



Printing Documents On Demand for Greater Accessibility

California State University, Northridge –
Center on Disabilities International
Technology and Persons with
Disabilities Conference

CANON SOLUTION CASE STUDY

CUSTOMIZED SOLUTIONS

Canon imageRUNNER ADVANCE MFPs and MEAP Web Technology

GENERAL OVERVIEW

California State University, Northridge (CSUN), located on a 356-acre campus in the heart of Los Angeles' San Fernando Valley, is a vibrant, diverse university community of nearly 36,000 students and more than 4,000 faculty and staff. The university's Center on Disabilities is committed to the vision of an inclusive society in which persons of all abilities have the chance to achieve their goals and experience success. Each year, the Center hosts its annual International Technology and Persons with Disabilities Conference. The conference provides a setting for researchers, practitioners, exhibitors, end users, speakers, and other participants to share knowledge and best practices in the field of assistive technology.

The conference is recognized as a forum for showcasing cutting-edge technology and practical solutions. These solutions can help to remove the barriers that prevent the full participation of persons with disabilities in educational, workplace, and social environments. The conference is the largest of its kind and draws thousands of visitors with different levels of ability and cultural backgrounds—from all around the world.





CUSTOMER ISSUES

Event planners at CSUN faced challenges that are common in organizing and managing similar large-scale conferences. For one, administrators were tasked with keeping costs down while retaining the world-class experience for which CSUN's annual International Technology and Persons with Disabilities Conference is known.

Upon registering, conference attendees receive a plethora of printed materials, including show floor plans, seminar schedules, and sponsor materials to name a few. However, many attendees are interested in only certain segments of a conference; therefore, some printed materials get discarded.

Additionally, in preparation for the conference, many materials are printed in advance of the event date. However, if there are any last-minute updates needed, that now means the printed pieces must be trashed or manually modified.

CSUN realized that such paper waste wasn't in line with its "Go-green" agenda. Staff planners at CSUN's Center on Disabilities had noted that the costs related to printing and shipping conference materials were rising. They noted that, as the event expanded over the years, so did the amount of information that needed to be shared.

With an annual expenditure of approximately \$70,000 in paper and printing, CSUN sought a more efficient method of distributing printed conference materials while keeping its "Go-green" initiative in consideration. The university consulted with Canon U.S.A., Inc., a long-time sponsor and exhibitor at the International Technology and Persons with Disabilities Conference, to help develop a solution.

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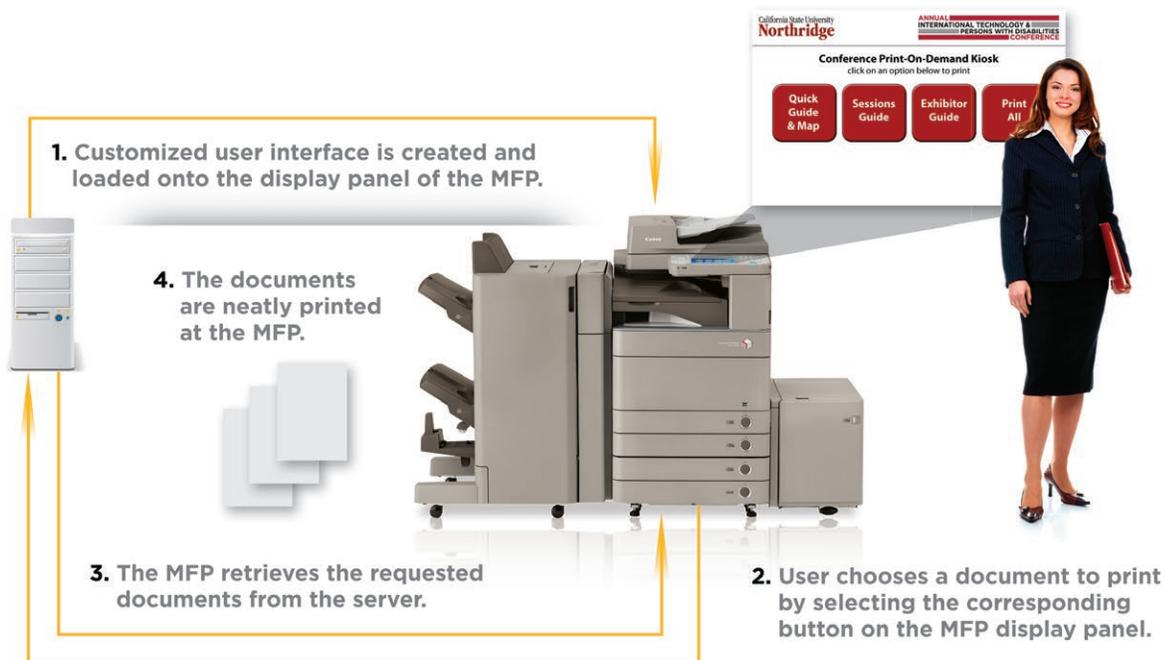
CANON SOLUTION OVERVIEW AND COMPONENTS

After carefully assessing CSUN's needs for the International Technology and Persons with Disabilities Conference, Canon U.S.A., Inc. and Canon Information and Imaging Solutions (CIIS) developed a customized "Print On-Demand Kiosk." This helped to streamline the process of accessing and printing materials for both conference attendees and CSUN administrators.

The Print On-Demand Kiosk leveraged Canon's MEAP Web technology, a development platform that allows customized applications to be created. These applications can connect Canon imageRUNNER ADVANCE MFPs to a variety of business applications and process workflows through standard Web services and HTML protocols to help produce specific and efficient solutions for individual business needs.

The Print On-Demand Kiosk was conveniently located within the conference registration area. Conference attendees were able to print documents they wanted, at the point in time they were needed. Using the imageRUNNER ADVANCE MFP devices, the Web browser displayed on the device control panel, along with a simplified menu featuring large buttons and icons, made printing documents quick and easy. Attendees were able to print materials such as the event Quick Guide and Map, Sessions Guide, and Exhibitor Guide, all as fully finished sets, neatly stapled, printed doubled-sided, and in full color.

Administrators were able to edit and modify conference materials to accommodate last-minute changes, helping ensure that the most current information was available to conference attendees. Previously, these materials would have had to be modified by hand or discarded if the information became too outdated. In addition, costs and additional burdens related to preprinting conference materials, shipping them, and storing them at the event venue were reduced dramatically.





SUMMARY

As a result of this project, CSUN's Center on Disabilities realized many benefits by utilizing the customized Print On-Demand Kiosk solution provided by Canon in connection with the International Technology and Persons with Disabilities Conference. These benefits include:

- An estimated 30% reduction in preprinted materials, representing over 10,000 pages
- A reduction in shipping expenses related to transporting huge volumes of pre-printed conference materials to the event venue.
- Reduction in waste associated with the discarding of unused materials
- Better space utilization and increased storage at the event venue as a result of the decrease in preprinted materials
- Reduced the amount of time spent by conference staff collating conference materials for distribution to attendees
- Reduced lead time needed to finalize conference materials since documents could be edited and created up to the start of the event
- Increased convenience for conference attendees, as they could print or reprint what they wanted, during the conference, on demand
- Better accuracy of conference information, since content changes could be made last minute before printing

CSUN's Center on Disabilities hopes to further cut costs by implementing a similar solution at future events as well as explore additional document technology solutions offered by Canon.



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0414-CSUN-PDF-NR