

Canon U.S.A., Inc. Introduces A New Large Format Printer Series Offering Customers An Affordable And User-Friendly Printing Solution

MELVILLE, N.Y., February 27, 2014 – Designed for the poster and infographics markets, Canon U.S.A., Inc., a leader in digital imaging solutions, today announced the new SE Series imagePROGRAF large format solution lineup. Consisting of the six-color 44-inch iPF8400SE Printer and 24-inch iPF6400SE Printer, the SE Series offers a cost-effective easy-to-use solution for on-the-spot in-house printing in retail, education and government industries.

"The addition of the new SE Series truly rounds out Canon's robust lineup of large format printing solutions," said Sam Yoshida, vice president and general manager, Marketing, Business Imaging Solutions Group, Canon U.S.A. "Adding to the portfolios already expansive capabilities, the SE Series now reaches customers looking to print vibrant infographic-oriented posters at an affordable price."

Output Quality

Canon's newly developed six-color ink system utilizes LUCIA EX ink to help achieve the vibrant color reproduction required for output such as retail posters, while helping to ensure high-quality color printing. Featuring the traditional Cyan, Magenta, Yellow, Black and Matte Black inks, along with Red ink, users can expand the color gamut beyond Canon's imagePROGRAF eight-color models in the yellow to red regions to help produce vibrant and eye-catching posters. Through Canon's unique nozzle design, one printhead delivers six colors through six channels helping to deliver outstanding output from 15,360 individual nozzles. Additionally, the LUCIA EX pigment ink system helps to provide outstanding durable colors and scratch resistance for posters, POP materials, and other applications.

Productivity Enhancing Performance

The SE Series boasts a variety of features designed for efficiency and ease-of-use. Using the fast printing mode, the iPF SE Series can print an A1/D sized poster on coated paper in approximately one minute. The compact body design offers a small footprint for easy spacial positioning, and the hot-swap ink tanks, which through the use of a sub-ink tank system, allows the inks to be changed while a job is in progress without stopping the print job. For added user convenience, an operator assistance function can be set up on the device to provide messages that notify the user of needed routine services to help limit interruptions during print jobs.

Affordability and Cost-Savings Benefits

Through a product design that focuses on essential features, the SE Series offers a low cost purchase option for small retailers and businesses. The SE Series incorporates cost-saving benefits such as low-ink consumption through the Economy Printing mode. In this mode, overall color density is reduced to help cut ink consumption by up to 50 percent compared to Standard

mode. Large ink tanks*, an additional cost-saving feature of the SE Series, are available to help contribute to a lower total cost of operation. Adding to potential cost savings, the Canon Printer Driver provides a free layout (nesting) feature, allowing for various print jobs to be placed on one sheet of media.

Abundant Software Capabilities

To help simplify printing, the SE Series includes several workflow solutions. PosterArtist Lite, allows for the fast and easy creation of posters. With PosterArtist Lite users can benefit from pre-designed templates, royalty-free images, clipart, backgrounds, frames, text graphics, an image correction function that automatically corrects image colors, and a Cut Out function to remove selected areas of an image. A full version of PosterArtist is available for purchase which includes additional pre-designed materials and advanced features such as Auto Design, Variable Printing, Design Check, Ambient Light Correction and Advanced Image Editing.

In addition to PosterArtist Lite, the SE Series has several other valuable software solutions. The Canon Printer Driver includes a new poster print setting to help users create vivid and eye-catching posters. Direct Print & Share** offers users cloud-based sharing capabilities, and several other management tools to help enhance set up and efficiency such as the Accounting Manager. This helps users track printing cost and a Media Configuration Tool for the quick and easy update of media information. Operating applications such as Print Plug-in for Microsoft Office® Suite are also included.

Along with these new printing solutions, Canon is also pleased to announce the addition of a new Heavyweight Coated Paper HG, 145gsm to its large format media lineup. This new media transitions Canon's heavyweight coated offering from 140gsm to 145gsm, and is excellent for the SE Series printers as users look to create their vibrant posters and signage.

Canon imagePROGRAF models are available through Authorized Canon Dealers and Premier Partner Resellers.

The manufacturer's suggested retail price (MSRP) is \$2,495 for the iPF6400SE printer and \$4,495 for iPF8400SE the printer.***

About Canon U.S.A., Inc.

Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. With approximately \$36 billion in global revenue, its parent company, Canon Inc. (NYSE:CAJ), ranks third overall in U.S. patents registered in 2013† and is one of Fortune Magazine's World's Most Admired Companies in 2013. In 2013, Canon U.S.A. has received the PCMag.com Readers' Choice Award for Service and Reliability in the digital camera and printer categories for the tenth consecutive year, and for camcorders for the past three years. Canon U.S.A. is committed to the highest level of customer satisfaction and loyalty, providing 100 percent U.S.-based consumer service and support for all of the products it distributes. Canon U.S.A. is dedicated to its *Kyosei* philosophy of social and environmental responsibility. To keep apprised of the latest news from Canon U.S.A., sign up for the Company's RSS news feed by visiting www.usa.canon.com/rss and follow us on Twitter [@CanonUSA](https://twitter.com/CanonUSA).

For media inquiries, please contact pr@cusa.canon.com.

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

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*The iPF6400SE printer has the option for 300ml ink tanks, which is more than double the amount of the 130ml tanks, The iPF8400SE printer can utilize both 330ml or 700ml ink tanks.

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