

Press Release

Canon demonstrates full professional print portfolio with largest ever Ipex presence

Hall 10, Stand CDEF270, 18-26 May 2010, Birmingham NEC, UK

- *Canon takes largest ever stand at an Ipex exhibition (2000m²)*
- *Zoned stand tailored to needs of graphic arts and Central Reprographics Department (CRD) customers*
- *Most comprehensive Canon portfolio yet of professional print technologies, solutions and business development tools*
- *First international showcase for imageRUNNER ADVANCE PRO light production series*
- *New 'Leap' cross media campaign inspires printers to take their business in new directions*

LONDON, 9 February 2010. Underlining its commitment to professional print, Canon will have its largest ever Ipex presence this year, showcasing its complete professional print portfolio over an exhibition area of almost 2000m².

The Canon stand at Ipex will be divided clearly into zones reflecting the production challenges that Canon's professional print customers face within the graphic arts and CRD sectors. On show will be the most comprehensive range yet of Canon professional print solutions.

These will include several **imagePRESS** colour and monochrome presses, many of which will be running live customer jobs managed by **Helix Production Workflow**. The new **imageRUNNER ADVANCE PRO** series of light production

engines will also be seen by a pan-European audience for the first time, offering new-to-digital printers an affordable and scaleable point of entry to the benefits of digital production. Commercial printers and CRDs looking to harness the business potential of large format applications such as graphics and signage will see a selection of Canon **imagePROGRAF** printers, offering photo quality and optimal productivity.

All devices will be connected to a real production, services and support hub, giving visitors open access to see how Canon responds to the genuine technical and production challenges that are a day-to-day fact of life in all professional print environments. Here, visitors can find out more about Canon's best-in-class service and support packages, and initiatives such as Advanced Operator Maintenance, designed to optimise uptime and profitability in today's just-in-time print businesses.

The Canon ***Path to Profit*** is a key feature of the stand at Ipex. Visitors are guided physically and visually along the digital print value chain towards the services and applications that will help them to differentiate themselves from competitors and escape print's 'commodity trap'.

Canon will also offer structured business support and advice to show-goers, with a timetable of short **Essential Business Builder** workshops. Essential Business Builder consultants will be available on the stand throughout the show to help printers with specific queries, or to guide them on how certain solutions might help them achieve their business goals.

Leap with Canon

Canon will engage with printers in the run up to the show through a comprehensive cross media pre-show campaign. Entitled 'Leap', the campaign sets out to inspire printers and give them the confidence to come to Ipex and talk to

Canon as a partner that can help develop their business in profitable new directions.

The first port of call for printers interested in seeing Canon at Ipex is the Canon Ipex microsite at www.canon-europe.com/ipex. Printers can register here, and will receive a series of personalised items, to maximise the value to them of a visit to the Canon stand.

On site, visitors looking for inspiration and motivation beyond the technology will gravitate to the **Leap Customer Gallery**, which offers real-world examples of Canon customers who have themselves made the 'leap', redefining their offering or pursuing innovative business models, applications or revenue streams to take their businesses forward.

"The four years since Ipex 2006 have been a period of enormous change for Canon and our professional print customers", comments Canon Europe's Professional Print Director, David Preskett. "The last Ipex was the launch pad for the imagePRESS series, which marked Canon's real debut as a serious contender in the production colour marketplace. Since then we've worked consistently to develop a world-class range of professional print technologies, solutions and business development tools, all designed to help professional printers evolve their businesses and achieve better margins by creating new value-added services."

Preskett continues: "In parallel with our own rapid progress in print, the market at large has experienced a crisis of confidence, fuelled by unprecedented economic conditions and a tightening of credit, and exacerbated by social trends and shifts in consumer and business behaviour.

"But now we sense renewed optimism, and printers are clearer than ever that their long term success depends on their ability to make positive change happen for

themselves. Ipex gives Canon a perfect opportunity to help printers make the leap into new areas of business they may never have thought of.”

-ENDS-

About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 120 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

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