

MAY 2009 HIGHLIGHTS

For Canon Customers

Is it Green or is it Red?

Dennis Amorosano, Sr. Director, Solutions Marketing & Business Support, Canon U.S.A., Inc.

When it comes to the environment do you buy in to all the hype about the need to be greener or do you see red? Some might say that all the attention being paid to environmental issues associated with the office equipment industry is overkill. While certainly, few will argue that lessening the use of harmful substances in the manufacturing process and recycling system components makes good sense, there continues to be much debate regarding printing.

Admit it, you've seen the posters in your office "Save a Tree – Print Less". Heck, these posters are even in Canon's offices. Have you stopped to think about whether this makes any sense? The reality is that paper is a renewable resource and one that is in even greater abundance today. It also is one of the most recycled items in our economy with approximately 360 pounds being recycled for every man, woman and child in America during 2007. For even more details concerning the use of paper and its impact on our economy, check out the article "Don't Print" Isn't "Going Green" from Charlie Corr, Chief Strategist for Mimeo. I think you'll find this article enlightening.

Regardless of your position on the environment, producing paper via printing or copying continues to get a bad rap. That's not to say that we should all run back to our desks and print out the Manhattan Yellow Pages. We should however be a bit more circumspect when we hear claims that we should do something "for the good of the environment".

Paper will continue to be a valuable part of how businesses operate in the future. The role of paper is changing as is its management. In many cases, these changes are being led by manufacturers like Canon, who are aiding customers in more effectively using paper within existing business processes. This is just one of the many environmentally focused initiatives Canon is driving.

This month's newsletter contains a number of articles that speak to other Canon technology capable of helping the environment in areas such as energy efficiency, resource conservation and pollution prevention.

At the end of the day, whether you're on the green bandwagon or hearing about green makes you see red, paper continues to be an important business resource. Don't be afraid to print it! Enjoy the read!



TABLE OF CONTENTS (QUICK LINKS)

- Page 2..... Canon and the Environment**
- Page 3..... Canon and the Environment (Continued)
New Product Information**
- Page 4..... New Product Information (Continued)**
- Page 5..... imageFORMULA How To...
Inside Canon U.S.A., Inc. (Interview)**
- Page 6..... Inside Canon U.S.A., Inc. (Interview)
(Continued)
Events**

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

"Let Your Business RUN" Public Micro site

Canon U.S.A. is pleased to announce the launch of the new "Let Your Business RUN" public micro site (www.usa.canon.com/run). Developed for customers, this comprehensive new Web site showcases how Canon, as a complete solution provider, supports user requirements and challenges in the corporate, production, large format and image filing markets.

Designed for visitors to easily navigate the benefits of applying Canon solutions to their businesses needs, the Corporate area of the RUN-themed Web site is divided into 10 RUN solution sections to focus on the key aspects an individual's business may need. Each easy-to-navigate solution area contains an array of videos, bulleted snapshots, text, related to customer needs and challenges that can help businesses gain a competitive edge in the marketplace. Key topics highlighted on the Web site include; Color, Document Management, Document Distribution, Productivity, Security, Cost Recovery, Device Management, Usability, Accessibility, and Environment.

Canon and The Environment

Canon U.S.A. Line of Green Calculators Equals Environmentally Conscious Choices for Consumers

Calculators Made With Materials from Recycled Canon Copiers

Canon U.S.A. Inc. recently announced a line of green calculator models – the LS-154TG, the HS-1000TG, and the TS-1200TG — to the U.S. market. The environmentally conscious calculators' upper and lower casings are made from 100 percent post-consumer recycled plastic, which was taken from Canon Copiers.

"As part of our corporate philosophy of Kyosei — all people, regardless of race, religion, or culture, harmoniously living and working together into the future – Canon is committed to developing environmentally sustainable products, like these calculators," said Jim Rosetta, vice president and general manager, Imaging Systems Group, Canon U.S.A. "Our line of calculators utilizing recycled Canon copier plastic offers great performance and reliability, as well as the knowledge that these products are helping to contribute to the overall sustainability of the environment."

The three models — the LS-154TG, the HS-1000TG and the TS-1200TG — come equipped with lightweight, portable bodies and key features such as large liquid crystal displays and solar power. Aside from performance, these calculators also come with a variety of smart, eco-conscious features. The paper packaging and instruction manuals included with the calculators are made from recycled paper. In terms of battery power, these Calculators use lithium coin batteries that are mercury-free and, therefore, less harmful to the environment than traditional batteries.

The suggested retail price of the LS-154TG is \$10.99, the HS-1000TG is \$15.99, and the TS-1200TG is \$19.99, and all are currently available through the Canon eStore (www.estore.usa.canon.com).

Canon U.S.A. supports a wide range of environmental education and conservation initiatives that protect future generations by helping to preserve nature's most valuable resources, including the Canon Envirothon, one of North America's largest high school environmental education competitions; the PBS Nature series; and scientific research and educational programs at Yellowstone National Park. Canon also established the industry's first and longest running Cartridge Return Program in 1990. To date, more than 150,000 tons of toner cartridges have been diverted from landfills. For more information, visit www.usa.canon.com/environment.

** Specifications, availability, and prices are subject to change without notice. Actual prices are set by individual dealers and may vary.*



Resource Conservation

Canon took the initiative to develop its environmental technologies beginning in the early 1990s, and is still actively engaged in creating products that reduce the impact on the global environment. Our focus on innovation combined with a pioneering, proactive stance on environmental concerns has put Canon in a great position to build on these accomplishments in the coming years. Overall, within our offices and manufacturing sites Canon focuses on reducing the amount of waste that is generated. Within our products we concentrate on improving the resource efficiency and reducing our demand for raw materials.

Some of the ways in which Canon is improving resource conservation include making products smaller, lighter, and easier to recycle or reuse. Starting from the development stage, Canon looks at ways to reduce and reuse resources while, continuing to improve product functionality and features.

In addition to designing products that are lighter and smaller, we also improve our environmental impact through transportation. Canon was a charter partner in the EPA Smartway Program, which reduces greenhouse gas emissions through transportation. Carriers sign an agreement with Smartway to improve their operations by not idling, utilizing shorter routes, and shipping fuller loads. Currently, over 99% of all Canon shipments are done through SmartWay carriers.



Continued on the next page...

Canon and The Environment

Resource Conservation Continued...

Waste Wise is another voluntary partnership Canon has with the EPA. Through this program Canon has reduced its solid waste and increased recycling at facilities, resulting in a reduction of 27,000+ tons of CO₂, equivalent to:

- Not driving 14,519 passenger cars for one year
- Preserving 419 football fields worth of forests
- Saving enough gasoline to fill 166 Boeing 747's

Canon actively promotes and manages a business copier remanufacturing program to increase the service life of materials and offer attractive "green" alternatives in the marketplace. Canon imageRUNNER devices can take on new parts or provide materials that can be recycled into new parts. The devices are also now designed to accept future upgraded parts that can improve features and functionality. So although some parts can become worn, quality-tested new parts can be added to extend the life cycle. Canon is involved in remanufacturing of copy machines worldwide. Factory certified models are recycled and manufactured at our Canon Virginia, Inc. location.

New Product Information

eCopy™ ShareScan® Software Upgrade and New Services

eCopy helps streamline workflows and increase productivity by performing document imaging at the front-end of business processes. Canon U.S.A. recently announced eCopy ShareScan Version 4.3 for all configurations, including MEAP, ScanStation for MFP, and scanner configurations.

What's included in ShareScan V4.3?

- All functionality found in ShareScan V4.2 (including Service Pack 2)
- Support of 400 DPI color scanning for ShareScan for MEAP
 - Please note: Ability to scan up to 600 DPI color, is already supported in ShareScan software for ScanStation
 - Support of TIFF and JPG file format
- Support of PDF v1.6
- Compression of color TIFF files
- Fixed length password (for Embedded ShareScan only)
- Canon ScanStation can support offices that have Canon brand and non Canon brand scanners
- Quick Connect can now accept and create XML for customer defined metadata files

Any ShareScan V4 product key can be used to install the upgrade to this new version provided your current product is covered by Maintenance and Support. All of the eCopy Connectors and Services will be updated to version 4.3. ShareScan V4.3 will be required to run V4.3 of the Connectors and Services.

In addition, two new eCopy Services will be available with the introduction ShareScan V4.3. The Image Enhancement Service pre-processes scanned documents into crisp, clear, high-quality document images, improving document legibility and precision of OCR translation it also dramatically reduces manual exception processing of imperfect scans. The Barcode Recognition Service features automatic file naming, routing to Windows folders, document splitting, indexing, and automatic creation of XML/CSV output. These services will help you maximize your investment in eCopy ShareScan software by boosting productivity and eliminating errors. Please note that these services are optional features for both ShareScan Essentials and ShareScan Suite software.

To learn more about the features of ShareScan V4.3 and these new services, please contact your authorized Canon dealer.



New Product Information

iPF755/iPF750/iPF655/iPF650 – A New Era in Large-Format Printing

The Large-Format Printer Division is pleased to announce the introduction of four new technical document and general use large format printers, the 36" imagePROGRAF iPF755 and iPF750, as well as the 24" iPF655 and iPF650. These completely redesigned printers represent a new era in large-format printing by providing end users outstanding operating convenience in an exceptionally small footprint. With front accessible paper loading, a redesigned control panel, new accounting functions, Gigabit Ethernet support, and assisted paper loading functionality, these printers are built to make large format printing easier than ever.

Here are some of the new key features:

- New print-head for cleaner lines and sharper text
- 18% speed increase in draft mode over previous models
- Greater throughput speed with a Gigabit of support
- Top-loading roll media for greater end-user convenience
- New Magenta ink for brighter reds and blues
- iPF755 and iPF655 include 80GB hard drive
- New stackable media basket with the capability to neatly organize output
- Sub-ink tank system to change ink without interrupting printing
- New dual-blade cutter allows for faster cutting and increased durability
- New Accounting Manager provides cost accounting functionality
- Reduced CO2 emissions through smaller frame and reduced packaging requirements
- Includes PosterArtist lite along with other workflow applications



These new printers represent a new era in large-format printing by providing end users with outstanding operating convenience in a remarkably small footprint. These four models are built with the same design and specifications except for the difference in width and hard disk drives. The introduction of these new models allows Canon to expand its award-winning large-format printers.

imageFORMULA DR-9050C, DR-7550C, DR-6050C Production Scanners

The Canon imageFORMULA DR-9050C, DR-7550C, and DR-6050C production scanners deliver true high-speed scanning, capable of providing enterprises with reliable, high image quality, and flexible scanning solutions to enhance their document management systems. Today, many businesses must follow strict requirements for document capture and records retention. Designed to maximize throughput, the new DR-9050C, DR-7550C, and DR-6050C are employable solutions for centralized mission-critical backfile conversion processes. With rapid scanning speeds and sophisticated imaging functions in both color and black and white, users are assured high-quality images with quick document processing. Advanced feeding mechanisms and handling ensure reliable batch scanning for various document sizes from business card up to 11 x 17 inches, and even up to 118.1 inches using Long Document mode. Scan-Job buttons and programmable scan tasks provide an easy-to-use comprehensive scanning experience. For optimal productivity in high-volume data capture environments, the imageFORMULA DR-9050C, DR-7550C, and DR-6050C streamline document management and reduce pressing workloads. For more information, [CLICK HERE](#).



imageFORMULA DR-6010C Departmental Scanner

The imageFORMULA DR-6010C departmental scanner delivers high-speed, reliable document handling and high-quality images in a small package. Combining flexibility, rich features, and ease-of-use, the DR-6010C is designed to maximize return on investment at all levels of the business system. Rapid scanning speeds and high-end processing features ensure fast, reliable document handling, with crisp images in both color and black and white. Canon's line of departmental scanners encompasses favorable features from both the workgroup and production-level scanning product lines for added value. The imageFORMULA DR-6010C provides comprehensive functionality in a small-size design to effectively deliver records management benefits to any business system. For more information, [CLICK HERE](#).

Canon provides a total solution that will fit the needs of any customer. Canon has strong device offerings such as DR-9050C, DR-7550C, DR-6050C, DR-6010c and software solutions that will empower those devices. imageWARE Scan Manager will enable the user to process hard document conversion to electronic documents more effectively by providing features such as; form recognition, automatic indexing, barcode reading, auto distribution rules etc. Canon also offers imageWARE Scan Manager Connector for MOSS for easily connecting captured documents and indexes to Microsoft SharePoint repositories.

imageFORMULA How To...

Using Folio Mode for Card Scanning

For unorthodox document widths, Folio Mode is an advanced solution for capturing and storing hard copies with unconventional sizes. Below are highlighted steps for efficiently scanning unconventional documents on the imageFORMULA DR-2580C and DR-4010C:

1) Set the driver settings as follows:

- a. Mode: Advance Text Enhancement or 256-level grayscale
Note: Depending the graphics and text on the card (especially if the card has a non-white border), a user may need to use a different mode.
- b. Page Size: Auto Detection
- c. DPI: 200 or 300 dpi depending on image quality requirements
- d. Scanning Side: Folio
- e. Option—Deskew: Check the box

2) For the DR-2580C, put the card in the scanner so it scans in landscape mode (e.g., long side first).

For the DR-4010C, put the card in the scanner so it scans in portrait mode (e.g., short side first).

3) If you use the DR-2580C, make sure the back lever is in the “up” position and the back document tray is down on the DR-4010C for straight path scanning so the card doesn’t bent.

4) Scan to File and image should appear as follows using the DR-2580C: The DR-4010C has the ability to scan color and b/w cards in the same batch by using Auto Color Detection.



* This is an example of Folio Mode in color using the DR-4010C.

Inside Canon U.S.A., Inc.

Interview with Brad Arrington, Manager, Enterprise Systems Product Management

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

"I've had a few different roles in my seven years with Canon's Imaging Systems Group. Initially a Healthcare markets specialist, I've also managed the vertical marketing program, 3rd party partners and developers, several MEAP development projects, and Canon's Professional Services program. I'm very excited about my current role with the Enterprise Systems Product Management team. I'll be focusing on bringing new Canon technology to market, including driver/utility technology, cross-platform solutions, certain new productivity tools, and exciting new imageRUNNER technology. But I can't do this all myself; I work with, and have the support of an excellent team of colleagues."



Could you tell me about your responsibility for project management of print/utility drivers?

"I focus on the several print and MFP-related drivers and utilities Canon provides with its imageRUNNER devices. I work with Canon's engineers to make sure that they are delivering the right kinds of tools that customers need to make maximum use of their Canon technology and be as productive as possible. This includes providing market feedback to the engineering team, suggesting technology enhancements, and coordinating release of new driver-related Canon technologies to the market."

"Drivers are the interface between a piece of hardware technology and a computer system. They tell the computer what the hardware can do. They are also usually a key interface between the end user and the hardware. In the case of print drivers, Canon offers a number of print technologies for customers such as PCL, PostScript, and Canon's UFR II (Ultra Fast Rendering). And the drivers support a wide range of Canon print-capable devices. Canon has taken careful measures to be sure that regardless of print technology used, or device, the user experience is consistent, simple, and effective. This means its very easy and seamless to use Canon print technologies across a range of products. IT administrators don't have to retrain their users when they upgrade their Canon products – everything is familiar."

Inside Canon U.S.A. Inc.

Interview with Brad Arrington, Manager, Enterprise Systems Product Management

Could you tell me about your Cerner Certification responsibilities?

"Cerner is a leading healthcare software solutions company. In order to ensure healthcare customers' data print correctly, Cerner tests and certifies print devices in several Cerner environments. I manage our global relationship with Cerner to ensure Canon's print devices are being tested and certified with Cerner's software."

"Customers can easily print to Canon devices from their supported Cerner applications. The support is built right into the Cerner system. There's no question about if it will work; Cerner and Canon have worked together to make sure their Canon technology prints effectively. If ever there is some type of issue, help is only a phone call away via Cerner SolutionWorks."

Could you tell me about your responsibility for pay-for-service (coin-op) interfaces?

"Pay-for-service – or coin-op – interfaces are a method by which a third-party can connect to a Canon MFP in order to perform some tracking-based function. These interfaces are built into the MFP itself and are comprised of both a software piece that controls the MFP and a physical connection. The two most commonly used applications are cost-tracking hardware terminals (such as Equitrac) and self-service, pay-per-copy stations such as found in a library. Canon has several interfaces that can be used, depending how the third party wants to interact with the Canon MFP. Canon has a developer's support program to assist those third parties in using the interfaces to connect with the Canon MFP. Canon has also been working on some next generation pay-for-service interfaces."

"Cost tracking terminals are costly, and customers often want to keep them when upgrading to a Canon MFP vs. employing a software-only solution that's embedded inside the Canon imageRUNNER. The Canon interfaces allow customers to keep using their terminals on new Canon equipment, if their tracking solution provider has integrated with the Canon interface."

Could you tell me about the multi-device cross platform solutions that you work on?

"This is a category of solutions related to imageRUNNER devices, especially in environments that have multiple devices and are under centralized control by IT administration. Since they are usually platform-based – embedded in the core of the imageRUNNER architecture vs. specific to a particular model – they are often implemented across multiple imageRUNNER devices and as part of a larger system. I focus on how these solutions interact with other aspects of a customer environment and how they can be used to their greatest benefit."

"IT administrators have bigger things to worry about than maintaining their population of MFPs. That's why Canon has a very strong focus on making it's technology easy for the IT administrator to deploy, use, and manage. We give customers a strong and comprehensive set of tools – that allows them to effectively manage their imageRUNNER devices with a minimum of effort. That translates into more time to focus on other mission-critical IT issues."

Any message for customers in these economic times?

"We are all experiencing the effects of the current economy. Everyone is focusing on how to do more with less, and wringing the last bit of ROI out of resources. Something to consider when it comes to office technology is what is the best value? What tools are going to help your business be more productive? Canon continually looks to deliver maximum value for end users, IT administrators, and business owners."

Events

Canon Sponcered PODi Webinar - May 20th, 11am EDT

Maximize your income with personalized communications.

Learn how print service providers can maximize their income through personalized communications by creating pieces that are relevant.

This webinar will present a lively interactive discussion with Charles Lawson of PDQ Printing and Steven Schnoll of Schnoll Media Consulting geared around stimulating your business for growth by utilizing an injection of VDP technology with a dose of common sense reality. Charles will share some of his thoughts and practical steps that has enabled his company to successfully leverage digital technology when others have fallen short.

When: May 20th, 11am EDT

To register: <https://www1.gotomeeting.com/register/258840472>