

Environmental Activities, Canon U.S.A.

Canon has a clear history of going beyond simple compliance to conventional environmental standards. By recognizing environmental challenges long ago, taking the initiative to act, and making it central to how we conduct business, Canon has regularly met milestones and set achievements ahead of regulation and competitors within the industry.

Eyes on Yellowstone

Eyes on Yellowstone is a Canon supported education and research program in partnership with Yellowstone National Park. Canon provides imaging equipment to record video and other images of rare wildlife, making possible "virtual field trips" through Yellowstone's Windows into Wonderland Web site. Children from all over the world visit the site to experience nature and learn about the global environment.



The Clean Earth Campaign

Beginning in 1990 with its efforts to recycle all-in-one toner cartridges, Canon repositioned The Clean Earth Campaign as a branding umbrella to represent all of Canon U.S.A.'s environmental accomplishments. Since that time, the campaign has grown into one of the leading and most visible environmental cause-related initiatives in the United States.



This Canon solution features:

- Canon imageRUNNER devices
- Ozone by-product reduction technology
- Green Procurement Standards
- ISO 14001 compliance certification

By selecting a Canon product for your business, you choose to work with a company that has long assumed a leadership role in proactively tackling environmental issues. You are also putting a product to use that can help your teams decrease energy use, cut consumable waste, and reduce your overall environmental footprint.

Canon
*image*ANYWARE

1-800-OK-CANON
www.usa.canon.com

Canon U.S.A. Inc.
One Canon Plaza
Lake Success, NY 11042

CANON and IMAGERUNNER are registered trademarks of Canon Inc. in the United States and may also be registered trademarks or trademarks in other countries. IMAGEANYWARE is a trademark of Canon. All other referenced product names and marks are trademarks of their respective owners and are hereby acknowledged. Specifications and availability subject to change without notice. ©2008 Canon U.S.A., Inc. All rights reserved.

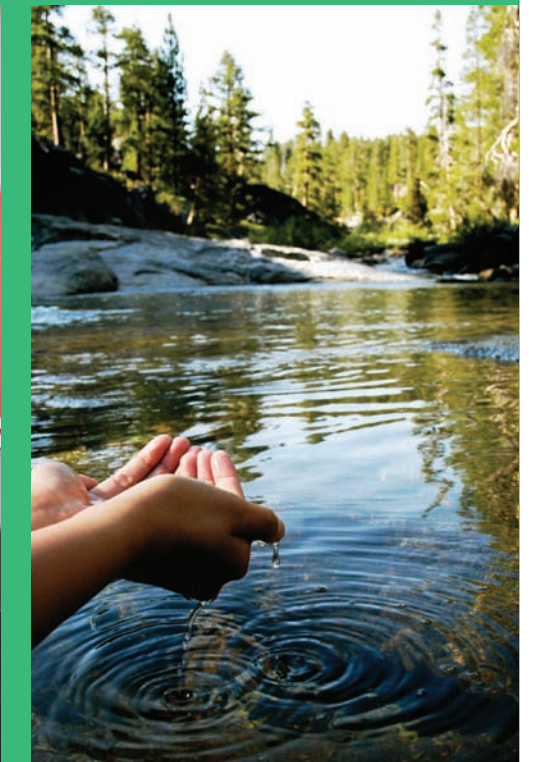
0708-ENVIR3-2M-KC



"We're conscious of what goes into the air. Is Canon?"



"Do Canon office devices help encourage the use of recycled paper and other recycled materials?"



"What is Canon doing to reduce the use of harmful chemicals that have potential to go back into the ecosystem?"

ENVIRONMENT

Preventing Pollution

Canon recognizes its responsibility to the environment and takes action to fulfill it. Comprehensively reducing environmental impact has become an integral part of our corporate philosophy and business practices.

People at all levels of the organization have reason to be proud of the company's environmental efforts within its industries. Our record of continuous innovation, intelligent design, and strict chemical-substance-use standards clearly positions us as a leader in the effort.

Yet we never rest on our accomplishments. We will continue to work to identify, assess and improve upon any activity, procedure or product that can evolve environmentally.

■ Cultivating environmental responsibility:

Canon has long understood the importance of environmental issues. Since the early 1990s, we have promoted environmentally-conscious standards, measures and actions across the organization. We've made improvements to production facilities and reassessed material use wherever possible.

Minimizing the Use of Adverse Chemicals

Canon works diligently to minimize and restrict the use of environmentally harmful metals, chemicals and ozone-depleting substances during the manufacturing process, and in products themselves. For substances difficult to eliminate or reduce, Canon policy is to ensure they do not enter the atmosphere or public waterways.

Canon developed and implemented an internal product environmental information system to help monitor, evaluate and project environmental concerns throughout all stages of development. With this system in place, all divisions can share data to help develop increasingly more environmentally-conscious products.

The RoHS Directive: Eliminating Hazardous Substances in Products

The RoHS (Restriction of the Use of Certain Hazardous Substances) Directive was established by the European Union in 2006 to restrict the use of lead, mercury, cadmium, hexavalent chromium, PBBs, and PBDEs.

Voluntary measures the company had been taking well before the Directive led to Canon becoming one of the first compliant companies. Since 1997, Canon has been working to eliminate these and other designated hazardous substances — and also to develop substitution technologies as necessary. Canon also operates with respect to in-house development standards that are typically more strict than conventional industry guidelines and existing worldwide regulation.



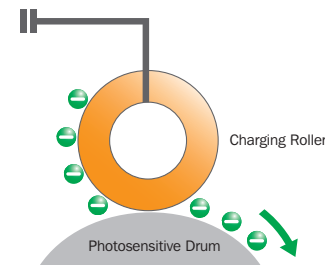
Canon works hard to reduce and eliminate elements like mercury, lead and cadmium.

Reducing Ozone Emissions and Voltage Levels

Electrophotographic devices like MFPs form images by electrically charging photosensitive drums. The corona discharge method applies voltages that create ozone as a result.

To minimize this by-product, we added an ozone filter coupled with an airflow structure that properly directs ozone to the filter. Significantly, using Canon technology, we developed a roller-charging method that reduces ozone generation to approximately 1/1000 or less and voltage levels to approximately one-fifth of levels before use of the technology.

■ Roller Charging (Minimal Air Ionization)



Green Procurement Standards: Cultivating Responsibility

Canon strives to purchase products and services that comprehensively minimize environmental burden. In 1997, we established Green Procurement Standards to be applied when deciding which suppliers to use. Based on information assessed from inspections and self-evaluations, Canon conducts business with suppliers that best abide by our standards.



On-site verification can help enforce Green Procurement Standards.

Actively Addressing the Challenges

At Canon, our commitment to the environment has become central to the way we conduct business. Here are a few environmental milestones from recent years:

- Products are at least 30% lighter and with less mass than the equivalent product manufactured in 2000.
- Innovative improvements to imageRUNNER® devices have helped reduced Sleep mode energy usage by up to 80%.
- Canon imageRUNNER devices are compliant with the RoHS Directive (Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment).
- Our manufacturing sites are certified to the ISO 14001 standard.

Environmentally Preferable Paper Products

Canon encourages all actions customers take to work in more environmentally-friendly ways. Therefore, all Canon imageRUNNER MFPs are designed to work well with high-quality recycled papers.

Today's recycled paper is made by the best paper companies in the world, and these companies stand behind their products. Recycled papers have been tested in Canon office devices — and have been shown to perform equally as well.

Canon has developed and implemented scores of imageRUNNER hardware and software features that help every user prevent unnecessary waste in the first place.

ISO 14001 Compliance Certification

Due to early recognition and actions to address the environmental impact, in 1995 Canon became the first company in Japan to be certified for predecessor to legislation that became ISO 14001. In our drive for comprehensive ISO 14001 certification, 13 Canon, Inc. and 103 affiliated operational companies have received certification.

Environmental Resources Online

Canon will continue to add and enhance its resources online. This environmental section of the site is meant to keep customers and partners up to date on all environmental activities company-wide.



Find more information on Canon's environmental activities at www.canon.com/environment

Environmental Standard Compliance

Canon works hard to be certain it is ahead — or at the very least, compliant — with environmental regulation around the world. Here are just a few of Canon's internationally known efforts:

- International ENERGY STAR® Program
- EcoMark in Japan
- Green Procurement in Japan
- RoHS Directive in EU
- Blue Angel in Germany