**Canon demonstrates the value of hybrid publishing models at WAN-IFRA 2015**

**LONDON, 6 October 2015** – [Canon Europe](http://www.canon-europe.com), world-leader in imaging solutions, will showcase dynamic publishing models at the WAN-IFRA World Publishing Expo 2015 (5-7 October, Hamburg Messe, Germany) to support customers in both maximising the capabilities of their existing digital print technology, as well as enabling the creation of relevant and timely omni-channel publications using the latest advances in technology.

Spanning all avenues of publishing, from newspapers and magazines to books and catalogues, Canon will help visitors explore how mass customisation coupled with digital print can broaden content distribution models, work in tandem with e-publications and other online content channels and allow production close to demand.

Canon will share examples of how customers are using Océ ImageStream, JetStream and ColorStream technologies to produce short-run and print-on- demand applications such as specialist newspapers with hyper-local content, international newspapers that are available simultaneously worldwide and publications tailored with relevant advertising and personalised content to segmented subscriber groups.

“Competition with e-media, decreasing run lengths and fragmented reader interests present real challenges to the publishing industry,” said Peter Wolff, European Director, Commercial Printing Group, Canon Europe. “However, these emerging trends make digital printing, particularly of highly tailored publications, an attractive proposition and drive the need for business models that can monetise and use content more effectively.

“Getting the delivery model, content and workflows right are the critical elements and that’s what our discussions will be focused on at WAN-IFRA this year. Take magazine publishers as an example; increasingly they are moving to online channels to reach audiences as declining circulations make high volume print production uneconomical. However, with the capability to print a variety of publications tailored to specific groups or even individuals using digital technology, print has a significant role to play in reader engagement,” added Wolff.

With technology such as the Océ ImageStream, publishers can print on a wider range of media than previously possible, including coated and uncoated offset media and lightweight papers. This enables them to combine offset and digital production lines using the same papers or move to a completely digital workflow to produce a wider range of publications. Additionally, the [recently launched ColorStream 3000 Z series](http://www.canon-europe.com/thinkdigital/feature/imagestream2400_colorstream3000z/), designed to be the slimmest high volume full colour continuous feed inkjet system on the market, enables newspapers to be produced digitally on original newsprint with the look and feel of offset.

Canon experts will be available throughout the event at Booth 4300, Hall A4.

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About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 116 countries and employing 17,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera 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’s corporate philosophy is [Kyosei](http://www.canon-europe.com/About_Us/About_Canon/Philosophy/Index.asp) – ‘living and working together for the common good’. In EMEA, Canon Europe pursues sustainable business growth, focusing on reducing its own environmental impact and supporting customers to reduce theirs using Canon’s products, solutions and services. Canon has achieved global certification to ISO 14001, demonstrating a world-class environmental management standard.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)