

JUNE 2009 HIGHLIGHTS

For Canon Customers

What keeps you up at night – and what should!

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This month's article is inspired by a March 2009 article in the Harvard Business Review entitled, "In a Downturn, Provoke Your Customers." It's true, in times of economic distress, most businesses drive cost-cutting activities that can virtually eliminate spending on non-essential systems. The question is, can you really afford to take this approach?

In my many opportunities to visit with customers and speak about the problems facing their businesses, I often hear about how important pricing is and the need to manage costs. Of course, during these same discussions, the most effective cost-savings solutions are often dismissed because there is additional cost associated with acquiring such technology. This leads me to quite a provocative question: What are you thinking about?

While most vendors would have few complaints with a customer who made a decision to refresh their base of office equipment technology, I would tell you that taking this approach is missed opportunity. Losing sleep over making a traditional equipment decision is, quite frankly, a waste of good sleep! As a decision-maker for your organization—and those counted on to be innovative—you should be losing sleep over missed opportunities that could significantly impact your organization's operating costs in the long run.

The technologies capable of effecting major cost reductions in an output environment are not secrets. In fact, most customers are aware of them and will agree that, when implemented, can reduce on-going cost of operations by up to 30% or more annually. Furthermore, these technologies often pay for themselves long before the equipment they are managing goes out the door. So why the hesitation?

Office equipment and information workflow are vital to every department in your organization. It also happens to represent a considerable cost—by some estimates as much as 5% of your company's gross sales. Isn't this a cost that you should be controlling?



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

This month's newsletter contains a number of articles that speak to technology capable of helping customers better manage and control costs associated with their output environments. Don't be a Rip Van Winkle. There's never been a better time to take action and get this part of your business under control. It's likely that you'll sleep much better at night if you do!

Enjoy the read!

DID YOU KNOW?

Finding Opportunity in a Weak Economy

The weak economy in the United States is bound to impact the scanner business, however, whether it will have a positive or a negative effect is unknown. The result will ultimately depend on how companies react to it. One thing is for sure, vendors will have to be creative to ensure document scanning solutions are attractive to businesses that face economic challenges.

Vendors have already begun to leverage their knowledge base to deliver products and services that reduce or eliminate high up-front capital investments. In the high-volume production arena, for example, vendors are developing outsourcing services that spread the cost of scanning solutions over time while delivering ongoing scanning support. Software as a service (SaaS) is another example of offloading the technology burden on businesses, but allowing them to reap the benefits. And programs to offer leases on hardware provide companies the benefit of having equipment in-house, but give them the ability to spread the cost over time. In this era of recycling awareness, reducing documents via scanning solutions can also be viewed as a "green" alternative to business as usual.

Ultimately, companies need to continue operating at ever increasing levels no matter what state the economy is in. Capture technology is one way to improve operations and increase productivity to compete more effectively without adding personnel. The return on investment is often rapid— a strong selling point even during hard times. Whatever the argument, businesses will be looking for ways to remain profitable despite the bad economy. Scanning technology providers have viable remedies; they just need to ensure business customers understand them.

Susan Moyses authored this article. She is the principal of Moyses Technology Consulting, an independent consultancy focused on the document scanning market. For more information on the trends impacting the growth of the document scanner market, please contact Susan Moyses at 781-834-7947 or susan.moyse@moysetech.com.

PaperToOffice Pro Customer Trial v1.10

Canon U.S.A. is pleased to announce PaperToOffice Pro Customer Trial v1.10 developed by Panasonic Solution Technologies Co., Ltd. This easy-to-use software application consists of embedded and desktop components that will convert paper documents to electronic Microsoft Office formats. This software allows any end user to scan paper based documents and select the Microsoft Office file format of their choice directly from a Canon imageRUNNER MFP. This exciting MEAP product provides comprehensive capabilities in an extremely easy to use package, making the job of document creation simple.

There are many benefits to using PaperToOffice Pro, including easy deployment because there is no need for a server, no need for an administrator and no need to re-type documents from scratch allowing you to save time and money. Because this software can be easily integrated directly into a MEAP enabled imageRUNNER MFP for simple operation, you can easily increase your productivity.

This trial will allow you to see the value and benefits of PaperToOffice Pro first hand. This customer trial for PaperToOffice Pro v1.1 is now available for download on imageWARE.com.

Note - Technical support can NOT be provided for trial versions.



Did You Know?

Recover Cost with the Canon imageCLASS D1100 Series

In February 2009, Canon U.S.A., Inc. announced its imageCLASS D1100 Series, introducing four new black-and-white laser multifunction copiers. These were designed with the goal of enabling all customers—particularly savvy ones—to recover much of the cost of their investment.

Here are a few ways to recover cost with our new D1100 Series products:

1. *Take advantage of duplex (two-sided) capability*

All four new D1100 multifunction copiers offer all-mode duplexing, empowering you to copy, print, scan and fax* two-sided documents, potentially reducing your paper output by as much as 50%.

2. *Benefit from Canon Single-Cartridge System*

Unlike some competitor products, all Canon imageCLASS products utilize a Single Cartridge System, which means you need to replace only one consumable—the toner—instead of multiple parts, including toner, drum, and waste unit.

3. *Save money by saving energy*

Reduce power consumption with Canon's efficient Energy Saving Mode. The D1100 Series uses approximately three (3) watts of energy during Energy Saving Mode and meets **Energy Star** Guidelines, helping you save money on energy costs.

4. *Time is money*

As business demands become increased, you need a machine that can keep up. With a warm-up time of approximately sixteen (16) seconds from power on and a first copy time of approximately eight (8) seconds, waiting around for prints is a thing of the past. When copying or printing larger jobs, your documents will print at up to 30 pages per minute!**

5. *Time is money II*

You can send your scanned documents directly to an e-mail or file server, without the need for a PC, so you can quickly and effectively communicate with your remote workforce, clients, and business partners.

6. *Enforce usage limits*

By enabling department ID management through the Remote UI feature, you can restrict who can operate the machine or limit output usage to a chosen output volume. This allows you to keep ownership costs under control in office environments where too much paper goes to waste.

* D1120 model does not offer fax functionality.

** Based on letter-size paper.

Color Management in Production Printing Environments

One critical aspect of printing color is the ability to match the original color intent to the color reproduction that comes off the press. Color discrepancies, unfortunately, often lead to having to reprint the job, and this results in lost revenue for the print service provider. With a modest investment in color management technologies, it's possible to minimize the number of reprints as well as keep your costs in line.

Utilizing a color management workflow can help print service providers easily and efficiently control their printed color so that they hit the colors they want, the first time, greatly assisting in minimizing extra costs and waste. X-Rite i1 Process Control, offered exclusively by Canon U.S.A., is a color management solution designed for the print service provider who's looking for a simple way to get great color at an affordable price. This solution works with all imagePRESS devices and EFI Fiery servers. To find out more about this solution please contact your Canon Sales Associate.

Canon and the Environment

Everyday Tips for a Green Routine

Utilize the energy-saving features of your office products.

Features such as “Quick Start” and “Energy Save” mode on your Canon devices shorten warm-up time and reduce power consumption so you can save time and costs.

Paper has two-sides – use them both!

Utilize duplex capabilities and image combination modes for printing, and cut your paper and toner usage in half.

Preview documents before printing.

Canon offers multiple ways to preview your documents and print settings – either at the device or from a desktop – to prevent unwanted pages from being printed.

Leverage scanning technology.

You can easily scan and convert paper documents into electronic files for fast, cost-effective communication of information to save paper and time.



New Product Information

PosterArtist 2009

The Large Format Printer Division introduces the fourth generation of its poster creation software program, PosterArtist 2009. With over 200 pre-designed templates and over 1,500 images and clip art included in the application, PosterArtist is ready to be used right out the box!

Since its introduction, Canon has kept the same “simple to use” philosophy but has continued to make feature enhancements to create a robust program that appeals to a diverse customer base.

These enhancements to allow more creative options when developing a design-savvy poster. Some of the new features include:

- WSIWYG Text Editing: “What you see is what you get.” This allows users to see text at the correct size and font as they type.
- Improved Auto Design Feature: Assisting in creating personalized posters, Auto Design creates numerous template options based on user inputs, including image selection, color themes, text, and more.
- Design Assistant: Developed to support more efficient design editing, Design Assistant enables users to specify any area of the poster being edited and apply the “Auto Design” feature, providing new design ideas for the end user.
- Quick Exchange: Allows users to easily interchange design elements in a poster by simply dragging one of the elements to the location of the other, and the Quick Exchange will automatically swap their positions.



There’s also a dedicated PosterArtist Web site that provides product information as well as user support in the form of tutorials, frequently asked questions, and case studies. The Web site also includes a section for users of PosterArtist 2007-2009 to download new, updated templates. This valuable resource can be found at www.usa.canon.com/posterartist.

For users of PosterArtist 2007/2008 who wish to upgrade to PosterArtist 2009, a free download is available on www.usa.canon.com/imageprograf under the “Product Download” tab and at www.usa.canon.com/posterartist within the “PosterArtist Updater” section.

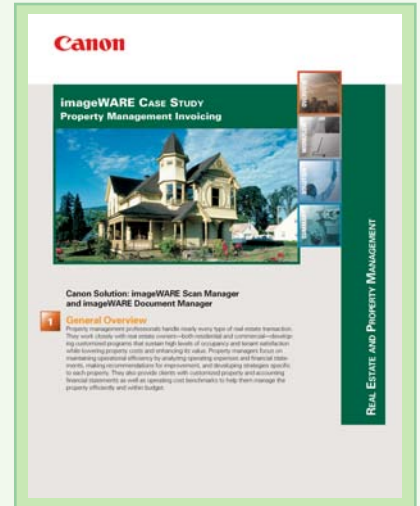
Success Story

Property Management Company reengineers their rental agreement and invoice processing with imageWARE®

A Property Management Company, which had managed a successful growth program through a series of acquisitions, faced challenges integrating their new businesses into one combined entity. Their rental agreement and invoice operations had become increasingly inefficient with multiple manual and paper-intensive processes. Process bottlenecks and rising costs were a key concern, as was their customer service response time.

imageWARE transformed their rental agreement and invoice processing from an archaic, manual intensive process into an automated electronic document workflow. The company was able to add all of the newly acquired customer data, as well as their legacy customer data, into one electronic customer repository. This helped eliminate their manual filing and storage of all agreements and helped create on-demand retrieval of customer documentation for customer service related matters.

To learn more about how imageWARE was able to help the customer improve their business processing. To download this success story visit <http://imageware.com> or [CLICK HERE](#).



Events

2009 HOW Design Conference

Canon customers are invited to join HOW magazine in Austin, Texas, June 24-27 for the 2009 HOW Design Conference. You'll get four days packed with software instruction, creativity boosters and tips for growing your career in any economy, plus a wealth of innovative ideas and great design work. Please come by and see the imagePRESS C1+ and imagePROGRAF 6200 devices at booth #620. For complete session descriptions, speaker info and a quick and easy registration form, [CLICK HERE](#).

As a customer of Canon USA, you qualify for a \$50 discount off your registration.* Just enter Coupon Code CUSA9 when you register online.

*Discount may not be used in combination with any other discount offers, including Early-Bird rates.

Inside Canon U.S.A., Inc.

Interview with Katherine Milton, Specialist, Production Systems Product Management

Could you please describe for me, what you do here in Canon U.S.A.?

"I have been working at Canon for five years; two years at Canon Australia and three years here at Canon U.S.A. At Canon Australia I worked in the Production and Graphic Arts group, primarily focused on marketing the Wide Format range of printers. When I moved to the U.S. I started working in the Production Systems Product Management team, with my focus on Production color engines."

Could you tell me about the Canon Essential Business Builder program?

"The Essential Business Builder (EBB) is a program that is designed to complement the purchase of an imagePRESS digital press. The EBB consists of a suite of tools that are designed to help marketing service providers build their digital print business. With this program we offer several tools, such as business self assessment, vertically focused marketing tools, and white papers. All of these tools reside on the EBB Web site www.usa.canon.com/ebb with customers gaining exclusive access by verifying their engine's serial number. New tools are frequently added to the site making it a great resource for our customers."



Inside Canon U.S.A., Inc.

Interview with Katherine Milton, Specialist, Production Systems Product Management (Continued)

What are the benefits of this program for Customers?

"When someone purchases an imagePRESS digital press, they make a huge investment in our products. We recognize this investment and offer them business-building resources, either through the tools on our web site or from our EBB mentors. The EBB mentors are noted industry consultants that will assess a printing service provider's current business situation and develop a business strategy to leverage the purchase of their imagePRESS."

Could you tell me about the imagePRESS C1+ product?

"We launched the imagePRESS C1+ at Graph Expo in October 2008. This was a very exciting product for Canon as we introduced the first color device with clear toner for the light production market. Clear toner allows marketing firms and design agencies to simulate a gloss or matte varnish and watermark-like motifs all in house."

What are the benefits of this product?

"Prior to the imagePRESS C1+, if designers wanted to comp their gloss varnish design work, they would spend many hours rendering their images in Photoshop or send their work out for expensive mock-ups. With the introduction of the imagePRESS C1+ they can do this all in-house, which not only saves them time, but also money as it makes the approval process faster for final production."

Can you tell me about some of the front-end offerings Canon has?

"We have three digital front-ends for the imagePRESS C1+, the Canon PDL, the imagePRESS Server T1v2, and the imagePRESS Server Q2v2. All front-ends have the capability to produce clear toner prints. However, the imagePRESS Server Q2V2 is the only controller that allows designers to create clear toner designs through a spot-color workflow."

What are the benefits of these offerings?

"Most designers are already working in Quark or Adobe applications for their design work. The imagePRESS Server Q2V2 allows them to keep using these applications and create a spot color in order to activate the clear toner. So we are adapting to their current design workflow, instead of forcing them to learn new techniques."

Do you have any message for customers in regard to the products and services you support pertaining to cost recovery?

"Cost recovery is a very important factor with our products and services, with the underlying theme being efficiency. In an efficient and streamlined environment cost recovery becomes easier to achieve because extra work spent on non billable activities is reduced. In the EBB program print service providers are able to streamline activities through workflow solutions. With the imagePRESS C1+ designers are streamlining their environment through efficiently creating their concept pieces and mock ups in house allowing them to not only reduce their costs but go to market faster as well."