

OCTOBER 2009 HIGHLIGHTS

For Canon Customers

Advancing Business - Workflow Is The Key

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

Canon's announcement on September 22nd of its newest product platform, the imageRUNNER ADVANCE, may be viewed by some as a watershed event – time will tell. What we do know however is that the introduction of this new hardware/software platform is the most significant announcement for Canon since the introduction of the original imageRUNNER series nearly ten years ago.

Make no mistake; the newest imageRUNNER series delivers significant enhancements in design, usability, and operating performance. However, more important than these enhancements are the many capabilities the technology brings in relation to customer workflow.

While many customers today are continuing to utilize MFP technology for basic copying and printing capabilities, customers extracting the greatest value from these products are tightly integrating them into key business processes and workflow. It is here that the new imageRUNNER ADVANCE series breaks new boundaries.

By designing the technology to be task driven, any user, regardless of technical skill, can easily make use of advanced system capabilities without having to possess a master's degree in job setup. In addition, Canon enables users to customize the device interface to their liking making access to common features simple and putting extensive capabilities at the touch of a button. What's more, business processes that often involve paper based processing tasks can be integrated into one touch keys completely shielding users from process complexity.

This level of workflow integration has far reaching impacts. It drives productivity, leads to more efficient processes, makes workers more effective and ultimately empowers knowledge workers to focus on things more strategic to their business. But the biggest impact is to a customer's bottom line.



TABLE OF CONTENTS (QUICK LINKS)

Page 2-3..... New Product Information

Page 4..... Events

Page 5..... Did You Know

Page 6..... Canon Professional Service's Case Study

Page 7..... Sales Tips 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 Beaumont at abeaumont@cusa.canon.com.

There is just no better means of extracting value from an MFP investment than tying it to business process and workflow.

As you review this month's newsletter you will see a significant amount of content on Canon's newest technology platform the imageRUNNER ADVANCE series. The capabilities offered by our new technology are compelling and offer significant implications for businesses of all sizes.

We hope you enjoy this month's content and are hopeful that these articles will provide you with an appreciation for how Canon's latest advances in technology will be critical in advancing business together.

New Product Information - 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 Reprographics 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.

The imageRUNNER ADVANCE Series offer the following:

Advanced Design

The imageRUNNER ADVANCE Series has an intuitive design that supports world-class efficiency with amazing ease. They have been redesigned from the inside out with the user in mind. With a "soft-touch" user interface, universal design compact footprint, soft curves, and a natural, soothing color palette. They also offer Canon's new Advanced imageCHIP architecture, which has two central control systems that work together to accomplish multiple tasks simultaneously. The imageRUNNER ADVANCE Series offer the ability to personalize systems with ease and simplify tasks with specific, custom solutions for any size business by a touch of a button.

Advanced Workflow

The imageRUNNER ADVANCE Series has been completely redesigned, with a highly responsive, flexible user interface that is all about simplicity and ease. They offer superior and seamless workflow productivity with new functional capabilities including Advanced Box functionality and imageRUNNER ADVANCE Essentials Solutions Package. Advanced Box is a document sharing space built into the new models, providing enhanced document storage and advanced collaboration. imageRUNNER ADVANCE Essentials is an integrated software suite designed to enhance the end-user experience and interaction with imageRUNNER ADVANCE models.

Advanced Control

The imageRUNNER ADVANCE Series makes it easier to track, manage, and influence user behavior by delivering a complete integration of software and hardware for centralized, scalable control in every business operation as well as offering multilayered solutions that help businesses meet their goals of privacy and protection.

Advanced Performance

The imageRUNNER ADVANCE Series offers a consistent platform that integrates easily into any office environment, increasing uptime and promoting seamless communication and collaboration. It allows for custom applications to be developed and seamlessly implemented, by building on Canon's innovative MEAP® platform.

Advanced Responsibility

These new models deliver from Canon an even stronger environmental focus than with past products, including: reducing carbon emissions, maximizing energy efficiency, reducing pollution and conserving resources. With a focus on every stage of the product life cycle Canon has created solutions that reduce environmental footprint.

New Product Information - 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 documents 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.

New Product Information - imageWARE Document Server

imageWARE Document Server is a server application that simply connects the imageRUNNER ADVANCE Desktop utility and enables workers to collaborate and share information in a networked environment. imageWARE Document Server incorporates a variety of the most popular document management functions, such as Check In/Check Out, Version Control, Full Text Search, Audit Trail and User Index Search. imageWARE Document Server was developed using Windows SharePoint Services, Microsoft's popular and reliable collaboration platform, making the system easy to deploy and enabling IT administrators to easily manage and configure the system from any personal computer using a Web browser.

New Product Information - Canon Managed Document Services



Canon Managed Document Services

Recently announced at Canon's Integrated Solutions Showcase, Canon Managed Document Services (Canon MDS) is a 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 small to enterprise offices and CRD environments on a global scale, while also servicing the needs of local customers throughout the regions.

Canon MDS evaluates customer's needs and ensures continuous business improvements through a five phase approach, as depicted in the below graphic.

Canon MDS Cycle and Phases



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

Events - Canon Integrated Solutions Showcase

On September 22, 2009, Canon opened its Integrated Solutions Showcase in Las Vegas. During this two-day expo, Canon showcased its latest technological innovations for businesses, including the debut of the imageRUNNER ADVANCE Series. 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.

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, including:

- Canon's new customizable User Interface
- New Advanced Box capabilities
- Canon's imageRUNNER ADVANCE Desktop software
- Direct integration with Microsoft SharePoint Server and Adobe workflow Partners

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, including:

- uniFLOW Output Manager
- imageRUNNER ADVANCE Essentials Tracker
- Adobe LiveCycle Rights Management ES Integration
- imageWARE Secure Audit Manager

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, including:

- imageWARE PrePress Manager
- EFI MicroPRESS server technology
- imagePROGRAF Poster Artist

Advancing Serviceability

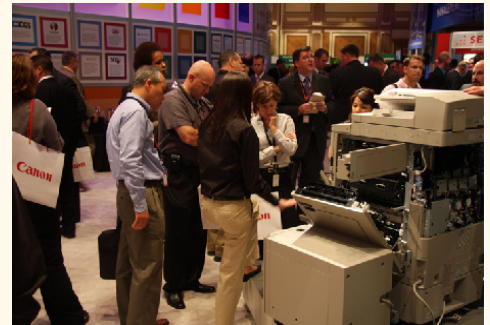
At the Showcase, Canon displayed how the imageRUNNER ADVANCE's technology design and the following solutions will help to reduce downtime and total cost of ownership:

- Canon's Managed Document Services
- imageWARE Remote integration with e-automate
- Canon's Content Delivery System

Keynote Addresses and Breakout Sessions

Also, during this year's Integrated Solutions Showcase, Canon offered two keynote addresses and a number of breakout sessions, which explored key issues facing the industry today.

To learn more about the imageRUNNER ADVANCE Series, please visit www.advance2009.net.



Attendees were given hands-on demonstrations of the new imageRUNNER ADVANCE equipment.



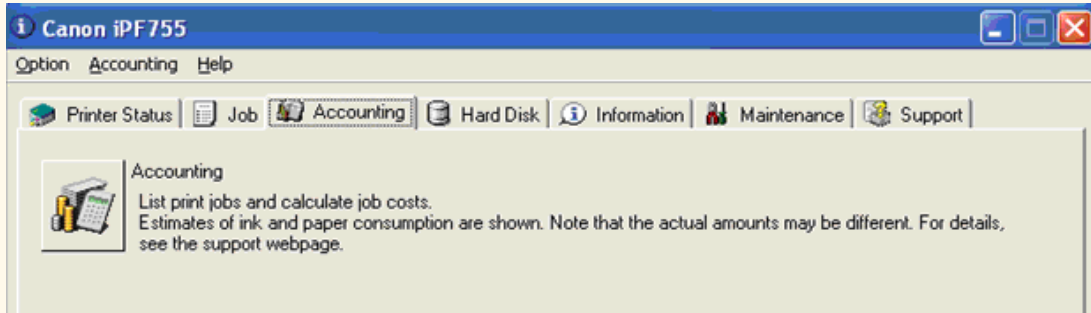
Patricia Hall (left), Director, Corporate Communications, served as master-of-ceremonies as (from left to right) Dennis Amorosano, Senior Director, Solutions Marketing and Business Support, ISG; Hiro Imamura, Senior Director, ISG Product Marketing; and Sam Yoshida, Vice President and General Manager, Imaging Systems Group (ISG) briefed attendees on the latest imageRUNNER ADVANCE innovations.



Did You Know - Canon imagePROGRAF iPF Printers Come with Accounting Manager

Did you know that the new Canon imagePROGRAF iPF755/750/655/650 printers come with an accounting manager feature so you can track ink use and media costs?

The Accounting Manager serves as a powerful feature, used for accurate management of job logs, printing costs, and other information that is increasingly important in production markets and office printing environments. With Accounting Manager, you can get a detailed look at usage of each of a company's departments and the ability to easily manage your company's projects and clients. In today's ever changing economical environment, the Accounting Manager feature is a must for anyone closely watching their costs and consumption, giving an accurate picture of what really matters – the bottom line.



This feature is located in the Status Monitor of a Canon imagePROGRAF printer's* properties under "Accounting," or in the print driver under Utility ➔ Maintenance ➔ Accounting.

Features:

- View paper and ink consumption quickly and accurately.
- View printing costs by individual print jobs, as well as costs within a specific period.
- Configure parameters and enter values used to calculate printing costs such as paper cost, unit ink costs, and labor costs.
- imagePROGRAF iPF755 and iPF655 printers come equipped with a built-in hard drive that can store up to 500 records of cost information on the printer.** The administrative server can display up to 10,000 job log records in the Status Monitor.

*As of June 1, 2009 this feature is only available for the imagePROGRAF iPF755, iPF750, iPF655, iPF650.

**A printer without a HDD can store 10 records.

Did You Know - Essential Business Builder Suite of Tools

Did you know that the Essential Business Builder (EBB) suite of tools comes with the purchase of an imagePRESS C7000VP/C6000VP/C6000?

The EBB Program suite of tools is designed to help print service providers build their digital print business. These tools include a business self-assessment, industry best practices recommendations and vertically focused industry application marketing tools. To access the EBB Program tools, log on to <http://ebb.cusa.canon.com> and click "Register Now".

For a more customized approach, mentoring services are also available. EBB mentors are noted third-party industry consultants who will assess the print service provider's current situation and help them develop a business strategy to leverage their digital investment.

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.

Did You Know -- There is a newly designed imageWARE.com Site?

Canon's new imageWARE.com website (www.imageware.com) was designed to address 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 newly 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 will be making continual changes to the website and has specifically designed RSS feeds into the site to enable you to immediately receive notification when new content has been added.

Canon Professional Service's Case Study

Canon Professional Service's Case Study - Canofile Conversion to imageWARE

This case study profiles Vanderburgh County (Indiana) Sheriff's Office successful migration to imageWARE Document Manager from Canofile. It describes how Canofile had fit Vanderburgh's initial business requirements, which helped them achieve workflow efficiency and their subsequent expansion of Canofile as their imaging and electronic document repository system. With the discontinuation of Canofile, Vanderburgh was faced with a difficult business decision – how and what to replace Canofile with. This case study delves into Vanderburgh's engagement with their Authorized Canon Dealer and Canon Professional Services to review their options and how they decided to move forward with imageWARE.

The engagement of Canon Professional Services was instrumental in helping Vanderburgh address their business concerns, which included the following:

- To scope and architect an imageWARE Scan Manager and imageWARE Document Manager solution
- The migration of Canofile image files and indexes into imageWARE Document Manager
- The appropriate workflow construction for document capture, indexing, and archival
- The training of personnel on imageWARE solutions

The engagement of Canon Professional Services was a key component in helping Vanderburgh improve their imaging and document management workflows. The expertise inherent within Canon Professional Services brought an additional level of knowledge with regard to digital imaging, workflow automation, and system design.

Working with Canon has benefitted Vanderburgh's document workflows. It now has in place a state of the art document management system. Vanderburgh has also been able to take advantage of tools and features that weren't part of Canofile. For example, Vanderburgh went from a workgroup-sharing imaging system to a domain structure (via Active Directory) document management system, where enhanced administration functionality, security, roles, and usage rights are tightly controlled and enforced throughout the entire organization. Additionally, it found further efficiencies in document retrieval processes with document search and retrieval through a Web browser.

Sales Tips

Below are some quotes from Bill Maddox, former Executive Vice President of Business Sales, Comp USA.

1. Talking Too Much About Yourself

"It's annoying if they talk all about their company and offerings without understanding my needs"

2. Asking What My Budget Is.

3. Not Keeping to a Schedule

"Arriving late, not following the agenda, dragging the meeting past the agreed upon stop time."



Inside Canon U.S.A., Inc.

Interview with Hiro Imamura, Sr. Director, Enterprise Systems

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

I joined Canon in 1985. This is my third overseas assignment after my first one in (West) Germany, and second one with Graphic Systems (CLC Marketing) at Canon USA. I am responsible for planning and marketing for Enterprise Solutions including the imageRUNNER ADVANCE Series.

Could you tell me about the new platform and the imageRUNNER Advanced Series as it relates to Quality, Workflow, Efficiency, Knowledge and Worker Empowerment?

Users can accomplish more tasks in a shorter time with a higher level of quality. Because of this, our customers can take their business to the next level. This applies not only to users, but also to administrators and service technicians.

What are the benefits of the new imageRUNNER ADVANCE Series?

The imageRUNNER ADVANCE Series is a dramatically new platform that redefines how you access, share, and manage communications. The imageRUNNER ADVANCE Series enables you to seamlessly and efficiently accomplish the following:

- Achieve higher levels of quality
- Reduce steps to simplify workflow
- Accomplish more tasks in less time
- Increase productivity through greater efficiency
- Save time so you have more freedom

With its expanded functions and transparent integration of hardware, software, and services, you'll enjoy true productivity at every level to help you create spectacular work in far less time. And this gives you the opportunity to focus on ideas and innovations that will advance your business—now and in the future.

Do you have any message for Customers pertaining to the usability of the new imageRUNNER Advance Series you spoke about?

We have designed this new series from scratch with customers in mind. For example, the intuitiveness of the User Interface has been dramatically improved and is now task driven, instead of being function based. Therefore, very little or no explanation will be required for first time users. It can also be personalized by the users/administrators without engaging technicians. The imageRUNNER ADVANCE Series has been designed to fit into the customer's environment and workflow easily.

