

Canon Inc.

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GRA 2406

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Company Information



- **Fujio Mitarai: Chairman and CEO**
- **Tsuneji Uchida: President and COO (Chief Operations Officer)**
- **Founded in August 10, 1937**
- **Parent company in Tokyo, Japan**
- **197, 386 employees**
- **Headquarters: 30-2, Shimomaruko 3-chome, Ohta-ku, Tokyo 146-8501, Japan**

History

- 1933 – named “Precision Optical Instruments Laboratory”
- 1935 – files for name change to “Canon”
- 1955 – Canon’s NY branch is opened
- 1969 – Precision Optical Instruments Laboratory --> Canon Inc.
- 1984 – world’s smallest and lightest laser printer introduced (LBP-8)
- 2000 - iR3250, a multifunction device introduced
- 2006 - imagePROGRAF iPF9000, a large format inkjet printer introduced
- 2007 – imagePRESS C7000VP digital press introduced
- 2009 - imageRUNNER ADVANCE network multifunction device introduced

Key Financials (2010)

- Revenue: 3.706 trillion JPY = \$45.764 billion
- Net income: 246,603 billion JPY = \$3.044 billion



Products

imagePROGRAF iPF8300S

- 44" printer
- large format output
- high quality images
- 8 color LUCIA EX* ink set
- 160 GB hard drive
- built-in calibration



* increases color gamut by 20%, scratch resistance, consistent high quality output.

imagePRESS C6010VP

- Mid to large size outputs
- 60 letter size prints /min
- 1200 x 1200 dpi resolution
- 256 levels of grayscale
- clear, sharp images
- avoids slowdowns and
downtime



imagePRESS C6010

- Maximum speed of 60 pgs/min
- output is equivalent to offset quality
- does including saddle-stitched booklets, hard-copy reproductions, direct mail pieces, and marketing collateral.



imagePRESS C1+

- 14 pages/min for color
- 60 pages/min for black & white
- 40 pages/min for clear printing jobs
- can handle coated and textured stocks



Key Competitors

- **Konica Minolta** – focuses on production in the printing market. Has copiers, laser printers, fax machines, and multifunction devices.
- **Ricoh Company** - focuses on manufactures and sales of office equipments. They include: digital and analog copiers, multi-functional printers (MFPs), laser printers, facsimile machines, and digital printing presses.
- **XEROX** - provides printing equipments which includes: digital printers, digital copiers, multi-function machines, projectors, engineering plotters, image processing systems, and fax machines.

Customer Reviews (imagePROGRAF iPF8300S)

PROS

- “This printer is a fantastic value for the money. I print my on portraits. I've never had a problem with skin tones. I also print canvas with this printer and it looks great.”
- “Easy Setup, High Quality Output, Easy To Use, Outrageously Good Color Range.”
- “Easy Setup, High Quality Output, Easy To Use.”

CONS

- “Poor Media Handling, Sheet Handling Is Awful”
- “Unfortunately I print on many traditional uncoated fine art papers that only come in sheets, and the five sheet loading experiences so far have been awful enough to give me some concerns.”



Customer Reviews (imagePRESS C6010)

(Based on 15 reviews)

- Ease of use: average of 6.20 said very user-friendly
- Highly efficient?: average of 7.20 said its efficient
- Reliability: average of 6.40 said it's reliable
- Value for money: average of 6.60 said it's worth it



Customer Review (imagePRESS C1+)

(Based on 137 reviews)

- Ease of use: average of 7.64 said very user-friendly
- Highly efficient?: average of 8.01 said its efficient
- Reliability: average of 7.82 said it's reliable
- Value for money: average of 7.76 said it's worth it



Works Cited

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- <http://www.canon.com/about/greeting/index.html>
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