



**CANON IN EMEA**

**Canon**

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# INTRODUCTION TO CANON GLOBAL

**Canon**

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# We are Canon



We're one of the world's most recognised brands



We're a leading technology company and an expert in imaging – for over 80 years



We're dedicated to help people reimagine and push the boundaries of what is possible through imaging



We invest 8% of sales into developing innovative products each year



We rank amongst the top five companies for patent registrations in the US continuously for the past 34 years



# Canon by numbers **global**



# We're the **brand...**



Of choice for media at major global sporting events, who use our broadcast lenses and digital cameras



That helps photographers capture images in the dark without infrared



Behind a camera that allows colour distinction beyond the capability of the human eye



That developed the world's first DSLR camera with full HD video



With the technology to enable capturing a galaxy approx 13B light years from Earth



Working with Netflix as an approved camera provider for the production and post-production of Netflix Originals



Behind the industry's most advanced CMOS sensor, ready to take on the world of IoT



We bring data and documents, digital and manual processes together seamlessly to enable our customers' digital transformation journeys

# Our **journey** so far

Notable achievements and examples of Canon being 'a step ahead'

1934

As Precision Optical Instruments Laboratory, Canon enters the camera market with the Kwanon, a prototype of Japan's first 35mm focal-plane-shutter camera

1959

The iconic world's first 8mm cine camera with zoom lens, the Reflex Zoom 8 is brought to market

1965

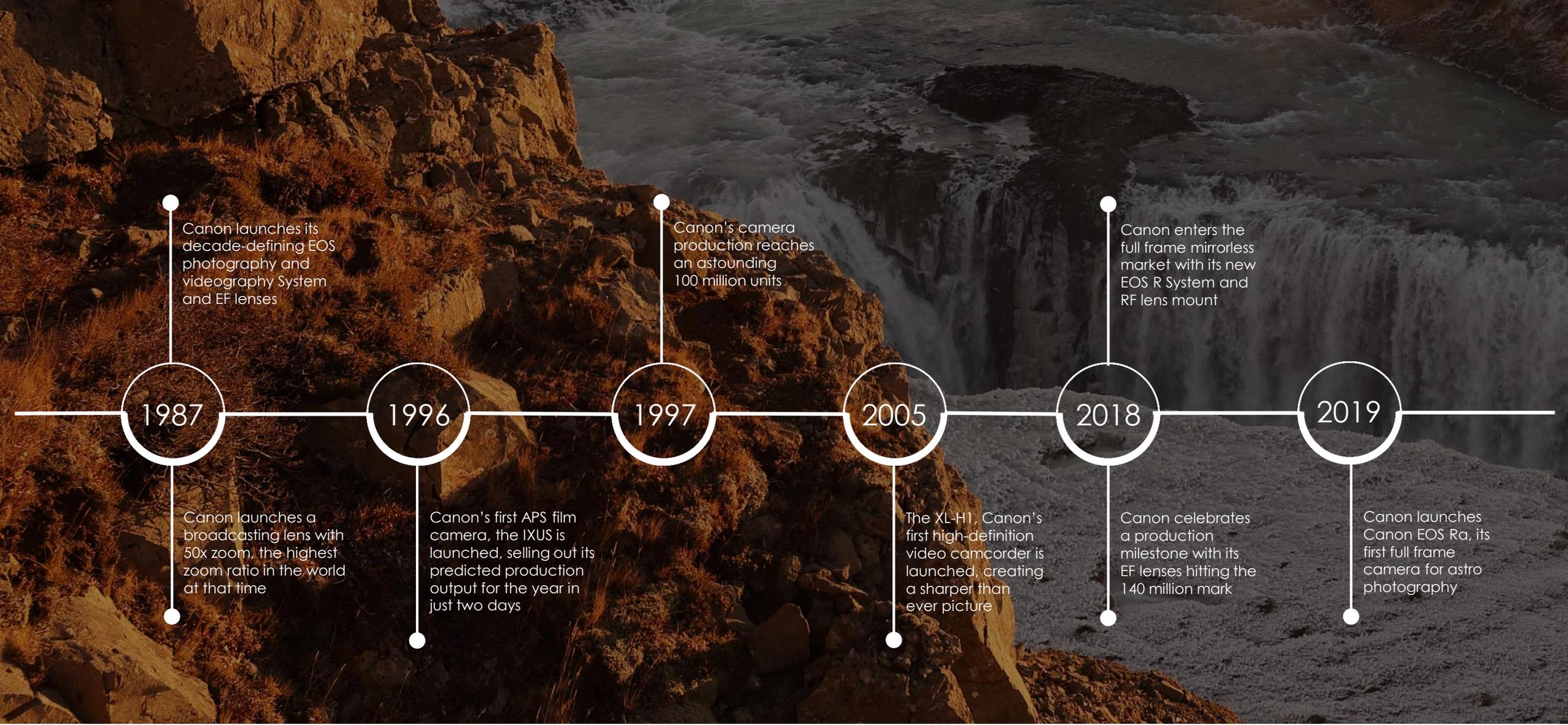
Canon breaks into the B2B market with its first copying machine, the Canofax 1000

1976

Photographers experience new levels of precision with the launch of the AE-1 SLR, the first fully automatic SLR camera

1985

The first colour bubblejet printer, the BJ80, is launched to streamline print



1987

Canon launches its decade-defining EOS photography and videography System and EF lenses

Canon launches a broadcasting lens with 50x zoom, the highest zoom ratio in the world at that time

1996

Canon's first APS film camera, the IXUS is launched, selling out its predicted production output for the year in just two days

1997

Canon's camera production reaches an astounding 100 million units

2005

The XL-H1, Canon's first high-definition video camcorder is launched, creating a sharper than ever picture

2018

Canon enters the full frame mirrorless market with its new EOS R System and RF lens mount

Canon celebrates a production milestone with its EF lenses hitting the 140 million mark

2019

Canon launches Canon EOS Ra, its first full frame camera for astro photography

# Kyosei

# 共生

**Kyosei** is Canon's corporate philosophy and lies at the heart of our brand, business and sponsorship activities and the way we conduct business.

A Japanese word that means living and working together for the common good – a principle that is embraced by all Canon employees. It shapes our mission and our values, the way we treat our people and conduct our business.

Beyond our company activities, **Kyosei** influences the way we operate within the wider community and with organisations throughout the world.

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“What’s good for society is also good for business”



# INTRODUCTION TO CANON EMEA



# EMEA map

To manage our EMEA presence, we have two **head offices**: in **London** (United Kingdom) and **Amstelveen** (The Netherlands). We are then supported by **National and Regional** sales offices throughout the region.



# Canon by numbers **EMEA**



\*Data from - [https://www.canon-europe.com/about\\_us/group-companies/](https://www.canon-europe.com/about_us/group-companies/)

# Sponsorship and collaboration

Canon has a long history of associations with high profile events, sponsorships, organisations and ambassadors that all help position our brand.



OFFICIAL PROVIDER



Canon  
GLOBAL PARTNER



Canon

# Our **sustainability** mission

Sustainability is key to our mission of improving society and the lives of individuals

## Circular Economy

- We're innovating in the Circular Economy, creating a circular future for our products, business and the world around us
- We consider each stage in the lifecycle of our products. We look to minimise energy and raw material consumption and the production of waste materials, damaging substances and CO2

## Imaging for Good

- We're educating and empowering the next generation of storytellers through our Imaging for Good programmes, equipping them with skills needed to make a difference
- Our **Young People Programme** operates in 20 countries, using UN's SDGs as framework
- We **develop talent** to create livelihoods across film, photography and print
- Our **Ambassadors** deliver talks and workshops, bringing environmental and societal issues to life



# CANON BUSINESS UNITS

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# Consumers

With a wide range of innovative and award-winning products and services, Canon is dedicated to providing photography enthusiasts of all levels with world-class products that enhance their photography experience and enable them to capture precious moments in vivid detail.

From Mirrorless and DSLR cameras to compact photo printers and home/office printers all supported by a range of value-added services, our role is to inspire and elevate the work of photographers and experience through our extensive product offering.



# Professionals

Canon provides products and solutions for photographers, content producers and videographers – all who make a professional living out of their craft.

We're dedicated to creating the best tools for professionals, with a full choice line-up from DSLR to mirrorless and lenses to cinema cameras. That's why, for example, 70% of professional photographers at the 2019 Rugby World Cup used a Canon branded equipment.

We have class-leading solutions, across input-to-output, with optical excellence and heritage at the heart of every piece of kit we launch. Canon Professional Services (CPS) is a dedicated support network for professional and semi-professional photographers and videographers who use Canon products.



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# B2B

With the most comprehensive hardware, software and service portfolio in the industry, we help our customers reach their full potential and drive business transformation in an increasingly demanding digital climate.

We are constantly innovating, shaping the future of how businesses manage information, through cutting-edge imaging technology

From the fast, efficient basics every entrepreneur needs, to market-leading solutions that maximise productivity for print service providers, our expertise and award-winning technology spans everything from home office and desktop devices to large format and heavy-duty production print presses.

We know that every business challenge is different, and every transformation journey is unique. Our approach is to work as a dedicated partner, to help every customer find the bespoke solution to deliver efficiency and unlock new opportunities. Because when we support businesses, we advance our world.



# Canon Production Printing

Our print engines are built to meet customer needs with maximum productivity: connecting to the workflow of the customer and striking the right balance between total cost of ownership, image quality, print speed and media versatility. We create software solutions that allow customers to manage their document processes and printer fleet.

We offer a broad range of high-volume digital production printing systems with innovative technologies that change the world of printing. Our applications deliver a variety of means, ranging from building materials to fleet graphics

We are focused on innovation to increase productivity and quality for our customers. To optimize cost and speed of product development, we use product platforms as much as possible. This fits our philosophy of knowledge sharing and smart re-use.



# Canon Medical

Canon Medical's mission is to provide medical professionals with advanced and intelligent solutions that support their efforts in contributing to the health and wellbeing of patients worldwide.

The goal is to deliver optimum health opportunities for patients through uncompromised performance, comfort and safety features via a full range of diagnostic medical imaging solutions including CT, MR, X-Ray, Ultrasound and Healthcare Informatics offered across the globe.

Pursuant to a long-standing commitment to excellence, they work hand-in-hand with leading clinical and academic partners to bring solutions that can help make a positive difference to patients.

In line with the Made for Life philosophy, patients are at the heart of everything they do.

