**Canon helps visitors push the boundaries of wide format print with an extended line-up at FESPA Digital 2014**

**Hall B, Stand 310, FESPA Digital 2014, Messe Munich, 20 – 23 May 2014**

**MUNICH, 20 May 2014** – Productivity and innovation-led business growth are the hot topics on the [Canon Europe](http://www.canon-europe.com/) stand at FESPA Digital 2014 as the company demonstrates how both new and existing technology can help print service providers (PSPs) push the boundaries of wide format digital print.

Focusing on helping customers to become exceptional service providers with imaginative and high-value applications, Canon is running live demonstrations, sharing customer success stories and showcasing print samples on-stand that reflect the full breadth of its UV flatbed, cutting systems, roll-fed inkjet, and CrystalPoint imaging capabilities.

Making its debut appearance on stand – and depicting the company’s continued commitment to enhancing technology to meet the diverse needs of customers – is the Océ Arizona 6170 XTS, part of the new high volume Océ Arizona 6100 Series (see separate press release dated 20 May 2014 and entitled *Canon launches wide format flatbed printer for high quality, productive rigid media printing*).

“We want to inspire print service providers to broaden their perceptions of what is possible with wide format print, so FESPA Digital is the perfect way to not only talk to them about new technologies we have developed to help them meet their business challenges, but also to demonstrate the true potential of the Canon technology that they may already be using,” said Pierre-Olivier Esteban, Marketing Director of Technical Document Systems (TDS) and Display Graphic Systems (DGS), Canon Europe.

Growing application diversity with existing technology

Application examples and case studies on-stand include bespoke wallpaper, printed laminate flooring, printed stained glass, lenticular printing, weather-resistant digital map printing and printing on wood for indoor decorative features.

“New and imaginative applications are always being discovered by our customers and we are demonstrating many of these at the show using our full wide format range to inspire visitors to look beyond their core offering and discover opportunities to diversify and grow their business,” added Esteban.

In addition to live demonstrations and physical examples of diverse applications, visitors to stand 310 can also see the new Canon ‘Look Book’, detailing a wealth of applications produced on the award winning Océ Arizona range.

“We firmly believe that if you can imagine something in print then it is almost always possible to produce it. That’s why we continue to develop and improve our range and also help to ignite the imagination of our customers,” said Esteban. “While it is up to PSPs to talk to their customers about the exciting applications they can offer, it is up to us as manufacturers to demonstrate what the technology can truly deliver to help them do this more effectively.”

Technologies running live demonstrations on stand include the [Océ ColorWave 900](http://www.canon-europe.com/For_Work/Products/large_format_printers/Roll_Based_Printers/Oce_ColorWave_900/) demonstrating raw speeds of up to 1,000m2 per hour, the [Océ ColorWave 650 PP](http://www.canon-europe.com/For_Work/Products/large_format_printers/Roll_Based_Printers/Oce_ColorWave_650_Poster_Printer/Index.aspx) with Océ CrystalPoint imaging technology, the [Océ ProCut](http://www.canon-europe.com/For_Work/business-products/large-format-printers/signage-pos/flatbed-cutters/Oce_ProCut_G_series/index.aspx) digital flatbed cutter delivering exceptional cut quality, versatility and productivity for display graphic applications, and the [imagePROGRAF iPF9400](http://www.canon-europe.com/For_Work/Products/Professional_Print/Large_Format/iPF9400/index.aspx) offering the finest results in production, photographic and fine art applications.

Making Océ Arizona technology accessible to the high volume market

Comprising the 6-colour Océ Arizona 6160 XTS and the 7-colour Océ Arizona 6170 XTS, the new Arizona 6100 Series focuses on pure productivity – aimed at sign and display customers who produce more than 30,000m2 of printed rigid media per year. Designed as a dedicated flatbed system, it produces inkjet print output at speeds of up to 155m2 per hour and features an extra-large 2.5m x 3.05m vacuum table.

“With the new Arizona 6100 Series, we are able to bring the print quality and application versatility that have become synonymous with the existing Arizona models to the high volume rigid printing market,” said Esteban. “Offering the ability to print on odd-shaped, pre-cut rigid media and the potential to print high value, multi-layer applications, double-sided prints and achieve edge to edge flawless prints, are just further examples of how we are developing our range to achieve greater versatility and productivity for specific industry needs.”

Canon is now ideally positioned to help PSPs extend their service offering following the full integration of Océ’s expertise and technology. From printers and software to substrates and service support, Canon is demonstrating its prowess as a single source wide format business partner at FESPA Digital, and the range continues to grow.

“FESPA Digital is a great opportunity to get under the skin of the wide format market and understand what makes customers tick and also what motivates them in business. This form of interaction is critical to us in developing and refining our technology. Not only do events such as FESPA enable us to showcase our latest innovations and discuss growth opportunities for existing and prospective customers, they are also an opportunity to once again speak to the industry to find out what they think is next on the horizon,” 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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