUNNER ADVANCE C5051/C5045/C5035/C5030:**

These new models, running color and black-and-white, letter-sized output at 51 ppm, 45 ppm, 35 ppm and 30 ppm, respectively, offer innovative new features and functionality to help maximize productivity and efficiency for general office users, all within a compact footprint.





### **imageRUNNER ADVANCE Essentials**

The imageRUNNER ADVANCE Series delivers superior and seamless workflow productivity and efficiency, thanks to its new Advanced Box functionality and imageRUNNER ADVANCE Essentials Solutions Package. imageRUNNER ADVANCE Essentials will allow users to better leverage all of the capabilities of the new imageRUNNER ADVANCE Series and give IT administrators a set of tools to better control and manage printing and copying costs.



The imageRUNNER ADVANCE Essentials is composed of three software applications in one solution:

- **imageRUNNER ADVANCE Desktop:** A client-based device dashboard application to operate the printing operation and document management from the user's personal computer. In addition, this desktop application can be used in conjunction with Canon's new imageWARE Document Server application.
- **imageRUNNER ADVANCE Tracker:** This is a cost recovery and usage management solution designed specifically for the imageRUNNER ADVANCE Series and is based on Canon's MEAP (Multifunction Embedded Application Platform) technology.
- **Workflow Composer:** This simplifies the imageRUNNER ADVANCE workflow processes by customizing multi-step workflow functions into single-button operations. A number of MEAP connectors for SMB and FTP protocol and indexing come standard on the new models, while connectors for imageWARE Document Server and Share Point Server 2007 are available as options.

### **Canon Managed Document Services**

Recently announced at Canon's Integrated Solutions Showcase, Canon Managed Document Services (Canon MDS) is a



### **Canon Managed Document Services**

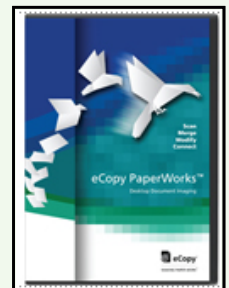
new worldwide offering for outsourced print and document management requirements. Today as customers increasingly recognize the monetary and workplace efficiency benefits of migrating to an outsourced solution, customers and dealers alike are looking to print manufacturers to deliver the complete print and document workflow solutions that will help reduce total cost of ownership and improve overall efficiency. Consisting of a standard menu and methodology, Canon MDS provides the infrastructure, tools and support to serve offices and CRD environments on a global scale, while also servicing the needs of local customers.

Canon MDS evaluates customer's needs and ensures continuous business improvements through a five phase approach:

1. Discover & Analyze: Examine your needs
2. Design: Create your plan
3. Deploy & Transition: Implement your design
4. Support & Manage: Run your operation
5. Evaluate & Review: Improve your results

### **eCOPY™ PaperWorks**

Canon recently introduced eCopy PaperWorks, the successor to eCopy Desktop, which is targeted for current document scanning solution customers, in addition to avid document management system users. eCopy PaperWorks is a document imaging software program that allows office workers to scan, merge, modify and connect documents to electronic workflows and business applications. eCopy Paperworks completes and complements existing office technology by providing absolute integration directly from the desktop, allowing end users to work with scanned output and other electronic files as part of their daily processes.



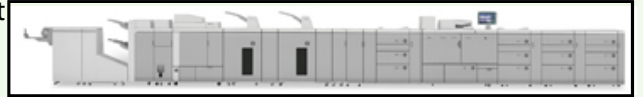
Some additional features that are available in eCopy Paperworks, are the following: Direct Document Management (DM) Integration; Citrix and Windows Terminal Services support; Document Manipulation; and File Conversion.



### imagePRESS 1135P / 1125P / 1110P / 1110S

Building upon the success of the imagePRESS platform, Canon developed a new black-and-white digital press. The imagePRESS 1135P/1125P/1110P/1110S incorporates capabilities that enable print providers to meet the challenges in the black-and-white cut-sheet production markets, such as commercial print, quick print, in-plant/CRD and quick printers.

The **imagePRESS 1135P** is ideal for large production environments that require exceptional image quality, productivity and versatility in order to meet higher print volumes. With the addition of optional in-line finishing options, customers will be able to easily add value to their finished documents.



The **imagePRESS 1125P** operates at 125 ppm and delivers high-quality digital black-and-white printing ideal for mid-production environments.



The **imagePRESS 1110P** is ideal for small to mid-size production environments that are looking for a competitive price point and the flexibility to be more accessible to a broader range of printing operations.



The **imagePRESS 1110S** is a digital press designed for print environments that require high-quality black-and-white printing without the need for extensive finishing options. Print environments looking to upgrade their current print system will find this system is the right solution.



### imagePROGRAF iPF755/iPF750/iPF655/iPF650 – A New Era in Large-Format Printing



These new printers are redesigned to represent a new era in large format printing by providing end users with outstanding operating convenience in a remarkably small foot print. With front accessible and assisted paper loading, a redesigned control panel, new accounting functions and gigabit Ethernet support, these printers are built to make large format printing easier and more powerful.



On top of all the new features, these printers have several other achievements:

- New, intuitive panel design with four tabs on the display screen for simplified navigation.
- Retained media settings, to conveniently list the last three media types when loading a new roll.
- The remaining time of a print is now listed on the operation panel as well as in the status monitor.
- Administrator mode has added capabilities to restrict critical printer settings and information enabling greater security and efficiency in printer management.

### imageFORMULA ScanFront 220e/220eP Network Scanners:

The ScanFront 220e/220eP are compact network scanners, powered by eCopy ShareScan, that deliver state of the art image capture and intuitive document sharing through seamless integration with existing networks, workflows and applications.





## 2009 Award Highlights

Awarded once a year, the "MFP Line of the Year" is bestowed upon the vendor whose product line is determined the best overall based on the cumulative test results from BLI's rigorous, two-month laboratory evaluation. During the testing and selection process, among the many factors considered are reliability, image quality, productivity, connectivity attributes as well as the breadth of each vendor's line and its solutions.

For the sixth time in less than a decade, Canon has received BLI's highest award, the "MFP Line of the Year," for its comprehensive and user-friendly MFP product line. BLI testing showed that Canon's MFP line offers the highest levels of reliability, quality and user friendliness.

In addition to the "MFP Line of the Year Award," Canon also won several other Pick of the Year Awards, which spanned across several product lines, including small office/home office devices, large format printers, MFPs and scanners.



Other Pick of the Year awards that were awarded, consist of the following:

<b>Canon imagePROGRAF iPF820</b>	Pick for Wide Format of the Year
<b>Canon imageRUNNER 3245i</b>	Outstanding Segment 4 Monochrome MFP
<b>Canon imageRUNNER 3225</b>	Outstanding Segment 2 Monochrome MFP
<b>Canon imageRUNNER 3235i</b>	Outstanding Segment 3 Monochrome MFP
<b>Canon Color imageRUNNER C2550</b>	Outstanding Segment 2 Color MFP
<b>Canon Color imageCLASS MF9170c</b>	Outstanding Small Workgroup Color Multifunction Printer
<b>Canon imagePROGRAF iPF755</b>	Outstanding Wide-Format Color Inkjet Multipurpose Printer
<b>Canon imageRUNNER 5050N</b>	Outstanding 41-to-50ppm Monochrome MFP
<b>Canon Color imageRUNNER C1022i</b>	Outstanding Small Workgroup Color Multifunction Printer
<b>Canon Color imageCLASS MF8450c</b>	Outstanding Small Workgroup Color Multifunction Printer
<b>Canon imageFORMULA ScanFront 220eP</b>	Outstanding Achievement Award



In 2009, Canon also added the following to their award line-up: Solution Report Awards, Environmental Awards and Recycled Paper Performance Certifications. Below is an award list for these items.



imageWARE Enterprise Management Console 2.0	2008 4 Stars
imageWARE Remote	2008 4 Stars
imageWARE Document Manager Workgroup Edition 4.1	2009 4 Stars
imageWARE Scan Manager	2009 4 Stars
iW EMC Accounting Management Plug-in	2009 4 Stars
imageWARE Secure Audit Manager	2009 5 Stars
<b>imageRUNNER 5050N</b>	<b>2009 4 1/2 Stars</b>
imageRUNNER 3225	2009 Performance Certification
Color imageRUNNER C3080i	2009 Performance Certification
Color imageRUNNER C2550	2009 Performance Certification



## 2009 Event Highlights

### ON DEMAND Conference & Exposition - Philadelphia, March 31, 2009



The ON DEMAND Conference & Exposition is the leading digital printing conference and exposition, encompassing all the technologies used to create, manage, personalize, print and deliver content. It's about more than print on demand technology, management and strategy; it's insight into the future of the printing industry by experts who have been at the forefront of the printing business for many years.

At this year's ON DEMAND Conference and Exposition, Canon was recognized at this year's event with a Best of Show award in the Monochrome Digital Printing Equipment category for its imagePRESS 1135P/1125P/1110P/1110S Black and White Digital Press. The Company also received honorable mention in the Color Digital Printing Equipment category for the imagePRESS C1+. Both devices, first announced at Graph Expo 2008, augment Canon's already robust, award-winning line of imagePRESS products.

### Integrated Solutions Showcase - Las Vegas

In September, Canon opened its Integrated Solutions Showcase in Las Vegas. During this two-day expo, Canon showcased its latest technological innovations for businesses. On the show floor at this year's event, attendees were able to experience how Canon's robust array of solutions can help advance personal productivity, enterprise management, high volume production and serviceability, while raising the benchmark on innovation.

This year's showcase was a significant event, since it is where Canon debuted the imageRUNNER ADVANCE Series. The Integrated Solutions Showcase focused on four key areas: Advancing Personal Productivity, Advancing Enterprise Management, Advancing High-Volume Production and Advancing Serviceability.

#### Advancing Personal Productivity

Canon displayed a variety of new and existing hardware and software solutions, including the new imageRUNNER ADVANCE Series, which will help increase the personal productivity of knowledge-workers through greater efficiency.

#### Advancing Enterprise Management

In this area, Canon showed how the Company's solutions can help manage output more effectively, provide improved device administration and track usage through a number of solutions.

#### Advancing High-Volume Production

To help handle the rapidly changing demands of these diverse environments, Canon showcased a number of production-level solutions to help these businesses.

#### Advancing Serviceability

At the Showcase, Canon displayed how the imageRUNNER ADVANCE's technology design will help to reduce downtime and total cost of ownership.

#### Keynote Addresses and Breakout Sessions

Canon also offered two keynote addresses and a number of breakout sessions, which explored key issues facing



For more information on the imageRUNNER ADVANCE Series, visit <http://advance2009.net>.



## Noteworthy Canon Micro Sites

### Essential Business Builder Program Website

The Essential Business Builder website lets customers access a secure site that contains business building collateral available for download. The secure access site is separated into three sections:

#### Business Assessment:

The Business Assessment section includes an interactive questionnaire that will outline weaknesses in the current business environments with actionable suggestions for improvement.

#### Industry Sales Tools:

Included in the Industry Sales Tools section are sales and marketing materials with an industry focused approach to selling digital printing and related ancillary services.

#### Mentoring:

Through the help of the Essential Business Builder mentors, customers can develop successful business strategies and effectively leverage the purchase of their imagePRESS device. The site outlines each mentors vast experience in the print industry and their locations around the country.

With this unique suite of business building tools and mentoring program, print service providers will find tactical advice on how to jump-start success and competitively position and grow their digital business.

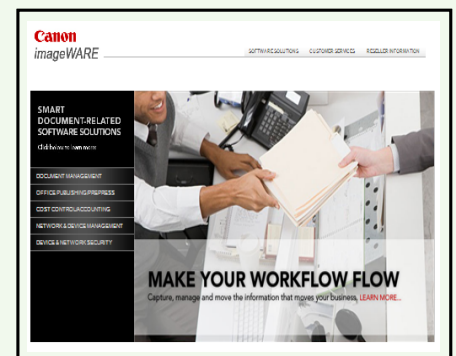


Go to <http://ebb.cusa.canon.com> and click "Register Now," to access the EBB Program tools.

Canon's imageWARE.com website ([www.imageware.com](http://www.imageware.com)) addresses the requirements of three primary audiences, including prospective end customers, dealer sales personnel, and personnel within dealerships requiring access to Canon software maintenance systems.

When reviewing the new website you will notice several key enhancements as outlined below:

- Product information is easy to find and organized more effectively.
- A new "Product Advisor" feature has been added making it easier for customers to identify the right product based upon answering just a few simple questions.
- Canon Professional Services content has been added.
- A number of new Case Studies have been added.
- Canon's eSupport website is now accessible directly to end customers for troubleshooting of software related issues.
- A password protected Reseller section has been created providing reseller specific content in an easy to access manner.





**Canon**

CANON U.S.A., INC.

COLOR / DOCUMENT MANAGEMENT / DOCUMENT DISTRIBUTION / PRODUCTIVITY / SECURITY / COST RECOVERY / DEVICE MANAGEMENT / USABILITY / ACCESSIBILITY / ENVIRONMENT

## LET YOUR BUSINESS RUN

Here are 10 areas where Canon can help your business become more productive, competitive, and cost efficient.

CLICK ON THE ICONS BELOW TO LEARN MORE.



COLOR DOCUMENT MANAGEMENT DOCUMENT DISTRIBUTION PRODUCTIVITY SECURITY COST RECOVERY DEVICE MANAGEMENT USABILITY ACCESSIBILITY ENVIRONMENT

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Go to [www.cusa.canon.com/RUN](http://www.cusa.canon.com/RUN) to visit the Let Your Business RUN microsite.

In May 2009, Canon U.S.A., announced the launch of the "Let Your Business RUN" public micro site ([www.usa.canon.com/RUN](http://www.usa.canon.com/RUN)). This micro site was developed for customers to showcase how Canon, as a complete solution provider, supports user requirements and challenges in the corporate, production, large format and image filing markets.

Designed for visitors to easily navigate to the benefits of applying Canon solutions to their business needs, the Corporate area of the RUN-themed Web site is divided into ten RUN solution sections, which focus on the key aspects of an individual's business need. The solution areas consist of the following: Color, Document Management, Document Distribution, Productivity, Security, Cost Recovery, Device Management, Usability, Accessibility, and Environment.

Each solution area contains an array of videos, bulleted snapshots and text, related to customer needs and challenges that can help businesses gain a competitive edge in the marketplace.

In October, the RUN micro site was updated to include multiple new features and expanded customer centric content. The updated site also offers the exciting capability for an authorized dealer to utilize a Dealer version of the 'Let Your Business RUN' micro site in connection with their own marketing activities and through their own dealer web presence.

The new content and features of the RUN micro site will further promote Canon imageRUNNER and imageRUNNER ADVANCE hardware and software solutions and increase solution lead generation. These new features and content include: Solution Case Studies, Solution Newsletters, Solution Brochures, Solution Webinars and a My Solutions Folder and I'm Ready to RUN (Contact Me) functionality.