



# **PUSH YOUR CREATIVE LIMITS**

**imagePRESS C270 from Canon.  
Making it easy for you to do more**

**Canon**

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# A POWERFUL BLEND: FUNCTIONALITY & QUALITY

There are now countless opportunities to grab attention with stand-out printed materials. That's why you need a digital printer that enables you to push your creative limits, but is easy to use.

The way we're working is changing. Many of us are spending much less time in the office, reducing face-to-face meetings and spending a lot of time online. With such a high percentage of our time spent on digital channels, achieving cut-through with customers is becoming increasingly challenging. Creative, quality print is proving to be an effective way to initiate and maintain communications.

You need to be able to create cost-effective prints that get noticed and provoke a response. But we understand that you might be reluctant to invest in high quality print technology if you already work with outsourcing partners for production. Now there's an

alternative. Your business can cost-effectively and efficiently produce quality assets in-house by investing in the imagePRESS C270 from Canon. This versatile solution offers you the best of both worlds: an economical everyday printer which also enables you to create professional level prints.

It combines the key features of Canon's imagePRESS technology – consistently high print quality, great performance and proven reliability – all with the familiarity and simplicity of the award-winning imageRUNNER ADVANCE office range.

**Be confident. It's time to unlock your business potential with creative use of print.**

# MAKING IT EASY FOR YOU TO DO MORE

The imagePRESS C270 is the solution for all your printing needs. In any business, this versatile multi-function device easily handles your day-to-day document workflows while also giving you the option to print high quality marketing materials.

## Broaden your print capabilities

- Produce high quality professional-looking print
- Flexibility to handle simple and complex 'walk-up' demands with ease
- Create everything from business documents to marketing collateral
- Maintain consistent colour for brand integrity across all your materials
- Deliver stand-out print in-house and get to market faster with lower costs

## Increase stakeholder engagement

- Collaborate efficiently with streamlined information workflows
- Mix promotional communications to engage customers
- Grab attention with fresh formats and textured media
- Enhance your brand experience with high-quality print
- Personalise your print to boost campaign response



Typical applications of the imagePRESS C270 in a retail environment



# PAPER IN – POSSIBILITIES OUT

Creative print can make the difference to your audience, whether that's in an internal presentation or for a direct mail piece. The touch of print awakens the senses. Meaningful personalisation enhances customer experiences. Print drives engagement and creates value.

In the past, perhaps you've been held back by your printer's capabilities, but not anymore.

With Canon's new imagePRESS C270, you can transform blank paper into creative and engaging collateral.

At the push of a button, you can print a variety of material. Manuals, reports and presentation handouts, business cards, personalised direct mail and even short-run customised packaging. All to a professional standard.

Now it's quicker and easier for you to do more with a single device.

**Be creative. Deliver results**

With the imagePRESS C270, you can create print that commands attention, drives customer engagement and provokes response.

Be different, use unusual paper sizes, heavier weights and textured media to stand-out. Capture new business with more targeted communications.

- Reports & presentations
- Brochures, catalogues & manuals
- Promotional materials, including Point-of-Sale
- Direct mail
- Business cards & invitations
- Design proofs & mock-ups
- 'Banner' prints & posters
- Short-run customised packaging

**Turn the page to see the blend of Canon technologies that make the imagePRESS C270 so versatile.**

# ANY BUSINESS. COUNTLESS POSSIBILITIES. ONE SOLUTION

The quality of a professional device, the ease of use of an office printer. One solution that makes it easy for you to more.



The imagePRESS C270 delivers a diverse range of printed materials on-demand. It's the perfect combination of office functionality and professional quality that can help you meet changing business demands and tackle day-to-day tasks with confidence.

And with the scope to **print on longer sheets** or **heavier paper stocks**, you can push your creative limits and do more with one simple printer.

Perhaps you're in a creative agency and looking to impress clients with new formats and effects.

Or you're in a corporate environment and you want to simplify the chain of communication, while pushing creative boundaries.

Maybe you run a copy-shop and you want to build new revenue streams by offering more to your customers.

Or you're a small business and you want to trial different types of promotional print to engage your customers, in an easy and streamlined way.

Compact and intuitive to use, with no need for print expertise, **it's a great fit for any business environment.**

## Achieve professional quality print with ease

- Sharp, hi-res images thanks to imagePRESS R-VCSEL Laser
- Accurate front-to-back registration for precise image quality
- Consistent quality with Multi-Density Adjustment Technology (DAT)
- Professional in-line finishing capability for creative applications
- Simple colour management with iPRO colour calibration tool for consistency and quality control

## From blank sheets to engaging collateral

- Long-sheet printing up to 1300mm
- Print on media up to 220gsm auto-duplex and 350gsm on manual duplex
- Embossed and textured media handling capabilities
- SRA3 and A4 paper sizes, as well as envelopes
- Variable data printing/personalisation features

## Increase business efficiencies and security

- Easy installation and set-up
- Multi-function printer with familiar and intuitive imageRUNNER ADVANCE user interface and walk-up functionality
- Easy to integrate; Multifunctional Embedded Application Platform (MEAP)
- Seamless integration with the cloud and user workflows
- Security in the cloud with uniFLOW Online Express device management software (as standard, enhanced versions also available) track and control users, costs and budgets
- High productivity with up to 70 pages per minute in colour and 80 pages per minute in BW and 270 images per minute scanning

- McAfee embedded protection

## Choice of workflows

- Customise workflows with a choice of intuitive controllers to suit your business:
  - Canon PDL: UFR II, PCL 6 PostScript
  - EFI internal

# SMARTER THAN YOU THINK

The imagePRESS C270 is the smart solution for all your business needs, packed with features to ensure efficient production. It takes the hard work out of your printing, so you can focus on driving business growth.

Typical applications of the imagePRESS C270 for the healthcare industry



## Security

You need your business data to be secure. Thanks to uniFLOW Online Express as standard, the imagePRESS C270 gives you an all-in-one, ready-to-use online print management service. It works seamlessly with your existing processes, brings print related costs under control, provides enhanced document security - to safeguard your data and protect your intellectual property - and increases employee productivity.

For additional functionality you can transition to uniFLOW Online to benefit from a complete and secure cloud print management software with printing on-demand.



## Mobility

Many options to print and scan from anywhere to any Canon device and offer secure ad hoc mobile printing for your guests, including:

- **Canon PRINT Business app\***
- **uniFLOW Online\*\***
- **Mopria Print Service**
- **The direct connection feature on the device**



## User Productivity

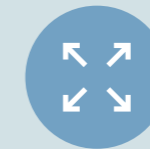
uniFLOW Online\*\* boosts productivity by creating tailored workflows to capture, share and store digital documents. You can accurately track expenses and set rules, auto-delete unreleased jobs and only print the collateral you need. Produce the exact number of copies you want, when you want them. With on-demand printing, there's no waste and no inventory to store. You can run dynamic campaigns updating messages, incentives and calls to action as you go.

With the imagePRESS C270, you have a reliable technology solution that won't let you down, and eMaintenance services to access fast, proactive support when you need it.



## Cost Management

Our cloud based solution means you can easily track and control usage and application resources. It has a low start-up cost and simple functions. You can manage print costs, help alter wasteful actions and limit or restrict access.



## Device and Fleet Management

uniFLOW Online\*\* captures, archives and shares information, so you can centralise control of all document workflows and make collaboration easier.

Automatic updates of the online software give you flexibility and frees up your time to focus on other business growth opportunities. Remote diagnostics and support help to lower your costs by reducing downtime and manual processes. Using imageWARE Management Console you have a central control point across your whole fleet worldwide.



## Sustainability

Efficient energy use, a proofing option to reduce waste, sleep mode when the printer is not in use and an intelligent motion sensor make the imagePRESS C270 a sustainable choice.

\* (available on Google Play and the App Store)  
\*\* Not available as standard

# THE BEST OF BOTH WORLDS

The key features of imagePRESS C270 at-a-glance



## Unique, creative formats

Varying media lengths up to 1300mm and weights up to 350gsm



## Fast and responsive

up to 70 pages per minute colour and up to 80 pages per minute B&W



## High quality output

High resolution, precise printing



## Professional capabilities

Easy to use finishing



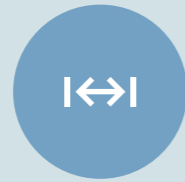
## Consistent colour

Intuitive colour management, no experience needed



## Mobile printing

From anywhere, any time for increased productivity



## Compact

Small footprint for limited workspaces



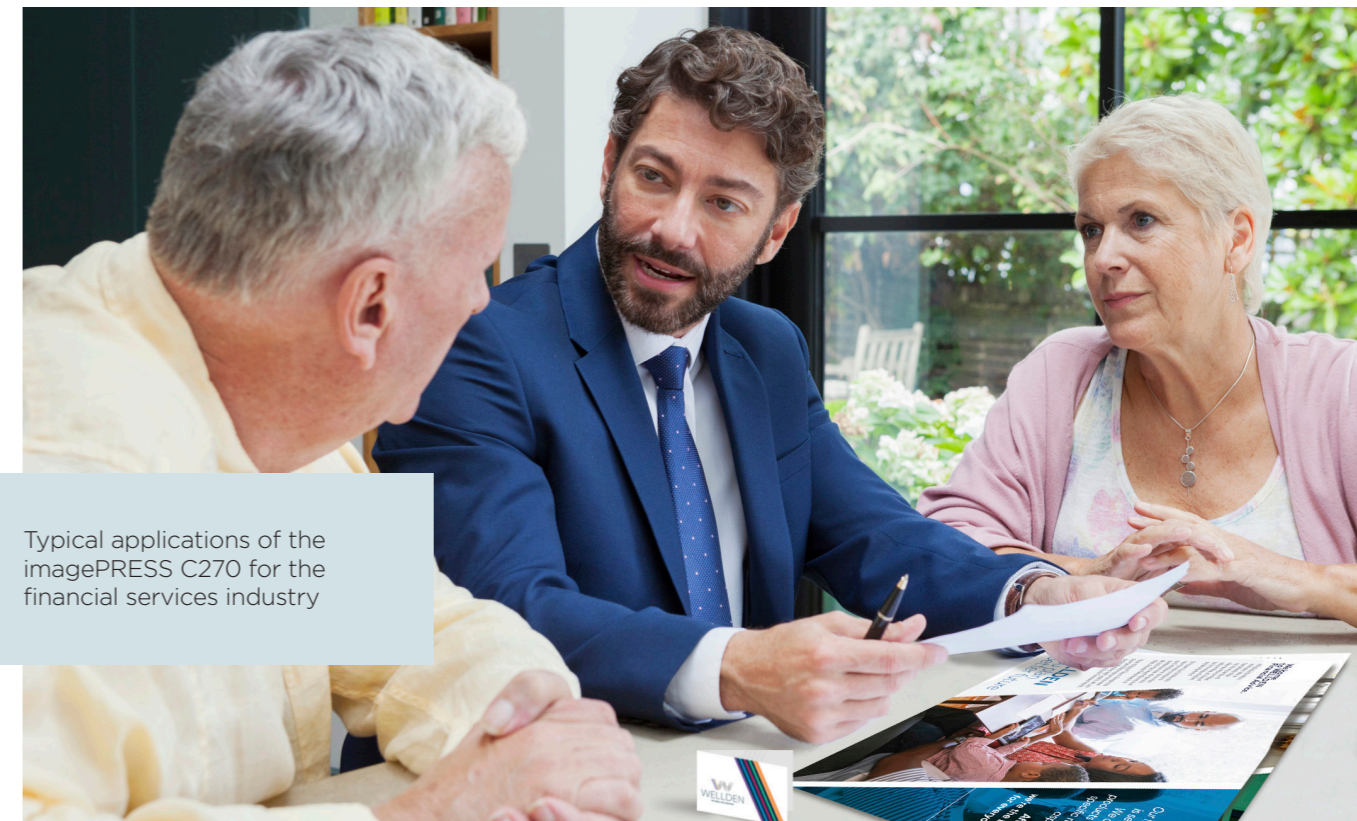
## Secure and connected

Cloud-based control and usage monitoring



# A PARTNERSHIP YOU CAN TRUST

With Canon, you have a trusted technology partner now and for the future. We're here to support you to maximise your business potential.



Typical applications of the imagePRESS C270 for the financial services industry

## A market leader

Canon is a globally trusted brand with over 80 years of experience. Our imagePRESS heritage has made us a market leader in end-to-end digital print technologies. Customers trust us to deliver innovations that are also supported by specialist workflow partners, to ensure that we provide a solution that meets your specific business needs.

## Ongoing service support

Canon has knowledge and expertise in the latest advances in digital print technology, as well as media and applications. Over 4000 service experts are dedicated to your needs - Canon has a global database accessible by all technicians for fixes, updates and experiences, regardless of location to maximise uptime of every machine.

## Business support programme

Canon provides ongoing business consultancy and support to help you get the most from your investment.

To find out how we can support your business, contact your Account Manager

**Canon**

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