

GROW WITH A LEADER

Canon 2016 U.S. Market Leadership
Business Imaging Solutions



CANON

#1

**TOTAL MARKET
SHARE LEADER
OFFICE SEGMENT***



*"Office Segment" defined as
printers, copiers, and MFPs
that support A3-sized paper.

Canon. The Natural Partner for Business.

WHY CANON?

BUSINESS IMAGING SOLUTIONS THAT HELP KEEP YOUR BUSINESS GROWING

Canon started as a small camera company in 1937 and took its first step into the global market with the opening of a U.S. office in New York City in 1955. Today, it's an international leader of digital imaging solutions in the consumer, business-to-business, and industrial sectors, with millions of satisfied customers worldwide.

Now you, too, can experience the innovative, reliable Canon technologies and the many exciting benefits they bring. What's more, with its U.S.-based customer service and support network,

you'll enjoy high levels of customer satisfaction and loyalty, just as you'd expect from a leader.

And you can feel good about partnering with Canon. Through its corporate philosophy of *Kyosei*, Canon is committed to dedicating itself to social and environmental responsibilities, as well as contributing to the prosperity of people in local communities and around the world. It's easy to see why Canon is the natural partner for your business.



CANON #1 2016 TOTAL U.S. A3 COPIER/MFP (MONOCHROME and COLOR)

General Office Market – All Segments (Monochrome and Color)*

MANUFACTURER	UNITS
CANON	219,031
Ricoh	181,101
Xerox	141,776
Konica Minolta	123,757
Toshiba	51,061
Sharp	49,990
Kyocera Document Solutions	45,242
HP	15,406
Others	10,649
Grand Total	838,013

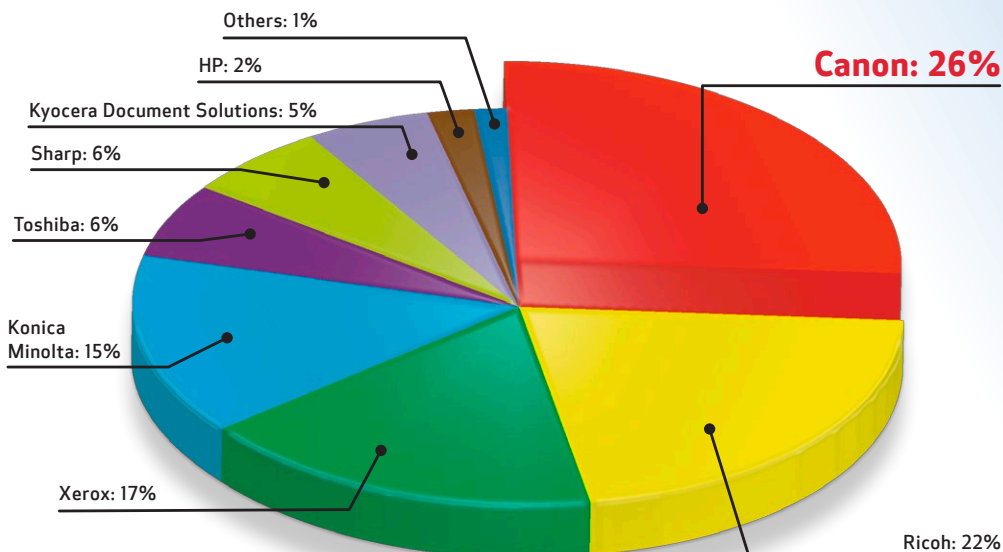


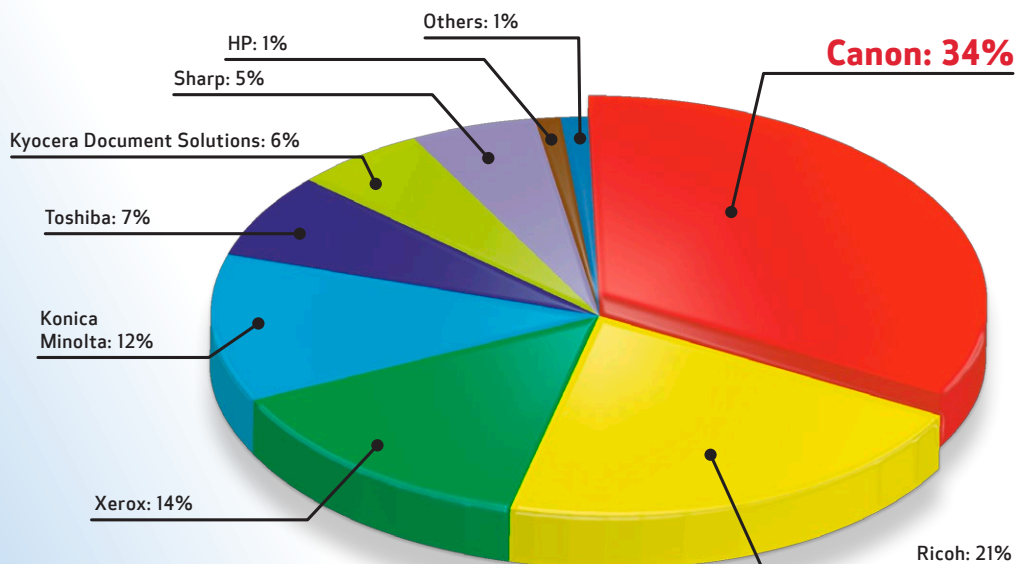
Chart created by Canon based on Source: IDC U.S. Quarterly Hardcopy Peripherals Tracker, 2016 (Q4/FY), February 9, 2017.

* Data refers to laser MFPs.

Note: OEMs with market share of less than 1% are not shown in pie chart at right.

CANON #1 2016 TOTAL U.S. A3 COPIER/MFP (MONOCHROME)

General Office Market – All Segments (Monochrome)*



MANUFACTURER	UNITS
CANON	139,419
Ricoh	86,486
Xerox	56,555
Konica Minolta	50,469
Toshiba	27,932
Kyocera Document Solutions	23,964
Sharp	22,003
Others	3,598
Grand Total	414,990

Chart created by Canon based on Source: IDC U.S. Quarterly Hardcopy Peripherals Tracker, 2016 (Q4/FY), February 9, 2017.

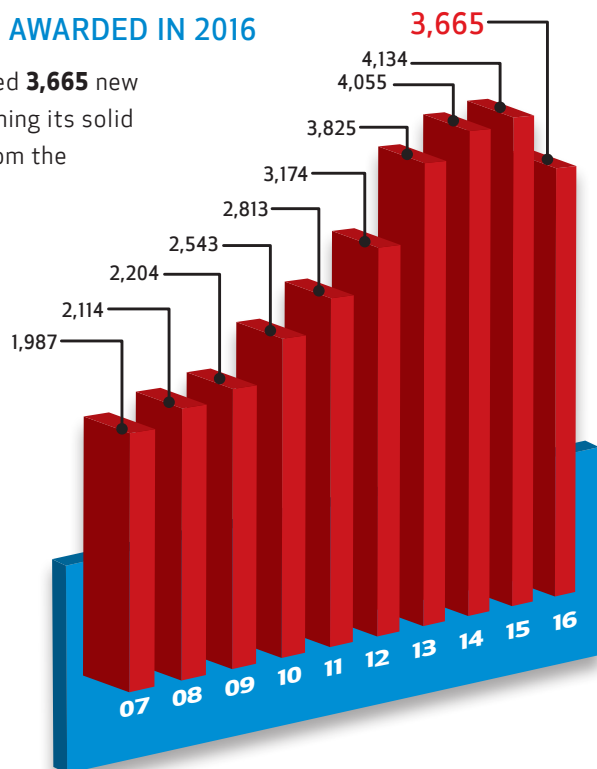
* Data refers to laser MFPs.

Note: OEMs with market share of less than 1% are not shown in pie chart at left.

COMMITMENT TO INNOVATION

CANON PATENTS AWARDED IN 2016

Canon Inc. was granted **3,665** new U.S. patents, maintaining its solid top three position from the previous year.



Source: U.S. Patent and Trademark Office (March 2017)

In the ongoing effort to continually enhance its market position, Canon strives to produce new products as well as develop innovative technologies. Its commitment to R&D is clearly evidenced by the large investment the company makes toward this effort.

In 2016, Canon re-invested 8.9% of its annual net sales into R&D, once again proving that Canon is committed to your success—today and tomorrow.

INDUSTRY AWARDS AND RECOGNITION

Canon U.S.A. receives numerous awards and recognition from top industry analysts and holds leadership positions in key segments of the office imaging market.

When choosing Canon, you can be assured that you're partnering with a company that delivers outstanding technologies across a range of markets.



2017 Wide-Format
Graphic Arts Printer
Line of the Year



2017 A3 MFP
Line of the Year



2016 A3 MFP
Line of the Year



2017 Innovative Product of the Year
Better Buys for Business
imageRUNNER ADVANCE
8500 Series



2016 Editors Choice
Better Buys for Business
imageRUNNER ADVANCE
C5500 Series



imagePRESS C850

SOLUTIONS FOR ANY SIZE BUSINESS

As a leader in advanced digital imaging, Canon offers its customers a comprehensive line-up of solutions. Whether it's software to help streamline workflows or imaging devices for small offices, large enterprises, or high-volume production environments, Canon has a solution to suit virtually every need, application, and budget.



Color imageCLASS LBP352dn Printer



imagePRESS C850 System*



imagePROGRAF PRO-6000S
Large-Format Printer



CR-2 PLUS AF Digital
Non-Mydriatic Retinal Camera



CXDI-701C Wireless Digital
Radiography System



imageRUNNER ADVANCE C355iF MFP*



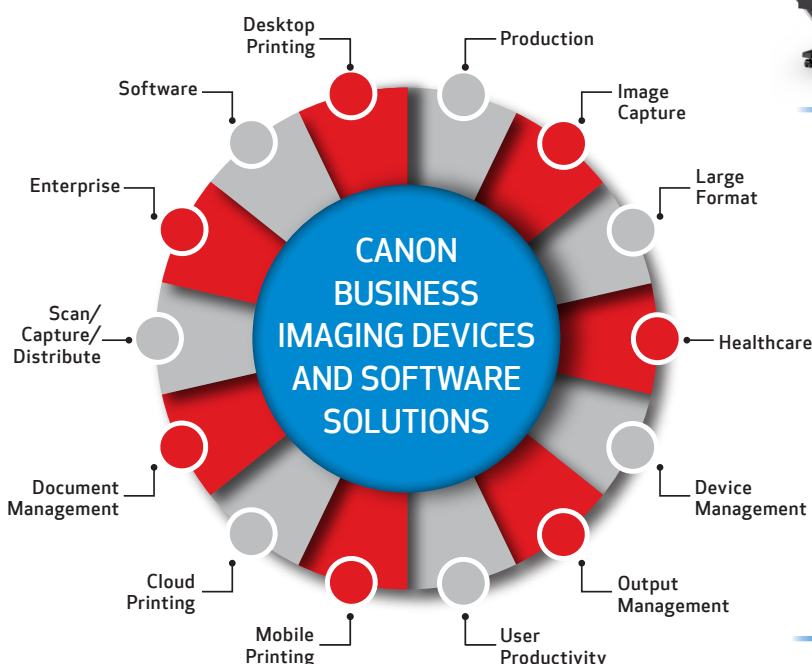
imageRUNNER ADVANCE 6575i System*



varioPRINT 140/135/115 Digital Press*



imageFORMULA DR-M160II Scanner



Enterprise
Imaging Platform

uniFLOW

Therefore

* Devices shown with optional accessories.

COMPLETE SOLUTIONS WITH PROFESSIONAL SERVICES AND ALLIANCES

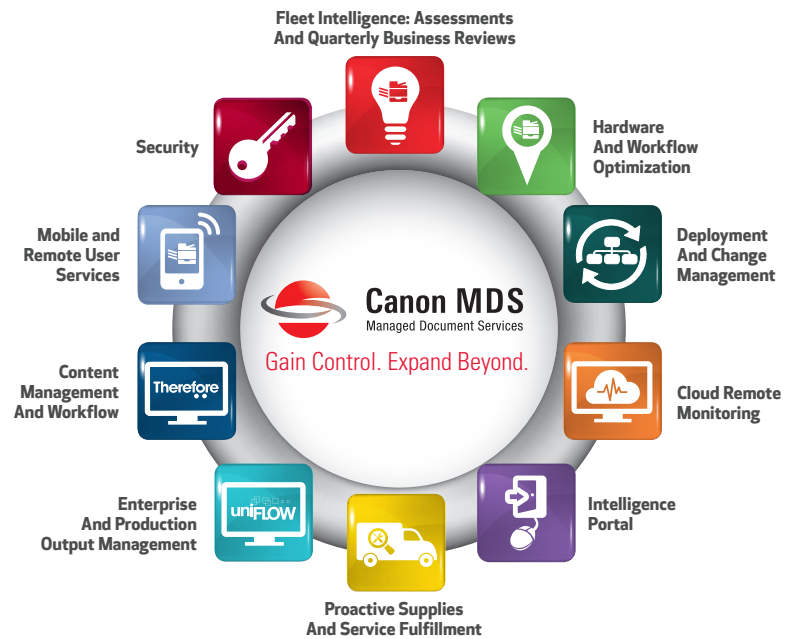
Canon's Professional Services organization delivers outstanding value to its channel partners and customers by designing and implementing solutions that can help create a positive impact on business application workflow and user productivity. Leveraging Canon's technology and experience in both digital imaging and business process automation, the Professional Services team can help customers increase operational effectiveness for a more efficient, productive organization.

Through its alliance activities, the Professional Services team is further committed to helping its customers meet their digital office needs. Working with leading software and hardware organizations provides solutions that help automate document-intensive business processes, such as those found in Accounting and Finance. They're also designed to bring added value and satisfaction with the customers' technology investment.

CANON SERVICES PORTFOLIO

- Business Process Automation
- Procure to Pay Automation
- Accounts Payable Automation
- Order to Cash Automation
- Order Management Automation
- Field Service Automation
- Print Management
- Document Conversion
- Document Conversion for Healthcare
- Custom Software Development
- Implementation Services
- Premium Help Desk Support

SIMPLIFIED MANAGED DOCUMENT SERVICES



OUTSTANDING SERVICE LINE-UP AND SUPPORT



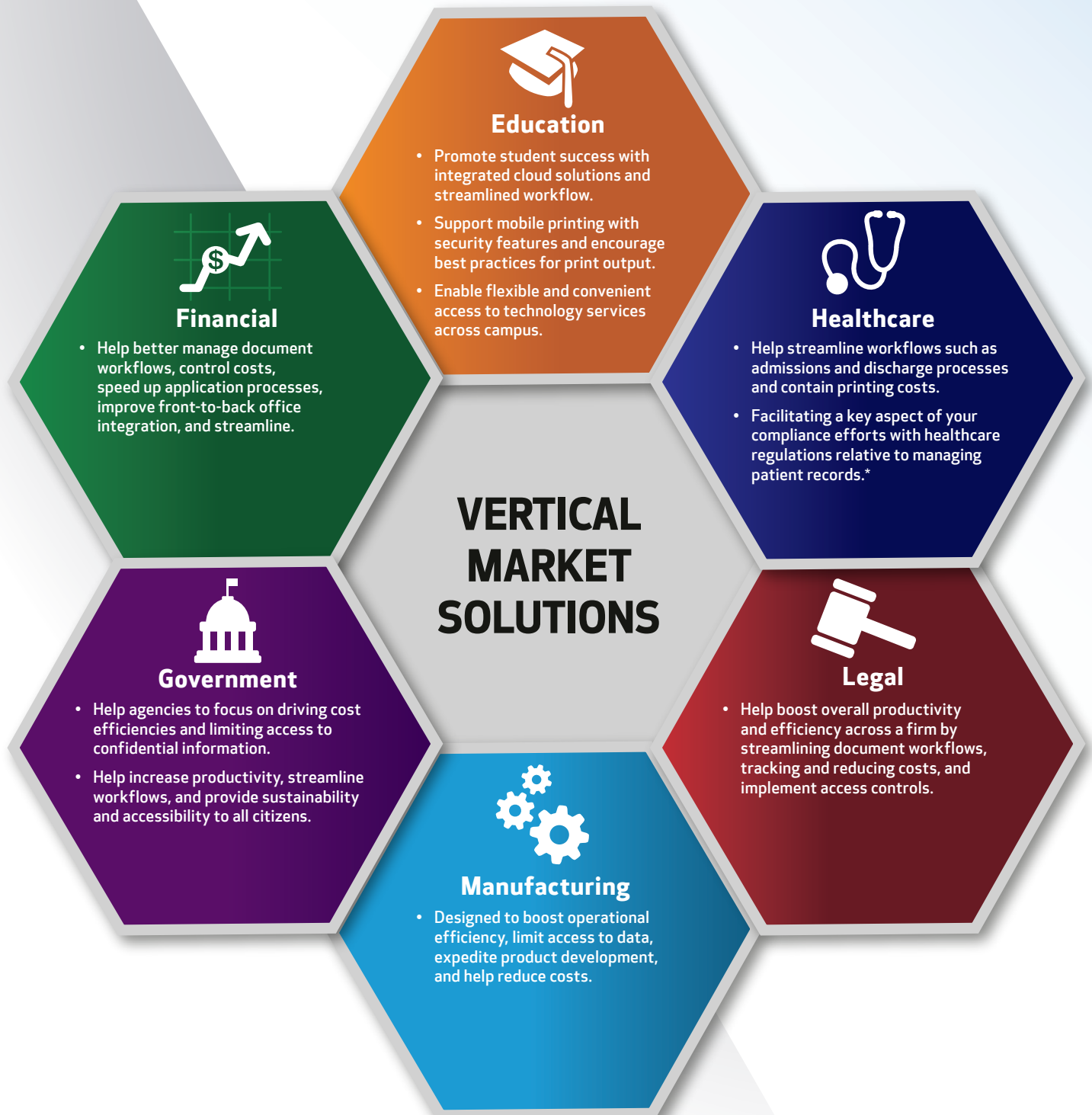
Canon's Authorized Dealer network provides technical and sales expertise to customers, enabling them to implement the right solution for their application workflows. Canon's channel partners

undergo comprehensive training and certification to help build and maintain their staff of highly skilled professionals who support Canon's solutions and the needs of their customers. Canon's commitment to delivering world-class, 100% U.S.-based support to its Authorized Dealers is yet another way Canon strives to provide the highest-level of customer service excellence.



VERTICAL MARKET SOLUTIONS

Canon offers solutions and services that support various industry-specific workflows and requirements to help its customers be more productive, competitive, and cost-efficient.



ENVIRONMENT, ACCESSIBILITY, AND SECURITY SOLUTIONS

Canon strives to support its customers' initiatives by creating products that are people-friendly, help to minimize environmental impacts, and limit access to information.

ENVIRONMENT

By seeking to minimize environmental impacts, Canon's sustainability initiatives include pollution prevention, resource conservation, and energy efficiency. This translates into helping its customers meet their own sustainability initiatives through environmentally conscious product design.

ACCESSIBILITY

Canon helps to address the needs of people with disabilities in the workplace by offering office equipment technology with a Universal Design. This helps workers perform their tasks more independently and productively.

SECURITY

Canon provides a wide array of security solutions to help support the sensitive information from being accessed, retrieved, or distributed only by authorized users.



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