**Canon further expands Graphic Arts leadership with upgraded capabilities of Océ ImageStream™ 3500 at Canon Commercial Printing Business Days**

* *First live demonstration of full-colour Océ inkjet press printing on standard offset paper stocks*
* *Increase in previously announced print quality to 1200 x 1200 dpi without reduction in speed*

**POING, 29 September 2014** – [Canon](http://www.canon.co.uk), the leader in imaging solutions, has officially debuted its new Océ ImageStream 3500 at its Canon Commerical Printing Business Days in Poing, Germany. The Océ ImageStream 3500, announced in May this year, is the latest addition to the industry-leading Canon commercial printing inkjet portfolio for Graphic Arts, which includes the Océ ColorStream and JetStream product lines, adding the game-changing capability to print on standard offset coated stocks.

Since the original announcement in May, further developments by Canon to the ImageStream 3500 include an increase in resolution to 1200 x 1200 dpi, at the maximum production speed of 160m/min (525ft/min), combined with new inks adding a new level of versatility to Canon’s broad range of continuous feed solutions.

“Feedback from analysts and customers convinced us to take this step”, says Christian Unterberger, Executive Vice President of Commercial Printing. “There is an explicit need for higher print quality at the higher speed which we have implemented in favour of our customers.’’

The capabilities of the ImageStream 3500 were demonstrated alongside the ColorStream and JetStream using real-life applications at Canon’s biannual commercial print customer event, hosted at its Customer Experience Center in Poing, Germany. Customers were able to see examples of digital inkjet printing on different substrates with various finishing solutions provided by partners, giving business owners a unique insight into the potential that Canon’s continuous feed range presents for their business.

“It is important for Canon to provide the best possible technology for its customers to help them to grow their business,” said Peter Wolff, European Director, Commercial Printing Group, Canon Europe. “Following the announcement of the ImageStream 3500 in May, we have invested time in developing the capabilities of the machine to more closely match the output requirements of our high-end graphic arts customers, and this is reflected in the increase in resolution without compromise on speed. This speed and quality, combined with a 30” wide web and huge substrate flexibility, presents a new high standard in production printing.”

“In addition to the ImageStream, Canon continues to invest in the development of its already popular ColorStream and JetStream product lines, so it has never been a better time for traditional offset businesses to take advantage of the benefits of digital print production, or for pure digital print businesses to offer more offset-like products to customers.”

In addition to the ImageStream 3500, customers were able to see the latest applications and finishing solutions for the successful ColorStream and JetStream high volume inkjet ranges, and the Océ InfiniStream system. Customers were also able to speak to partners and industry experts about the best solutions for their business, and get a tour of the Poing factory line, where the printers are built by hand.

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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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