**Canon celebrates success at FESPA Digital 2014**

**LONDON, 30 May 2014** – [Canon Europe](http://www.canon-europe.com), world leader in imaging solutions, is celebrating its attendance at FESPA Digital 2014 in Munich hailing, in particular, the worldwide premiere of its new Océ Arizona 6100 Series as a resounding success following the sale of five of the new flatbed printers during the event alone.

The company says the new Océ Arizona 6170 XTS – which took centre stage on its stand at FESPA – further demonstrates its ongoing commitment to addressing specific customer and industry needs with sales being signed on every day of the event.

“Debuting the new Océ Arizona 6100 Series at FESPA Digital was a specific strategic decision as we know it will appeal to a very specific market in which print service providers need the superior quality offered by Océ Arizona technology coupled with the speed to manage the high volume production of rigid media applications,” said Pierre-Olivier Esteban, Marketing Director of Technical Document Systems (TDS) and Display Graphic Systems (DGS), Canon Europe. “FESPA attracts exactly the right customer demographic for this product, which has clearly drawn an enthusiastic response from visitors to the show, not only demonstrated by the strong sales made, but also by the positive feedback received from customers spanning all countries.”

Sales of the Océ Arizona 6170 XTS during FESPA Digital 2014 were made to customers in Switzerland, Belgium, Norway, Italy and the Netherlands.

“By demonstrating a wealth of applications and technologies, we aimed to show visitors at FESPA how they can push the boundaries of wide format print. Our approach was to share ideas, technical advice and success stories to help them drive their businesses forward,” added Esteban. “This approach was well received by the hundreds of visitors we spoke to during the event and we were able to discuss with them how they see their businesses developing in the future and what support they need to make this happen.”

Canon also celebrated further sales of its other wide format equipment including both Océ Arizona and Océ ColorWave printers and cutters during the four-day event.

“It was a pleasure to be involved in a FESPA event again this year and to see our customer Marmony® GmbH win silver prize in the ‘Interior Decoration of the Year’ category in the FESPA 2014 Awards.

“We look forward to developing the relationship further with the graphic arts companies we have met at FESPA,” said Esteban.

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About Canon (UK) Limited

Canon (UK) Ltd is the UK & Ireland marketing and sales operation for the global company, Canon Inc., based in Tokyo, Japan and it employs 2,150 people.

Founded in 1937, with the specific goal of making the best quality cameras available to customers, Canon’s tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers’ creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon believes that considering the interests of society and the environment is an integral part of good business practice and this is embodied in its corporate philosophy Kyosei - ‘living and working together for the common good’.

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