

APRIL 2009 HIGHLIGHTS

For Canon Customers

Business is challenging – so what else is new?

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With all the doomsayers in broadcast and print media continuing to beat the bad economic climate drum, it's a wonder those of us in the business community ever hear anything positive these days. Certainly all businesses today are faced with challenges, but let's face it, when have businesses not been faced with challenges.

Personally, I would rather be faced with a business challenge than some other challenges. Try having to read the Internal Revenue Code and actually understand it for example! No thanks!

While business conditions are not what they were even 12 months ago, I sleep well at night knowing that innovation and creativity are alive and well and destined to play a key role in helping businesses of all sizes survive and succeed.

Whether it be examples in the news of new successful business ventures springing up to serve new requirements in today's marketplace or Canon's direct experience in helping customers creatively reduce their operating costs while squeezing more productivity out of their technology investments, positive things are happening.

Many times, business challenges cause us to re-evaluate the ways we do things and look for better alternatives. And more often than not, when businesses do emerge from challenging times they are more effectively prepared to sustain growth and are better operationally. So as we contemplate today's economic climate and the daily challenges that impact all of our businesses, I welcome you to view this as an opportunity to do things differently.

As you will see from many of the articles in this month's newsletter, there are no shortages of ideas or technology that can set you on the path towards greater effectiveness and success. Canon is standing by and looking forward to helping you reach these goals. When you've had enough of the bad news bailout talk, just remember, there are positive stories all around you and the next one could be yours. Enjoy the read!



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If you have any comments or suggestions on what you would like to see included in this newsletter please contact Kimberly Dantone at kdantone@cusa.canon.com.

FEATURED NEWS

Canon U.S.A. Achieves Number-One Spot in Overall U.S. Copier Market Share in 2008

For The Tenth Consecutive Year, Canon Captures The Top Ranking

Canon U.S.A., Inc., a leading provider of digital imaging and office solutions, recently announced that the Company is once again ranked first in the overall page copier market in the U.S. for 2008 with 21 percent of the market, according to Gartner's Printer, Copier and MFP Quarterly Statistics Database for fourth quarter 2008 (February 9, 2009).

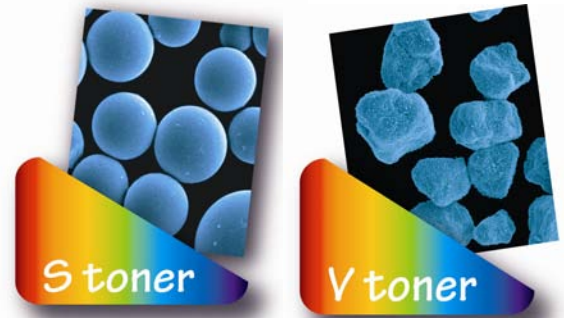
Gartner's research focused on market share for color and black-and-white copiers of both digital and analog technology, including personal copiers (1-10 pages-per-minute (ppm) and copiers in Segments 1-6, which range in speed from 11 to 91+ ppm. For more information [CLICK HERE](#).

Did You Know?

Did you know Canon has six different toner types?

Canon toner is developed by Canon engineers and tested in Canon facilities to ensure that it will meet Canon's high quality standards. Canon has developed six different toner types for their various devices. These toner technologies are designed to create the best and most ideal output for the market for which those devices are used.

- 1.) Vivid Toner: For premium color
 - Canon V Toner is optimized for exceptional color range and stability. This toner is used within the Canon Color imagePRESS series.
- 2.) Vivid Toner Clear: For Canon imagePRESS C1+
 - Canon Vivid Toner Clear allows users to create elegant designs utilizing spot coating and adds value to documents printed on the imagePRESS C1+. This toner also helps enhance security through the use of watermarks.
- 3.) Spherical & Synergy Toner: For high and mid-speed office color
 - Canon S Toner is a chemically made toner with a core made of wax to make oil-less fusing possible. S Toner is a polymerized toner, therefore the particles are uniform in shape and size helping to create high quality images and optimized gloss for business documents.
- 4.) Quick Fixing Color Toner: For low-end office color
 - QF Color Toner is designed to save energy and time by fixing quickly.
- 5.) High Reliability Toner: For high-speed black and white devices
 - HR Toner was designed to enhance stability and consistency. The toner utilizes binder resin technology which ensures accurate developing performance.
- 6.) Quick Fixing Toner: For mid-speed black and white devices
 - QF Black Toner has enhanced melting characteristics which contributes to an on-demand fusing system. This toner aids in the device using lower pressure and less heat energy, saving power consumption.



For more information on Canon Supply Technology, visit: www.usa.canon.com/consumables

Price Reduction of Captaris

Canon U.S.A. is pleased to announce a lower price for Captaris Fax Integration for MEAP (Captaris was acquired by Open Text in October 2008). The new pricing is significantly lower than the previous pricing levels and went into effect on April 1, 2009.

The Captaris Fax Integration for MEAP is an embedded application enabling Captaris RightFax Server software or Captaris FaxPress network fax appliance users to fax directly from the front panel of the Canon imageRUNNER device.

An interactive client allows for two-way communication between the Canon imageRUNNER device and a RightFax Server or FaxPress network fax appliance. With this solution, office workers are able to select fax options, attach cover sheets, input billing codes, select document types, access phonebooks and more.

Please contact your Canon Dealer for more information.

Canon Awards

Canon U.S.A., Inc., Was Recognized at This Year's ON DEMAND Event

Canon U.S.A., Inc., a leader in digital imaging and office solutions, was recognized at this year's ON DEMAND event with a Best of Show award in the Monochrome Digital Printing Equipment category for its imagePRESS 1135/1125/1110 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.

New Product Information

imageRUNNER 5000E/5000EN

Canon recently introduced the imageRUNNER 5000E/5000EN Factory Certified models. Canon's application of the Factory Certified Model designation is an effective way to extend the life cycle of a product while delivering value through an affordable and reliable solution.

Factory Certified models are produced at a Canon U.S. based manufacturing facility, by Canon technicians, using Canon parts. Canon is so confident in the reliability of the Factory Certified models, that they receive the same New Model Warranty as other products in the imageRUNNER family.

The imageRUNNER 5000E/5000EN are ideally suited for cost-conscious customers such as those in the field of education, and environmentally-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 series consists of two models, both operating at speeds of up to 50 pages per minute (Letter). The imageRUNNER 5000E supports digital copying and document storage features through the Mail Box function, while the imageRUNNER 5000EN adds network scanning and printing as standard. To learn more about these models [CLICK HERE](#).



imageFORMULA CR-180II Check Transport:

The imageFORMULA CR-180II, a high-speed desktop check transport, is designed to be an integral part of today's electronic check presentment and payment processing practices. Exceptional feeding reliability, image quality, and production performance all make the CR-180II check transport ideal for distributed capture and image exchange applications, such as branch capture and remittance processing. The CR-180II boasts high scanning speeds of up to 180 checks-per-minute while simultaneously capturing MICR data and check images from both the front and back sides of checks. With advanced image processing technologies and paper handling mechanisms, the CR-180II offers smooth, jam-free feeding while capturing clear, high-quality images. Targeted for high-volume environments, the CR-180II is equipped with a 200-item auto feeder and dual 200-item output pockets for MICR-based sorting of batch scan jobs. The CR-180II is the latest edition to Canon's growing line of check transports and is an employable solution for companies looking to streamline payment processes. To learn more about these models [CLICK HERE](#).



imageFORMULA ScanFront 220e/220eP Network Scanners:

The new ScanFront 220e/220eP scanners, powered by eCopy ShareScan Essentials v4.5, feature direct network connectivity for efficient document distribution. A large 8.5-inch color LCD touch screen display allows users to easily navigate functions and preview scanned images prior to distribution. These models can capture high-quality color, grayscale, and black-and-white images, and can reliably handle a wide variety of document types. The ScanFront 220e/220eP scanners easily integrate into existing workflows, networks, and applications, such as Microsoft SharePoint, with minimal disruptions, using a variety of "connectors". And since the user interface is consistent with eCopy software running on a PC, or on an imageRUNNER with the eCopy MEAP application, user training is minimized for existing eCopy users. The ScanFront 220e/220eP scanners can help lower total cost of ownership (TCO) through reduced requirements for hardware, workspace, energy and IT administration. As easy-to-use devices, the ScanFront 220e/220eP scanners are well-suited for use in small and medium-sized business, and large enterprises alike. For more information on this product [CLICK HERE](#).



New Product Information (Continued)

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

Building on the success of the imagePRESS platform, Canon has developed a new black & white digital press, with the uncompromising image quality, productivity and versatility expected from a leader in imaging technologies. The Canon imagePRESS 1135P/1125P/1110P/1110S incorporates capabilities that enable print providers to meet the challenges in the black & white cut-sheet production markets such as commercial print, quick print and In-plant/CRD. Order taking for authorized Canon imagePRESS 1135P/1125P/1110P/1110S dealers began on April 13, 2009.

Professional Puncher-B1

The Professional Puncher-B1 finishing accessory for the imagePRESS C7000VP/C6000VP/C6000, as well as the imagePRESS 1135P/1125P/1110P/1110S digital presses will expand the capabilities of your digital press by enabling a larger variety of applications to be printed and finished in-line. The unique capabilities of this finishing accessory, such as die set recognition, chip tray full detection, and the ability to handle tabs enhance the capabilities of your engine, and are ideally suited to applications requiring comprehensive punching such as manuals, training materials, product guides, tutorials etc...

Canon and The Environment

Energy Conservation

One of Canon's key sustainability initiatives is energy conservation and the reduction of CO₂ – or green house gas emissions – which occurs through reduced energy consumption. Canon works to improve energy conservation throughout our offices, manufacturing sites, and through product design.

All of our printers and copiers have been designed to be as energy efficient as possible, while never sacrificing the high performance standards that people expect from these products. Technologies such as Canon's RAPID Fusing System, IH (Induction Heating) fixing system and Quick Fixing toner were developed to allow for optimal performance while reducing energy consumption of Multifunction devices by 80%.

- The Rapid Fusing System is a technology that reduces warm-up periods/time for immediate copy availability while requiring less energy to operate.
- IH (Induction Heating) fixing system helps ensure fast heat conduction, helping to significantly reduce warm-up times and cut energy consumption by up to 70%.
- QF (Quick Fixing) Toner has enhanced melting characteristics to fuse quickly at a low temperature to help achieve high-quality output with less heat and uses less energy.
- Canon is also continuing to develop more energy conserving technologies in future devices.



Canon has partnered with Energy star for many years to produce products with superior energy saving capabilities. Canon's design strategies have earned many products the prestigious Energy Star qualification. Canon Currently has over 150 Canon Products that are ENERGY STAR qualified and is the recipient of the 2008 ES Award for Promotion of ES Program through Product Labeling. Canon currently holds 10 ENERGY STAR Awards. For more information [CLICK HERE](#).

imagePROGRAF How To...

How to print large format output for Microsoft Office applications with the Canon imagePROGRAF Print Plug-in feature.

Have you ever had the need to enlarge a spreadsheet, graph, or chart, made in Microsoft Excel? How about a flyer in Microsoft Word that you wanted to make in poster size? The Canon imagePROGRAF Print Plug-In now allows for users of any skill level to print posters or Just go to the respective office application and click the imagePROGRAF icon in the tool bar. Then follow the instructions provided by the Wizard to create large format output. It's that simple! banners directly from Microsoft® Excel®, PowerPoint®, and Word®.

The imagePROGRAF Print Plug-in becomes another option on your toolbar. To get the driver, please visit <http://www.usa.canon.com>

Using the Print Plug-In wizard is easy as 1,2,3!

1. Choose to print matching roll width, borderless printing, Multi-Page Printing, or use registered settings
2. Choose the best layout for your output.
3. Select Media type, range of pages to print, then you're set to print!



Inside Canon U.S.A., Inc.

Interview with Shalin Shah, Lead Technical Marketing Analyst, Software and Services Management

Could you please describe what your role is here at Canon U.S.A., Inc.?

"My primary responsibilities here at Canon include product management and planning for imageWARE Enterprise Management Console (iWEMC) and plug-ins, imageWARE Accounting Manager for MEAP, imageWARE Accounting Manager and uniFLOW Output Manager. I am also actively involved in sales training and field customer engagements for the products previously mentioned."



Could you tell me about imageWARE Accounting Manager (iWAM)?

"imageWARE Accounting Manager is Canon's own output tracking and cost recovery solution. This software tracks all printing and copying activity on Canon and 3rd party devices and allows customers to generate detailed reports by user, department or device. Accounting Manager is ideal for customers who want to gain better control of output costs, need to bill back clients, or just want more information concerning how output is flowing through their organization."

"imageWARE Accounting Manager also comes with a MEAP application called Billing Code Plug-in. The primary function of this application is to allow users to enter or select billing codes or project codes before making copies or scans. This application is very useful for legal or marketing firms who have a need for charging back their customers. This is a complete output tracking solution (Copy/Print/Scan/Fax) that can help to reduce color printing cost by enforcing budgets for abusive users. These features will also help right-size the printer fleet by understanding the true usage."

Could you tell me about imageWARE Enterprise Management Console (iWEMC)?

"iWEMC is Canon's device management solution. Using this solution, IT administrators can easily discover networked Canon and 3rd party devices. After the initial device discovery, iWEMC provides a centralized portal for device management and error monitoring. iWEMC displays real time status of the network printer or MFP. Some common features of iWEMC include; centralized device management, enterprise scalable (1000 devices per server), remotely push device settings, e-mail notification for device errors, additional functionality using plug-ins."

"We have released many plug-ins to extend the functionality of iWEMC. Some plug-ins are chargeable while most are free. The concept behind plug-ins is to allow a customer to select the functionality they need in their own environment and not force unwanted functionality. So far, we have plug-ins that can remotely push printer drivers, retrieve device meters, manage imageRUNNER device address books, install fonts and color profiles on imageRUNNER devices, and track copy & print usage on the imageRUNNER devices and finally a plug-in that allows IT administrators to restrict device related features."

"This software is an enterprise level device management solution for Canon and non-Canon networked printers, so it can easily fit into any workflow. Because iWEMC provides real-time device status and e-mail alerts for errors, IT administrators can proactively manage their device fleets. iWEMC is also beneficial to IT personnel due to its ability to schedule tasks. Using this feature, specific tasks can be established and then run automatically based upon a schedule determined by the Administrator."

This year, Canon has been talking about uniFLOW Output Manager. Can you tell me about it?

"uniFLOW Output Manager is one total solution that targets complete document workflow ranging from document accounting and secure printing to job ticketing and professional print room management. In order to address the diverse needs of today's customers for output management, the uniFLOW Output Manager suite was created in a modular fashion. Meaning it is an integrated solution, featuring not only printer management functionalities, but also includes production printing features as well."

"As uniFLOW Output Manager is a modular system, it can be configured specifically to address the needs of business, ensuring that you can make the most productive use of your printing devices. This software would help large corporate enterprises, local schools, and print shops, wherever there is a need to improve the management and cost control of document output."

"There are many benefits to this solution. Customers can improve user productivity by allowing employees to retrieve print jobs at any printer using their employee badge or PIN code. No need to wait for a busy printer or device error. Customers can reduce printing cost by enforcing user budgets (print only when necessary). They can also increase company revenue by charging back external clients. In regards to security, customers can also reduce the risk of losing a confidential or sensitive documents from the printer. An employee will only print the document when he/she is ready to print and are near the printer."

Any message for customers in these economic times?

"Whether in good or bad economic times, customer's can always more effectively manage their output environments and reduce costs. Canon has a wide array of solutions capable of satisfying disparate requirements. We welcome customers to take a look at these offerings and work with their Canon sales personnel to identify the right solution and direction for their particular business."