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HP's Edgeline is the new Engine That will Drive Color into the Office

In today's competitive business world, companies are always looking for an edge to be able to work smarter and faster while producing the highest quality available. This adage carries over to the world of creating and distributing documents to effectively communicate in the office. We live in a color world, while most business documents are still produced in black and white.

Chief Financial Officers can more effectively communicate the financial status of their company by leveraging color in their documents. Real Estate companies can effectively market a home through the use of color photos in home brochures and flyers. Hospitals can better communicate patient information with the use of color in documents.

Cost, reliability, and ease of device network connectivity for resource sharing have been major impediments to the use of color copiers and multifunction printers (MFP) in the office. Color copiers and MFPs have traditionally been placed in specialty office applications.

Hewlett-Packard Company recognized these opportunities and challenges. The result is the introduction of a new product leveraging HP's ink-based printing technology heritage. HP is rolling out its latest series of color MFPs with Edgeline Technology representing a huge change for the company in the areas of technology, pricing, business partnerships, and distribution. Edgeline is an engine that HP developed and is based on ink technology instead of toner.

An ink-based MFP requires fewer components – no fuser and drums – to create and image, versus traditional toner-based color copiers and MFP's. This improves product reliability, reduces the cost of maintenance and results in a significantly lower cost per print or image.

A second major advantage of HP's ink-based Edgeline technology is the ability to accurately calculate how much color ink is used on a page of output. Traditional color copiers from other companies charge you the color page rate — \$.10 to \$.15 – if all you have on the page in color is a web site – www.cannon4.com.

HP's Edgeline technology has the capability of recognizing how much ink is actually used and only charges you for the color you use – not the whole page.

Does all of this sound too good to be true? As the adage goes, "most things that are too good to be true usually are not true." HP's Edgeline technology successfully challenges the conventional wisdoms of office color copying and printing.

HP introduced the first two color MFPs with Edgeline technology inside on April 11. The first two products are the CM8060 and CM8050 Color MFPs. And, the office world will take notice.

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Edgeline Demo Days

Cannon IV will conduct Edgeline Demonstration Days June 13-15 in Indianapolis. Call Director of Sales Jim McMeel today at 317-951-0500 or 800-825-7779 to schedule your demo.



HP Announces New Designjet Printers for Creative and Technical Professionals

Hewlett-Packard continues to set new price and performance benchmarks in large format printing for the creative professional and the technical professional. The creative professional – photographers, digital fine artists, and prepress specialists – will appreciate the new Z3100ps and the new Z6100 Designjet printers. The technical professional – architects, mechanical and electrical engineers, GIS professionals that need high-quality and low cost output from CAD systems – will appreciate the T610 and T1100 Designjet printers.

Hewlett-Packard has set the direction for the new line of large format printers it will launch this Spring. Some of the key aspects of the new printers include:

- New inks and color technologies to enhance color printing
- Stunning output quality that lasts across a wide variety of applications
- Faster performance with new printhead technologies and improved processing
- Improved confidence that you will print what you expect the first time
- Remote print management that allows you to manage workflow, monitor printer status and track supplies usage

HP Designjet Z6100 Printers

The new HP Designjet Z6100 Printer series delivers exceptional print speeds with outstanding image quality and consistency unmatched in the industry. And with the HP embedded spectrophotometer and original HP Vivera inks, users get accurate color calibration to deliver unparalleled color consistency print-to-print and printer-to-printer. Introducing an industry-leading combination of image quality and productivity the new eight-ink HP Designjet Z6100 Printer series enables digital print shops and sign makers, as



well as GIS/CAD professionals, to increase print capacity, reduce turnaround times and offer new, high-quality printing applications to customers and clients while delivering predictable, consistent color.

Key features and benefits

- The HP Designjet Z6100 Printer series offers a leading combination of image quality and speed – printing over 1,000 ft²/hr (92 m²/hr) on plain paper and over 250 ft²/hr (23.2 m²/hr) on glossy photo paper
- Optimized for high-volume, unattended printing – new HP Optical Media Advance Sensor reduces banding at high print speeds; longer roll support (up to 575 ft/175 m) and high-capacity 775-ml original HP ink cartridges enables longer unattended runs
- Features HP DreamColor Technologies with the industry's only built-in spectrophotometer with GretagMacbeth/X-rite Eye-One Color Technology to

intuitively ensure consistent, accurate colors from print-to-print and printer-to-printer regardless of environmental conditions and across a wide range of media

- Available in 42- and 60-inch models
- HP Designjet Z series is PC and Macintosh compatible

HP Designjet T-Series Printers

The new HP Designjet T-Series Printers, which includes the HP Designjet T610 and T1100 Printer series, offer a new standard of print quality with its Three-black ink set and HP Vivera inks, delivering exacting detail, a wider range of colors and hard-to-achieve tone reproduction. The HP Designjet T-Series Printers build upon the proven reliability of HP large-format printers by adding enhanced compatibility and dependability delivered by HP-GL/2 and in-printer processing architecture. In addition, these printers can print an A1/D page in 35 seconds, enabling project print speeds up to three times faster than the previous offering, the HP Designjet 800 series, and twice the speed of the HP Designjet 1000 Printer series.

Key features and benefits

- Improved line accuracy to 0.1% and 0.0423 mm minimum line width
- Up to three times faster than previous HP Designjet models, printing A1/D size in 35 seconds
- A wide range of vivid colors produced by original HP Vivera inks. With the addition of gray ink in the HP Three-black ink set, the printing system achieves more accurate color and true neutral gray for smooth area fills, more depth, and more subtle contrasts, from the most vivid color to the softest tones
- The HP Designjet T-Series Printer's color emulations ensure that colors produced are consistent across HP Designjet printers, including the HP Designjet 500, 800 and 1000 series, enabling more collaboration and consistent colors with other HP Designjet printer users
- The HP Designjet T Series is PC and Macintosh compatible
- The HP Designjet T610 and T1100 Printer series will be compatible with the industry's key CAD and GIS applications, such as AutoCAD, ESRI, Bentley and Dassault Systèmes
- Print speeds:
 - Line drawings: 35 sec/page on A1/D, 70 A1/D prints per hour with Economode on; 52 A1/D prints per hour with Economode off
 - Color images: 445 ft²/hr (41m²/hr) in Fast mode; 30 ft²/hr (2.8 m²/hr) in Best mode
- Available in 24- and 44-inch models

HP Designjet Z3100ps GP Photo Printer series

Deliver exquisite color and true black-and-white results with breakthrough color quality, accuracy, and consistency. Count on HP for printing that's easy, reliable and predictable—for posters, banners, maps, presentations, photos and fine art reproductions.

Printer series at a glance HP Designjet Z3100ps GP Photo Printer

- Choice of 24- and 44-inch models
- Drivers for Windows® and Macintosh®
- 256 MB RAM and 40 GB hard disk
- Embedded Adobe PostScript 3 RIP
- Direct file submission of HP RTL, HP-GL/2, CALS, TIFF, JPEG, PostScript, and PDF files
- Optional Advanced Profiling Solution, including colorimeter for monitor calibration

Cannon IV Customer Finds Comfort in Helping Families of Deployed Troops

Military deployment is a stressful time for families, especially children. Understanding this, SFC Graphics in Toledo, Ohio, created flatdaddies.com to facilitate ordering, production and printing of life-sized posters of soldiers who are deployed around the world.

Eric Crockett of SFC, which is a customer of Cannon IV, said he remembers hearing a broadcast on National Public Radio last August about a woman, Barbara Claudel, who was printing Flat Daddies for the Maine National Guard unit's families. These life-sized posters are offered at no cost to the family of the deployed service member.

These life-sized cutouts help those at home cope while their loved ones are serving the United States in the military. Crockett said he e-mailed Claudel, who was ecstatic that someone had heard the broadcast and was willing to help. She started directing people to SFC and the orders started to trickle in. After a short time, the orders climbed to 30 to 40 a month and eventually reached 50 to 100 a day.

The idea of administering this philanthropic endeavor became daunting, so SFC upgraded the Web site – www.flatdaddies.com – so people could place their order and donate to support the program. “We are committed to print 60 a week free of charge based on our existing commitments and sponsorships,” Crockett said, adding that the orders far outpace the weekly printing quota.

He said Flat Daddies has gotten a lot of media attention over the past year; therefore, the orders continue to come in. Crockett has recently had to turn his attention to encouraging others to participate in the program to help get the supply up to a point that better matches the demand.

Anyone interested in donating to help offset the costs of the program, visit www.flatdaddies.com, send an e-mail to support@flatdaddies.com or call 800-537-1130, extension 5231.



Edgeline

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“Edgeline is revolutionary technology that will reduce the cost of printing/copying a document in color in the general office,” said Jim Fall, Vice President of Strategic Planning for Cannon IV. “Using HP’s invented Edgeline Technology, the new color MFPs being introduced will convert the business office from a black and white world to a color world. The speed, color quality and low cost per image will make color business documents affordable.”

Edgeline comes in two models: CM8060 Color MFP and the CM8050 Color MFP. These MFPs will improve productivity and control expenses through their multi-function features and reliability. The new Edgeline products will:

- **Save time with outstanding print speeds.** Print a wide range of common business documents at an average of 60 pages per minute black and white and 50 pages per minute color with the CM8060. Using the CM8050, you can print an average of 50 pages per minute in black and white and 40 pages per minute in color.
- **Keep operating costs under control.** The MFP has three pricing levels for color: one price for each page of professional color, another lower price for general office color, and a third for color accent. This makes the product significantly less expensive to operate..
- **Handle your paper better.** The standard CM8060 and CM8050 Color MFPs come with three 500 sheet input trays, an 80 sheet multi-purpose tray, and a 100 sheet automatic document feeder. There is an optional 4,000 high capacity input tray. The MFPs can support up to 58 lb. bond paper, 65 lb. cover stock and 120 lb. index stock.
- **Easily connect to your network.** The MFPs come standard with 10/100/1000T Fast Ethernet embedded print server and comes standard HP PCL 6, HP PCL 5c, postscript and direct PDF printing.
- **Lower your maintenance costs.** The MFP delivers HP reliability, with recommended monthly volume ranges as high as 50,000 pages per month.
- **Optimize Print Quality with Original HP supplies.** HP MFPs with Edgeline Technology are designed to work with Original HP printing supplies to maintain machine reliability and optimize the quality of every page printed.
- **Eliminate threats with HP’s security framework.** HP helps safeguard your business with capabilities, with LDAP authentication and private printing that better secure the product, protect critical infor-



mation on the network, and simplify the way you manage your environment.

- **Provide an unsurpassed user experience.** HP’s Easy Select Control Panel features a 10-inch color touch screen that clearly displays all available applications. The AutoNav feature is an automatic navigation tool that guides users through fixing paper jams with LED arrows and step-by-step video and text instructions.
- **Allow easy management from anywhere.** Web Jetadmin device management software enables efficient installation, configuration, and management.
- **Increase efficiency with an embedded print server.** The full-featured HP Jetdirect print server helps you get the most from your MFP, with outstanding performance, advanced security features, and support from a broad range of network operating systems and protocols.
- **Integrate documents into your workflow.** Enjoy embedded send-to-e-mail, send-to-network folder, send to LAN fax, and send to Internet fax functionality.

Cannon IV is part of a select group of resellers certified and authorized to sell and support the CM8060mfp and CM8050mfp. Cannon IV is the only authorized reseller in Indiana and one of two authorized resellers in Ohio.

“I was shocked and pleased at the same time. This radically changes everything that we know about the smaller format MFP. It’s not only faster, it’s cheaper, and has very high quality output.” said Paul Clark, president of SFC Graphics in Toledo, OH

Jim Fall said that the introduction of this new line “shows HP’s continued commitment to the industry-leader MFP product line with a goal of becoming number one in the world.”



A Message from the President



Cannon IV is sending a message – a strong message to our employees, customers, and vendors – that we will be a player in the printing, copying and document imaging solutions market for years to come. We have a dynamic staff and a dynamic set of products. Over the next year, we plan to invest in the infrastructure of the company showing our continued commitment to the people working for the company and our commitment to those doing business with us.

In today's world, we read so much about how people trim costs to raise the bottom line with the final goal of selling the company. Cannon IV is going in a polar opposite direction from some of those companies. We are continuing to reinvent and reinvest in Cannon IV. The commitment from my brothers and me is that we enjoy what we are doing and we want to continue to build the business and the legacy of Cannon IV.

Presently, Cannon IV has 100 employees. In fiscal 2007, we plan to grow the revenues of the company. To support that growth, we also plan to hire new employees. We want to become a little less transactional, transitioning to a company driven by solutions selling. This is done by understanding the needs of our customers and applying the appropriate software and hardware technologies, products and services. To accomplish this we will need a high level of expertise and more employees. We'll need software specialists. We'll need to do analysis. We'll need to bundle things, and as we bundle, the whole value of the company will rise.

Our growth plans are for all of Indiana and Ohio, with an initial focus on Akron, Cincinnati, Dayton and Columbus areas in Ohio. We don't plan to add office space, but we will need to add support in all of Indiana and Ohio. Hewlett-Packard has some incredible new products and our opportunities lie with introducing these products and selling them to our customers.

With what we are getting ready to do with investment in people and programs, it's as significant as any acquisition Cannon IV has made in the past 10 years.



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