

## CANON INTRODUCES THE NEXT-GENERATION imageRUNNER ADVANCE PLATFORM

*New Platform at the Core of Digital Business Communications Where Imaging Technology, Cloud Connectivity and Mobile Solutions Seamlessly Converge*

**MISSISSAUGA, ON, 31 October 2012** – Canon Canada Inc., a leader in digital imaging solutions, today announced the next-generation imageRUNNER ADVANCE Series, a platform of multifunction office systems designed to transform workflow from a series of individual processes to a continuous, integrated flow of shared information. The new platform features a variety of enhancements to the design, workflow, control, performance and environmentally-conscious functionality of each model. Providing a solution that converges existing office systems and services rather than simply connecting them, this series of imageRUNNER ADVANCE streamlines business workflows by incorporating innovative cloud and mobile solutions, extensive security measures and powerful new software offerings.

"We are a part of an incredible evolution of the workforce as organizations are now implementing more efficient and secure business processes than ever before," said Satch Hattori, Senior Vice President & General Manager, Imaging Systems Group of Canon Canada, a wholly owned subsidiary of Canon USA. "The imageRUNNER ADVANCE platform will serve as a business catalyst and central communications hub that merges a variety of mobile and cloud technologies to help facilitate seamless, optimized workflows."

### **Advanced Design**

The next-generation imageRUNNER ADVANCE models build upon the user-centric design of the previous generation, already rated highest in ease-of-use in the MFP industry by Industry Analysts, Inc.<sup>1</sup> With a customizable and streamlined display, users have the option to feature a logo or special graphics in the wallpaper background of the main menu of the user interface and tailor the quick menu to meet specific departmental or user needs. In addition, each device has the ability to act as a dynamic, personalized communications hub that streamlines business processes with document-driven workflow.

### **Advanced Workflow**

In today's increasingly mobile world, the next generation imageRUNNER ADVANCE models are equipped to take advantage of several mobile and cloud-based solutions that enable customers to safely print and scan from a variety of devices and locations.

### **Customizable for different needs and price points, Canon offers the following solutions:**

- Cloud Portal for imageRUNNER ADVANCE, a cloud-based print and scan solution that provides direct connection from Canon MFPs to Google Docs.
- Direct Print and Scan for Mobile, a peer-to-peer solution that provides print and scan functionality via direct communication between iOS and Blackberry mobile devices and Canon MFPs
- EFI PrintMe, a cloud-based mobile print solution that enables printing from any email-enabled mobile device to Canon MFPs
- uniFLOW, a complete, server-based output management solution that includes mobile printing and scanning
- Canon Mobile Printing, a mobile application available later this year that will enable users in homes and offices of all sizes to send print jobs directly from their iPhone and iPad to a compatible Canon output device

With drag-and-drop simplicity, the imageRUNNER ADVANCE Desktop Quick Printing Tool allows users to combine documents, print, fax and convert files to PDF format without opening the native application.

### **Advanced Control**

As security and control become increasingly important, Canon provides the tools to easily configure a system, migrate settings, safeguard data and track resources with the next-generation imageRUNNER ADVANCE systems. With Canon's server-less Advanced Anywhere-Print (AA-Print) solution that includes a new login application called Universal Login Manager, users can print to a connected Canon device and retrieve their documents after authentication at any Canon device on their network, and IT administrators can track usage and enforce printing control when needed. Each model is also equipped with a tamper-resistant security chip, which protects passwords and encryption keys. In addition, the standard HDD Data Erase and HDD Lock features help protect information even after the hard drive is removed.

### **Advanced Performance**

The new imageRUNNER ADVANCE platform builds upon the reliability of the first-generation lineup and provides improved copy quality along with faster output. This quality is enhanced by Canon's state-of-the-art imaging technology and the integration of a built-in ZIMA chip that supports delivery of crisp, clear copies. In addition, faster and more consistent processing speed is delivered through Canon's advanced imageCHIP architecture that features two dedicated processors that work together to accomplish multiple tasks simultaneously.

### **Advanced Responsibility**

Users will benefit from energy-saving and environmentally conscious features. The new models have a low Typical Energy Consumption (TEC) value and consume very little energy during sleep mode. Organizations can control their resources through intelligent device management solutions that optimize the use of toner and paper. In addition, the combination of fusing technologies and low melting point toner helps lower overall energy consumption.

### **Availability**

The next-generation imageRUNNER ADVANCE models will become available in the fourth quarter of 2012, with additional models added to the line-up in 2013. First to be introduced will be the imageRUNNER ADVANCE C5255/C5250/C5240/C5235 colour multifunction systems designed for small- to mid-volume workgroups, followed by the imageRUNNER ADVANCE 6275/6265/6255 black-and-white systems designed for high volume office environments and the imageRUNNER ADVANCE 8205/8295/8285 black-and-white light production systems. Specifications and pricing details will be announced when those systems become available.

### **About Canon Canada Inc.**

Headquartered in Mississauga, Ontario, the company employs 1,200 people at its offices nation-wide, servicing the Canadian market from coast to coast. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon's leadership in imaging, optical and document management technology and solutions is based in large part on the thousands of patents the company has secured throughout its history. Canon Inc. has been among the top four US patent recipients since 1994.

The company's comprehensive product line includes networked multifunction devices; digital copiers (colour and black and white); printers, scanners, image filing systems and facsimile machines; calculators, digital camcorders, digital cameras and lenses; medical imaging equipment, semiconductor, broadcast and other specialized industrial products. Canon Canada is dedicated to its Kyosei philosophy of social and environmental responsibility.

For more information, visit [www.canon.ca](http://www.canon.ca) or join us on Facebook at [www.facebook.com/CanonCanada](http://www.facebook.com/CanonCanada)

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† Based on weekly patent counts issued by United States Patent and Trademark Office.

All referenced product names, and other marks, are trademarks or registered trademarks of their respective owners.

1 According to the 2011 Office Products Analyst report by Industry Analysts, Inc.

2 Availability, prices, and specifications of all products are subject to change without notice. Actual prices are set by individual dealers and may vary.