

Outline for Oral Presentation: Canon Inc.

I. Company Overview

- i. Founded year: 1937 (officially became Canon Inc. in 1969)
- ii. Headquarters: 30-2, Shimomaruko 3-chome, Ohta-ku, Tokyo 146-8501, Japan
- iii. Employee size: 25,696 (As of December 31, 2012)
- iv. Subsidiaries: 275 (as of Dec. 31, 2012)

II. Company History (important highlights in company's run)

- i. 1933-1936 — Japan's first 35mm focal-plane shutter camera is developed (before Canon is established as a company)
- ii. August 1937 — Debut of Canon (as Precision Optical Industry, Co. Ltd.)
- iii. 1947 — Company becomes Canon Camera Co. Inc.
- iv. 1955 — Canon opens its New York Branch office
- v. 1954-1958— Canon and NHK Science and Technical research labs jointly work to develop a television camera for broadcasting
- vi. 1959 — Canon develops first SLR (single lens reflex) camera
- vii. 1964 — World's first 10-key calculator, the Canola 130, is introduced
- viii. 1965 — Canon U.S.A., Inc. is established;
- ix. 1969 — Company officially becomes Canon Inc.
- x. 1972 — Canon launches the first camera with a built-in micro-computer (F-1)
- xi. 1985 — Canon develops the first inkjet printer using Bubble Jet technology
- xii. 1992 — The world's first eye-controlled AF SLR camera (EOS 5) is introduced
- xiii. 1995 — Canon develops the first camera lens with an internal image stabilizer is introduced; full-color copying machine is introduced
- xiv. Canon develops the ELPH, a zoom compact digital camera is launched
- xv. 2005 — Canon develops the HD video camcorder is introduced
- xvi. 2013 — Canon is ranked as one of World's Most Admired Companies by Fortune Magazine
- xvii. February 2014 — Lawsuit is filed against Canon for violation of the Fair Credit Reporting Act (FCRA) by employee Anya McPherson

V. Financial Highlights (revenue, sales, based on past years)

- i. In 2011, net sales reached over \$45 million
- ii. In 2011, net income reached to \$3 million
- iii. In 2012, net sales reached to \$39 million (reduction in sales)

iv. In 2012, net income reached \$2 million

III. Key Competitors

- i. Nikon
- ii. Olympus
- iii. Sony

IV. Products

- i. Cameras/Camcorders (Canon EOS 5, PowerShot Digital ELPH, SLR cameras, F-1, etc.)
- ii. Imaging equipment (inkjet printers, projectors, scanners, etc.)
- iii. Office Systems (laser printers, photocopiers, toner cartridges, etc.)
- iv. Industry equipment (FPD display, LCD panels, radiography, digital X-ray machines, semiconductor lithography equipment, etc.)

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