



CANON SOLUTIONS AMERICA



CANON SEE IMPOSSIBLE

# BEYOND BUZZ LIVES DISCOVERY

A SNEAK PEEK AT THE INCREDIBLE NEW  
TECHNOLOGIES ON DISPLAY AT DRUPA 2016



DIGITAL PRINTING INSIDER | MAY 2016 | FOR TRANSACTIONAL, DIRECT MAIL, AND IN-PLANT PRINTERS

## UNLEASHING PRINT: THE COUNTDOWN TO DRUPA

With drupa 2016 — the leading international trade show for print and cross-media services — nearing, the print world is abuzz with anticipation over the newest technologies that will debut at drupa. The theme of this year's drupa is "Touch the Future," indicating that the industry is looking forward to innovations that will propel the world of print in the coming years. These innovations will #UnleashPrint.

We are at the dawn of a new age for digital print. There is strong reason to be confident about the future of the global printing industry, but only if the industry adapts its products and services to the changing demands of consumers. Many applications are showing signs of growth in coming years for digitally printed pages. The growth in digital printing is led by production inkjet page growth. Production color inkjet is expected

Production color inkjet is expected to grow to 59% of all digitally printed pages by 2018, up from 36.6% just three years ago.

to grow to 59 percent of all digitally printed pages by 2018, up from 36.6 percent just three years ago, according to InfoTrends.

Furthermore, print is a highly relevant part of the multichannel and omni-channel communications mix. Research indicates that print will remain a significant channel with an overall 29 percent of communications

LEARN MORE. VISIT [POWERFULPRODUCTIONPRINT.COM](http://POWERFULPRODUCTIONPRINT.COM)



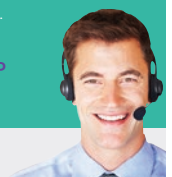
The Océ VarioPrint® i300 press is a highly productive inkjet sheetfed printing system designed to enable printing on a broad set of media. This flexibility, combined with proven Océ technologies, allow print service providers to manage shorter runs and take on more jobs.

**VIEW THE VIDEO:**  
[OCÉ VARIOPRINT I300 INKJET PRESS DEMO](#)



From linens and textured stocks to plastic substrates, the Canon imagePRESS® C10000VP series delivers exceptional print quality on a broad range of lightweight and heavyweight media. These innovative capabilities allow greater application opportunities without sacrificing speed or productivity.

**VIEW THE VIDEO:**  
[CANON IMAGEPRESS C10000VP PRESS DEMO](#)



QUESTIONS? CALL US: 1-877-623-4969 EMAIL US: [US.OCEINFO@CSA.CANON.COM](mailto:US.OCEINFO@CSA.CANON.COM)

## UNLEASHING PRINT: THE COUNTDOWN TO DRUPA (CONTINUED)

spend. With the proliferation of digital and online communication channels, print is now a medium that stands out from the others.

Canon Solutions America will be at drupa and participating with our Canon Europe counterparts. We have a number of product and technology announcements releasing at drupa that we are excited to share with our community!

The highlight for most visitors will be the first opportunity to see Canon's most recently launched production print systems in action, including the following:

### Océ VarioPrint i300 Sheetfed Inkjet Press

**New ColorGrip Option**—ColorGrip is an inline paper conditioning step that expands the choice of media, enabling high-quality inkjet printing on commodity stock, from light to heavy weight, which would otherwise deliver unacceptable print quality. The introduction of ColorGrip allows print service providers (PSPs) to print on a wider variety of cost-effective papers, including standard uncoated and offset coated media, and to comfortably manage blended offset, toner, and inkjet production without the need for different types of paper and without compromising on quality. Broadening the applications scope of the press, ColorGrip technology enables PSPs to increase print volumes and the range of jobs delivered on a single press platform.

See what the print world is saying about drupa 2016. **#UNLEASHPRINT**

**New ink set**—A new enhanced ink set for the Océ VarioPrint i300 press to deliver outstanding color gamut on a wide range of media. This is the result of Canon Solutions America's commitment to progressive innovation in ink for its inkjet systems and is also designed to optimize the color reproduction achievable with the ColorGrip technology. The new generation inks will be introduced across the existing Océ VarioPrint i300 press customer base, enabling all customers to benefit from the enhanced performance.

### Canon imagePRESS C10000VP and Canon imagePRESS C8000VP Digital Toner Production Presses

Building on the success of its new 100-page-per-minute flagship, the Canon imagePRESS C10000VP press, Canon is now launching the Canon imagePRESS C8000VP production press. Incorporating the same advanced technology as the Canon imagePRESS C10000VP press, the Canon imagePRESS C8000VP press delivers an equivalent combination of outstanding quality, predictable color consistency, and flexible media handling at constant speeds of up to 80 pages per minute.



Océ VarioPrint i300 Sheetfed Inkjet Press



Canon imagePRESS C10000VP Press



## UNLEASHING PRINT: THE COUNTDOWN TO DRUPA (CONTINUED)

### Océ ColorStream 3000 Z Series

The Océ ColorStream® 3000 Z series, created in the image of the popular Océ ColorStream 3000 range, aims to provide equal quality, speed, and reliability with an improved design, more suitable for smaller business spaces. A slim, high-volume, full-color continuous feed inkjet press, the Océ ColorStream 3000 Z series uses approximately 30 percent less floor space than its predecessor. The Océ ColorStream 3000 Z series brings all of the same valued product features as the renowned Océ ColorStream 3000 series with a modified design, making it physically possible for businesses to run a sustainable, high-volume inkjet printing workflow in spaces formerly considered unusable.

### Océ ImageStream 2400 Inkjet Press

A full-color inkjet press able to expand into standard offset coated papers, the Océ ImageStream™ 2400 continuous feed inkjet press will be exhibited for the first time at an open exhibition. The press is now shipping commercially and has been successfully installed with customers across Europe.

The Canon booth at drupa will be in Hall 8a, Stand B50. **If you are planning to attend in person, please contact your local sales representative, and he or she can schedule a tour of the Canon booth for you.**

And remember, whether you join us in Dusseldorf, Germany for drupa or follow from afar, you are a part of the revolution of printers and marketers that collectively #UnleashPrint.

### VISIT POWERFULPRODUCTIONPRINT.COM

The Océ VarioPrint i300 press is a highly productive inkjet sheetfed printing system designed to enable printing on a broad set of media. This flexibility, combined with proven Océ technologies, allow print service providers to manage shorter runs and take on more jobs.



**VIEW THE VIDEO:  
OCÉ VARIOPRINT I300 INK JET PRESS DEMO**

## THE CONNECTION

A NEW VIDEO SERIES FROM CANON SOLUTIONS AMERICA

### Get Connected.

Canon Solutions America is committed to connecting with its customers to build a results-driven future in digital production printing technology. That connection extends to the end user through each unique application print service providers develop and print on behalf of their customers using Canon Solutions America technology.

See this connection in action as customers share personal experiences of their relationship with Canon Solutions America. [Click here](#) to view the first video in the series.





# BEYOND IMAGINATION INKJET PRINT STANDS OUT

62% OF CONSUMERS  
RECEIVING CATALOGS  
MADE AN INFLUENCED  
PURCHASE IN THE  
LAST 3 MONTHS



At Canon Solutions America, our progressive innovation is releasing the potential of targeted catalog printing and influencing consumers like never before. The Océ VarioPrint i300 inkjet press with optional ColorGrip offers inline paper conditioning that expands the choice of media from light to heavy weight on commodity stocks, increasing print volumes and broadening the application scope of the press. Along with new ink sets that achieve outstanding color gamut, now your imagination is truly the limit of what can be achieved.

**WATCH PROGRESSIVE IMPRESSIONS INTERNATIONAL (pii) REVEAL THEIR EXPERIENCE OF WORKING WITH THE OCÉ VARIOPRINT i300 INKJET PRESS AT: [PPS.CSA.CANON.COM/pii](http://PPS.CSA.CANON.COM/pii)**

877-623-4969 [CSA.CANON.COM](http://CSA.CANON.COM)

## ABOUT CANON SOLUTIONS AMERICA, INC.

Canon Solutions America provides industry leading enterprise, production, and large format printing solutions, supported by exceptional professional service offerings. With the technology offerings of the Canon and Océ brands, Canon Solutions America helps companies of all sizes improve sustainability, increase efficiency, and control costs through high volume, continuous feed, digital and traditional printing, and document management solutions. A wholly owned subsidiary of Canon U.S.A., Inc., Canon Solutions America is headquartered in Melville, N.Y. and has sales and service locations across the U.S. For more information on Canon Solutions America, please visit [csa.canon.com](http://csa.canon.com).

## PRODUCTION PRINT RESOURCE CENTER

Canon Solutions America helps you stay on the leading edge of our quickly changing industry with free access to our robust Production Print Resource Center including:

- Customer videos
- Case studies
- White papers
- Webinars
- Press demos
- Articles

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