

IN THIS ISSUE

A Message from the President
pg 2

Panasonic Multifunction Printers Feature New Technology
pg 2

Save Money, Space and Time with One Device That Does it All - in Color
pg 3

HP PurchasEdge Offers BIG Rewards for Customers
pg 3

Event Calendar
pg 4

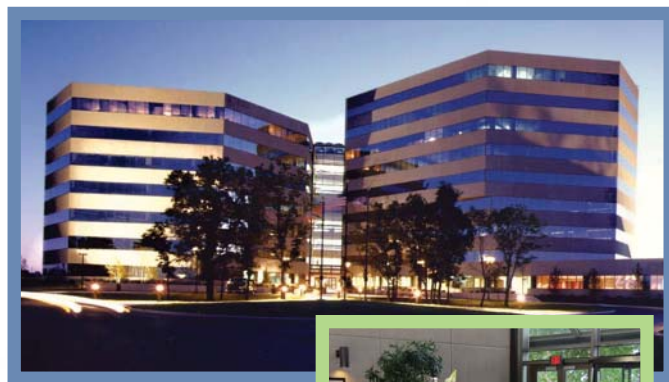
Look to US for HP Genuine Supplies
pg 4

New Columbus Office Strengthens Cannon IV's Ohio Presence

Cannon IV is proud to add Columbus, Ohio to its list of regional field offices. The new office, which will formally open in December, is located in Dublin, a northwest suburb of Columbus. The office will serve as base for a team of seven sales and service employees.

"We understand that customers want a local presence from their document solutions provider, so this new office demonstrates our commitment to current and future customers in Columbus and outlying markets, such as Dayton, Cincinnati, Akron and Zanesville," said Cannon IV President, Jerry Jones. "Our team of employees is dedicated to providing top notch customer service to our Ohio customers."

In addition to receiving sales and service assistance from this location, customers can visit the state-of-the-art demonstration center to see firsthand the latest Hewlett-Packard color laser printers, multi-function printers and large format printers. "Customer feedback tells us that customers also want local product training, so this facility will have an area where customers can come in to learn how to operate their new equipment," added Jones. To provide area customers with fast, efficient service, the Columbus office will also house a parts inventory. This will allow service technicians to respond promptly to customers' repair needs.



Cannon IV's new Columbus office will be in the Metro Place Park office complex in the Metro 5 building.



"This facility is a win-win for Cannon IV and its customers," said Jones. "Growing our business is positive for us, and customers in central and southern Ohio will benefit from our superior products and high quality sales and service team."

CUSTOMER CARE

It's All in the Service

For more than 30 years Cannon IV has built a reputation in the printing, imaging and document solutions industry as a premier re-seller of cutting edge office printers and copiers. However, the cornerstone of Cannon IV's success is our high quality, dependable service. We pride ourselves in being the kind of company customers can count on. They know that when they need us, we're just a phone call away.

When a customer purchases a new piece of equipment, each delivery is an event to us! The printer, MFP or copier leaves our truck protected by our custom-made cover until it's safely in the building, out of the elements. This is just one example of the extra effort Cannon IV offers our customers.

We want to hear from you
Look for a customer service questionnaire to make its way to your desk in the near future. We understand there's always room to improve our service and would appreciate your feedback in the process.

Service Engineer John Stephens delivers the very first HP Color LaserJet 4730 mfp to a Cannon IV customer. To learn more about this versatile color mfp, see page 3 of this issue.



950 Dorman Street
Indianapolis, IN 46202

655 Metro Center Place South
Suite 150
Dublin, OH 43017

**To order by phone
or schedule a demo:**
(317) 951-0500
or (800) 825-7779

To order by fax:
(317) 951-0600
or (800) 731-1164

Monday through Friday
8:00 a.m. - 5:00 p.m.



www.cannon4.com



A Message from the President



I've spent a considerable amount of time in recent months talking internally to Cannon IV employees about our changing business model. Some people fear change and what lies behind it, but here at Cannon IV – change is good. To put it simply, Cannon IV is changing its business model for ourselves and our customers. We're re-engineering and re-staffing to bring greater value to the customer. I'd like to explain this effort in greater detail.

Historically we've been a provider of consumable printer supplies on a transactional basis. If a customer needed toner for their printers, we made sure they got it in a timely fashion at a fair price. As the printing and document management industries have evolved, so has our method of serving the customer. Today we offer a total package – sales, parts and service – and are available to our customers face-to-face or online. In essence, we're spending more time with the customer and we think it's a wise investment. By forming a relationship with the customer and getting to know their needs, we serve as an advisor and service provider for all their document management needs.

I'm pleased to report that our changing business model is proving to be successful. As a result, our service territory has expanded into northern Indiana, Ohio and Texas, and in the coming weeks we're preparing to open an office in Columbus, Ohio, to better serve the Columbus, Dayton, Akron, Zanesville and Cincinnati markets. Our presence throughout our service territory indicates our strong commitment to our customers and to providing the best service possible.

We look forward to forming stronger relationships with ALL of our customers in the coming years. If Cannon IV has provided you or your company with outstanding service, we would appreciate hearing your story. Go to the "Contact Us" section of our website and drop us a note. Until next time...



- **Welcome to the team! Cannon IV welcomes new employee Tori Kay, Sales Representative, located in Dallas, Texas.**
- **Again this year, many Cannon IV employees supported the Indiana Leukemia and Lymphoma Society's annual Light the Night Walk at Victory Field in Indianapolis. The event increases awareness for blood cancers and raises funds for a cure. This effort is in memory of Cannon IV employee Brian Trieloff who lost his battle with leukemia in 2003.**

Panasonic Multifunction Printers Feature New Technology

Panasonic recently introduced its new high-performance C3 Series™ multifunction printers and they are receiving rave reviews from customers and critics alike. The C3 Series™ features two MFPs, the DP-C262 and DP-C322, that offer high-quality color output and several user-friendly features that make it a smart buy for any office.

As a full-service Panasonic dealer in Indiana, Cannon IV is ready to demonstrate this MFP for customers. "The C3 Series™ offers the customer great functionality due to its print, copy, scan and fax capabilities," said Bill Siderys, Cannon IV Document Solutions Consultant Manager. "There is much more to this printer than meets the eye. In addition to its ease of use and innovative features, it offers one of the most aggressive price points on the market."

One of the primary innovations of the Series is Panasonic's Induction Heating (IH) technology. Most color laser printers indirectly heat the roller using a halogen lamp that uses substantial energy and requires a long warm-up time. The IH technology and a newly developed heater belt with low thermal capacity eliminate the need for pre-heating while the efficiency of the heating process uses less energy. The result is a printer that's warmed and ready to print in 15 seconds.

Another feature that has customers talking is the SD card integration. Users can print photos from an SD card by inserting it directly into the front panel of the printer. Thumbnails of images stored on the card are displayed on the control panel – simply select an image and print! "The convenience of the SD card makes this printer ideal for insurance and real estate offices," added Siderys. "After being out in the field, adjusters or agents can come back into the office and make instant prints on a C3 Series™ printer."

Both models have a large-sized, touch-screen control panel that is helpful to the partially sighted user. This adjustable screen also tilts and locks making it ideal for those in wheelchairs.

Customers aren't the only ones excited about The C3 Series™, industry analysts like it as well. The Series has received the "Best 20 to 29 page per minute Office Color MFP" award from the 10th Annual BERTL'S Best Award for 2005. BERTL is an independent firm that researches and publishes the world's largest library of business competitive intelligence for the digital imaging market. Each year, it chooses the best devices and software in the marketplace. BERTL judges products on functionality, performance, cost-efficiency and innovation.

To learn more about Panasonic's C3 Series™ and to see a demonstration, call a Cannon IV sales representative at (800) 825-7779.



Panasonic C3 Series™ Quick Stats

Full color MFP with Quick Start Warmup

Up to 21 ppm color printing/copying

Up to 32 ppm/ 26 ppm monochrome (DP-C322/DP-C262)

Convenient SD Memory Card Interface

Advanced Security Functions

Universal Design Control Panel with Graphical Interface

- **The Cannon IV online catalog is getting a face lift. We're changing the look of our online system in front of and behind-the-scenes to make it more user-friendly for our customers. To use the online catalog, contact a customer support representative at 800-825-7779.**
- **If you need a new printer but don't have the budget, Cannon IV can help. We have an inventory of gently used, refurbished printers and can help you find the perfect model for your office. Call a Cannon IV Sales Representative to see what's available.**



Save Money, Space and Time with One Device That Does it All – in Color

The HP Color LaserJet 4730mfp increases productivity and conserves floor space by combining printing, copying, scan-to-email, and faxing into one powerful device, and lets you add color to your documents without busting your budget. With 90 percent of office documents using letter/legal and smaller paper sizes, you can count on the CLJ4730mfp to handle the bulk of your workload.

For most businesses, the total cost of ownership is a critical part of the purchasing decision. The affordable purchase price, high performance, versatility, and trusted HP LaserJet reliability designed into the CLJ4730mfp series deliver significant cost savings both today and over time. Prices start at \$99 per month for a 60-month, full-market value lease.

HP Color LaserJet 4730mfp



Easy to Learn and Use

- Common touch-screen control interface employed across family of HP MFP products

Out-of-the-box functionality

- 1,600 sheet input capacity
500 sheet output bin
- Automatic two-sided printing, copying and scanning with 600dpi resolution
- Scan to email/file/folder with LDAP authentication
- Controllable color management for access to color only when it's needed
 - 30 page per minute color and black-and-white print/copy/scan
 - Network connectivity

Standard finishing options

- 500 sheet stapler/stacker staples up to 30 pages
- 700 sheet 3-bin mailbox to assign print, copy and fax output to different mailboxes, or assign users to each tray

Do more with less with the HP Color LaserJet 4730mfp, and get the peace of mind that comes with the HP and Cannon IV experience.

Call us today at 800-825-7779 or email us at colormfp@cannon4.com or visit www.cannon4.com to put color multifunction to work in your office.

HP PurchasEdge Offers BIG Rewards for Customers

If you currently purchase Hewlett-Packard products and are not enrolled in the HP PurchasEdge program – you could be earning FREE HP products with just a click of your mouse!

Customers earn points when they purchase qualifying HP supplies like HP LaserJet and/or Inkjet print cartridges, large format printer inks and media and other selected media products. As points accumulate, customers can redeem them for FREE HP products. Printers, MFPs, copiers, digital cameras and scanners are just a few examples of what is available on the HP PurchasEdge Free Product Menu.

“This program is designed for business customers who purchase \$1,000 or more in HP printing supplies per year and a great number of our customers fit that profile,” explained Jenny Jones, Marketing Administrator. “This minimum allows customers to accumulate points and earn free products for their office. We encourage customers to enroll in this program and put their HP purchases to work for them earning free products.”

Easy Enrollment to Easy Redemption

Participation in this program is easy! Simply call the Cannon IV Customer Support Team at 888-284-4844 ext. 399 and they will process your enrollment. Enroll now and your account will start out with 150 free points!

To redeem points, visit www.purchasedge.com and follow the prompts. This website will also allow access to account information, program news, special promotions and quarterly statements.



The holidays are around the corner.

Don't forget to check your PurchasEdge account to see if you have enough points to qualify for free HP products, and get your shopping underway!

The following are examples of the FREE HP products your points can purchase:

2000 points	3670 flatbed scanner and DeskJet 3745
5000 points	M307 PhotoSmart digital camera
10,000 points	LaserJet 3020
95,000 points	LJ9050dn printer



EVENT CALENDAR

Below is a list of upcoming shows where Cannon IV will be a participant:

October 19

Akron Road Show
11:00 - 3:00
The University of Akron's
Martin Center
105 Fir Hill
Akron, OH 44304

November 17 and 18

HECC
Hoosier Educators
Computer Coordinators
Crown Plaza Union Station
Grand Hall
Indianapolis, IN

November 2 and 3

Information Technology
Exposition Conference (ITEC)
Cincinnati Northern Kentucky
Convention Center
1 West Rivercenter Boulevard
Covington, KY 41011

December 1 and 2

Indiana Tax Institute
Indianapolis Convention Center

December 6

Cannon IV Holiday Open House
Cannon IV Headquarters

Log on to www.cannon4.com for more information on upcoming events.

Look to Us for HP Genuine Supplies

You are guaranteed to get the most out of your printer when you purchase high-quality genuine Hewlett-Packard supplies from Cannon IV. That's because all HP printers, media and print cartridges are specifically designed to work together as one complete printing system. When all of your printing elements work together as one, the benefits are yours to see.

Cannon IV has offered HP genuine supplies to our customers since 1987. We are proud to be a long-time Authorized Reseller of HP printing and imaging products. To learn more about putting the quality and performance of HP genuine supplies to work for your office, talk to your Cannon IV representative or call us at 800-825-7779 or visit www.cannon4.com.



Cannon IV's Showroom / Service Center Headquarters is located in Downtown Indianapolis just 2 blocks east of 10th Street and College Avenue.



PRINTERS | COPIERS | SERVICE | COMPUTER SUPPLIES

P.O. Box 441450
Indianapolis, IN 46244-1450

Now Serving

INDIANA
Bloomington
Ft. Wayne
Gary
Hammond
Indianapolis
Lafayette

OHIO
Akron
Canton
Cincinnati
Columbus
Dayton

TEXAS
Austin
Dallas
Houston
Lubbock

*To receive an electronic version of this publication
Please email your request to fyi@cannon4.com*

