

## Canon U.S.A., Inc.

### BLI PaceSetter in MFP Accessibility 2019–2020

# Canon



Canon U.S.A., Inc., has been honored with a prestigious BLI PaceSetter award in the MFP Accessibility category from the analysts at Keypoint Intelligence - Buyers Lab (BLI) thanks to its...

- Expansive set of features and functions for enhancing accessibility of imageRUNNER ADVANCE MFPs
- Easy to access Voluntary Product Accessibility Templates (VPATs) for its imaging product line including hardware and software solutions
- Universal Design Guide as an education resource which outlines product accessibility features of its imageRUNNER ADVANCE product line
- Advocacy efforts and participation in the people with disabilities community through industry conferences, job training for individuals with special needs, and involvement in the development of standards

While the majority of office workers may be able to use their nearest print device with relative ease, individuals with special needs may not have the same experience. Whether they have limitations around vision, hearing, walking, using their hands, or in some other area, it is important they can use their office MFP without difficulty. An added benefit of designing for and endorsing accessibility is that a typical worker benefits from a more user-friendly experience. To determine which OEMs lead the market in these areas, analysts at Keypoint Intelligence conducted an in-depth evaluation of several document imaging OEMs. The study focused on dozens of points of differentiation divided into key strategic areas, including Hardware Features, Software Features, User Help/Documentation, Internal Efforts, Marketing Efforts, and Advocacy. After gathering all the data, the Keypoint Intelligence team used a proprietary rating scale to calculate point totals in the areas studied.

According to Keypoint Intelligence data, Canon is one of the leading vendors for MFP accessibility due to its device features, both internal and marketing efforts, and advocacy in the area of accessibility. Integrating an impressive range of standard and optional features into its imageRUNNER ADVANCE portfolio, including raised buttons and shortcuts on the keypad, voice operation and guidance, a braille kit, remote operation, reverse display for better contrast, and easy-to-access paper and toner supply, Canon has considered users of all abilities in the product design phase. Canon also plays to its strengths with its product literature, VPAT access, and active involvement in the disability community.

“Canon has designed its portfolio of imageRUNNER ADVANCE MFPs for users of all abilities, providing enhancements that make it easier for a wider range of individuals to perform essential office tasks,” said George Mikolay, Associate Director of Copiers/Production at Keypoint Intelligence. “Seemingly simple but differentiated details, like being able to close a paper drawer with minimal force and open a paper drawer with the touch of a button, give Canon an edge in the MFP accessibility market while serving customers. Canon also shows its commitment to disability rights and access through its participation in industry events and conferences, including the U.N.’s Convention on the Rights of Persons with Disabilities.”

## About Keypoint Intelligence - Buyers Lab

Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled tools and unmatched depth of knowledge, we cut through the noise of data to offer clients the unbiased insights and responsive tools they need in those mission-critical moments that define their products and empower their sales.

For over 50 years, Buyers Lab has been the global document imaging industry’s resource for unbiased and reliable information, test data, and competitive selling tools. What started out as a consumer-based publication about office equipment has become an all-encompassing industry resource. In a landscape that’s ever evolving, we change with it.

## About Buyers Lab PaceSetter Awards

Based on exhaustive questionnaires, in-depth interviews, and a proprietary rating scale, Buyers Lab PaceSetter awards recognize those document imaging OEMs that have shown market leadership in a variety of categories, including with technologies, services, and key vertical markets.

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