

Press Release

Strong European take-up of Canon Professional Print Solutions

- *More than 1000 European customers now using Canon imagePRESS colour production engines with output breaking 100 million pages per month*
- *Sales of imagePRESS C1+ exceed 1,000 in first year*
- *Positive response to launch of trio of black and white imagePRESS engines*
- *250 installations of imageRUNNER ADVANCE PRO in Europe in the first 6 weeks*

LONDON, 09 February 2010. Customer take-up of solutions from across Canon's professional print portfolio is strong, with print service providers from across Europe responding enthusiastically to the roll-out of new products and services from Canon since the launch of the imagePRESS series at Ipex 2006.

During 2009, European installations of Canon imagePRESS colour production engines passed the 1,000 mark, boosted by the introduction in 2008 of the Canon imagePRESS C6000 and imagePRESS 6000VP models. Europe-wide, Canon now has an installed base of 1,100 imagePRESS colour production presses, across commercial print operations, central reprographic departments and print for pay businesses.

Additionally, sales of the Canon **imagePRESS C1+** model, introduced late in 2008, exceeded 1,000 units in 2009, with customers proving highly receptive to the opportunity to break new ground with their customers by offering an affordable method of creating special digitally printed effects using clear toner. Since the launch of imagePRESS in 2006, Canon's European customers have produced more than 1.9 billion colour pages on these devices.

The introduction of Canon's new trio of black-and-white engines - **imagePRESS 1135, 1125 and 1110** - in Spring 2009 brought imagePRESS quality and productivity to monochrome applications. More than 200 units had been installed around Europe by the end of the year, with particular success in Italy, partly due to the dynamic local market for black-and-white printed documentation such as technical and product manuals.

The introduction of the new **imageRUNNER ADVANCE C9060 and C9070 PRO** models in Autumn 2009 brought new levels of flexibility, productivity and quality to the light production arena, provoking an outstanding response from customers in CRDs and print for pay operations, and commercial print service providers looking to an affordable way to break into digital production or add back-up capacity. There were 250 installations of these models within the first six weeks after the launch, and demand from direct and channel customers remains exceptional.

Customers have also been highly receptive to Canon's consultative service offering, with interest in Canon's **Essential Business Builder Program** escalating rapidly during 2009. Over the last two years, Canon has run more than 100 separate Essential Business Builder workshops, benefiting close to 1000 customer delegates.

Canon Europe's Professional Print Director, David Preskett comments: "From new colour and black-and-white devices to groundbreaking light production engines to large format printers, we've maintained our commitment to the professional print community with a sustained programme of product launches addressing the real-world concerns of our customers.

"The commercial challenges faced by print service providers throughout 2008 and 2009 have been unprecedented, but what's clear is that Canon customers recognise that standing still is not an option. In the face of tough business conditions, they have looked to Canon, not only for technological solutions to their business problems, but also for guidance as to how take their businesses in new directions with our help. This partnership approach will continue to define our conversations with customers throughout 2010."

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About Canon (UK) Limited

Canon is a world-leading innovator and provider of imaging and information technology solutions for the home and office environments. Canon has a global philosophy of *Kyosei* - living and working together for the common good, which clearly demonstrates commitment to customers, staff and the environment shared by all.

Canon (UK) Ltd is the UK marketing and sales operation for the global company based in Tokyo, Japan. In the UK Canon employs around 1,800 people in various locations



including Ireland. The main business focus for Canon (UK) Ltd is in two clearly defined market segments: **Business Solutions** covering both the office and professional printing environments (including: multifunctional printers, IT consultation, photocopiers, printers, large format printers, fax machines, document management hardware & software) and **Consumer Imaging** (input solutions: film and digital SLR cameras, digital still compact cameras, camcorders, binoculars, calculators and scanners; and output solutions: Inkjet and laser printers, faxes, desktop all-in-ones and multimedia projectors). **Broadcast Division** is an extension of our product portfolio covering the supply and servicing of professional lenses and their accessories to the Television Broadcasting environment.

Further information about Canon UK Ltd is available at: www.canon.co.uk

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