Press Release

Canon to Sell Océ Printers

- Canon to start selling Océ high-speed printing systems through its channels with the Océ VarioPrint 6000 Ultra range
- Océ now selling multiple colour and black & white Canon engines
- Canon and Océ to offer combined large format portfolio to resellers

PARIS, 12 October, 2010 – Canon Europe, world leader in imaging solutions, is demonstrating the growing cooperation between Canon and Océ at Canon EXPO Paris 2010. Canon EXPO is the company’s recurring global technology exhibition which takes place every five years. Canon and Océ products and solutions are being demonstrated together at EXPO for the first time, exhibiting the broadest portfolio of production and large format printing systems now available to the professional print market.

In March 2010, Canon became the majority shareholder of Océ and announced the intention to become a global leader in the printing industry. Canon and Océ are working together on integration planning at both global and regional levels. The companies are using their combined strength to deliver greater customer value and bring new technologies to market.

The initial steps to combine Canon and Océ’s product portfolio are now being taken in the Europe, Middle East and Africa region, providing an integrated offering to all customers. In an expansion of current cross-selling arrangements, the first Océ product to be sold through Canon channels later this year is the Océ VarioPrint 6000 Ultra range.

Additionally, Canon and Océ will offer their combined portfolio of large format printers and supporting media to current and potential Canon and Océ resellers, providing them with a stronger position in the market by offering a broader range of products to its customers.

Océ is already distributing a range of Canon printing systems through its channels. The first Canon products to be sold by Océ were the imagePRESS colour series, which includes the imagePRESS C6000 and C7000 series, as announced in May 2010. Other Canon production printers are now available from Océ including the all-in-one black & white imageRUNNER ADVANCE 8000 series and the light production imageRUNNER ADVANCE C9000 PRO series. For the office print sector, Océ has recently also announced the availability of Canon’s black & white multifunctional imageRUNNER ADVANCE
6000 series and colour multifunctional devices from the imageRUNNER ADVANCE C5000 series.

Customers in the United States and Germany have already bought Canon printing systems through the Océ distribution channel. These include Canon imagePRESS C6000 and C7000 units as well as imageRUNNER 8000 devices.

Many Océ products are on show at the exhibition. These include its latest high-speed, monochrome press, the Océ VarioPrint 6320 Ultra, and its high-speed colour production printer, the Océ JetStream 1000. To complement Canon’s range of large format engines, the Océ ColorWave 600 and the Océ Arizona 550 XT are also being displayed. Canon and Océ production workflow, web-to-print and variable data solutions are being demonstrated together at EXPO, showing customers how easy it is to integrate hardware and software solutions from both companies.

“The close cooperation between Canon and Océ means we can deliver an expanded product offering to our customers,” says David Preskett, Professional Print Director, Canon Europe. “We hope this collaboration will inspire our customers to achieve their full potential and give them the confidence to leap towards new business opportunities. We will jointly support them every step of the way,” Preskett concluded.

“We are delighted to be selling Canon’s printing systems connected to Océ PRISMA software though our channels to provide our customers with the complete solution they require,” comments Nick Klitsie, Vice President Business Group Office & Printroom, Océ Document Printing. “Cooperation is intensifying with customer sales already achieved and we are looking forward to growing our compelling combination even further.”

Canon and Océ are working together to ensure that customers can purchase products from each company, with full sales and service support for the ever increasing demands of production printing. Canon products distributed through Océ channels are being sold under the Canon brand and Océ products to be offered through Canon channels will be sold under the Océ brand.

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About Canon Europe
Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 116 countries and employing over 11,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon’s tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both...
consumer and business imaging solutions. Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers’ creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon believes that considering the interests of society and the environment is an integral part of good business practice. This is embodied in its corporate philosophy Kyosei - ‘To live and work together for the common good’.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)

**About Océ**

Océ is one of the world’s leading providers of document management and printing for professionals. The broad Océ offering includes high speed digital production printers and wide format printing systems for both technical documentation and color display graphics, as well as office printing and copying systems. Océ is also a foremost supplier of document management outsourcing. Many of the Fortune Global 500 companies and leading commercial printers are Océ customers. The company was founded in 1877. With headquarters in Venlo, The Netherlands, Océ is active in over 100 countries and employs some 22,000 people worldwide. Total revenues in 2009 amounted to €2.6 billion. Océ is listed on Euronext in Amsterdam. For more information on Océ, visit the corporate website [www.oce.com](http://www.oce.com).

For more information about Canon Europe or details of availability in individual countries please contact your local Canon sales company or:

Sarah Mitchell  
European PR Professional  
Canon Europe  
Tel. +44 (0) 20 8588 8205  
Mobile: +44 (0) 7814 394 922  
E-mail: sarah.mitchell@canon-europe.com

Greg Mills  
AD Communications  
Tel. + 44 (0) 1372 464470  
Mobile: +44 (0) 7740 511766  
gmills@adcomms.co.uk

For more information about Océ, please contact:  
Nick Gale, Manager Media Relations, Océ  
Tel. +31 77 359 56 28  
E-mail: nick.gale@oce.com