

# Canon

## MARKET

Canon Middle East FZ LLC (CME), a subsidiary of Canon Europe, is the Regional headquarters for Canon in the Middle East and North Africa and is based in Dubai, UAE. Canon has been represented in the Middle East for more than 40 years through distributors and partners which has successfully built a solid customer base and significant market share in the region.

In 1998 Canon set up a representative office in Dubai to help partners deliver even more with additional on-the-ground support. By 2001 Canon Middle East had transformed into a full subsidiary with extensive logistics facilities, and in 2002 moved into its spacious new head office at Dubai Internet City, with a rapidly growing staff. CME today manages sales, marketing and technical support activities across 36 countries; in the Middle East including Saudi Arabia, Egypt and the UAE as well as French speaking African countries.

## ACHIEVEMENTS

Canon, a global multimedia corporation with more than 70 years of technological expertise, is no stranger to innovation. It consistently ranks among the top five multinational companies in terms of the total number of patents granted annually. Among Canon's historic contributions to business technology are the first Japanese-made 10-key calculator which significantly improved on the first fully electronic calculator two years after its invention, and the world's first inkjet printer using bubble jet technology which the company introduced in 1985.

Canon was voted as Europe's most trusted camera brand for the tenth consecutive year by Reader's Digest. Canon has also retained the 33rd position for the second consecutive year in Interbrand's 100 Best Global Brands 2010 after its brand value increased to USD11,485 million, rising by 10% from 2009. Canon also retained its fourth position in Interbrand's 'Japan's Best Global Brands 2010', which is an annual ranking of the 30 most successful Japanese brands.

## HISTORY

In 1933 a small laboratory dedicated to making high-quality cameras was set up in a simple apartment room in the Roppongi area of Tokyo. At the time, all high-quality cameras were European with the majority coming from Germany. Through hard work and with an enterprising spirit, they eventually succeeded in building a prototype. The following year, in



1935, Japan's first-ever 35mm focal-planeshutter camera, the Hansa Canon, was born, along with the Canon brand.

In 1950 Canon's first president, Takeshi Mitarai, went to America for the first time to attend an international trade fair. Having seen modern factories and a high standard of living first hand, upon his return, he built a fireproof factory of steel-reinforced concrete in the Shimomaruko area of Tokyo, which he saw as essential for Canon to succeed in doing business with the world at large. Mitarai also made clear his respect for humanity by stressing the importance of the San-ji, or Three Selves spirit, the guiding principle for Canon employees.

In 1955, Canon made its first step into the global market with the opening of a U.S. office in New York City. In 1957, Canon set up its sole European distributor, Canon Europa, in Geneva, Switzerland. By 1967 exports already topped 50% of the company's total sales.



## PRODUCT

Canon have been delivering pioneering imaging technologies to their customers in Middle East for over 40 years. Customers benefit from consumer and professional imaging products including leading edge photographic equipment, printers, scanners and binoculars, as well as Canon's advanced range of Digital Compact and SLR cameras. In addition, their Business

Solutions offer a vast portfolio of print and document solutions for small and medium businesses, large corporations and governments

Recognised for developing the world's highest level of image resolution, Canon has developed the first APS-H-size CMOS image sensor to achieve a record-high resolution of 120 megapixels. Canon also successfully developed the world's largest CMOS image sensor with a chip size measuring 202 x 205 mm. The sensor is capable of capturing images in one one-hundredth the amount of light required by a professional model digital SLR camera.

Canon has also introduced a compact and lightweight multi-purpose camera with ultra-high definition 4K resolution in EXPO 2010 in Paris. The camera is ideal for both work and professional use as it features a newly developed CMOS sensor that enables video shooting at high frame rates in excess of 60 frames per second.

Canon has recently unveiled its new flagship MFP series "imageRUNNER ADVANCE," providing a scalable platform that comes with customisable features to match specific requirements of each user. The Canon Canoscan 8800F, on the other hand, ranks among the most popular devices for scanning photographs and transparencies.

Such is Canon's reputation as a trustworthy innovator that many customers will insist on the brand for a whole range of items. Clearly this puts the company in a very strong market position.

## RECENT DEVELOPMENTS

For a company that enjoys over 2,000 patents granted each year, innovation undoubtedly will be at its core. Here's a glimpse of what Canon has to offer in the near future. In terms of emerging technology we could see ultra high resolution LCD panels with up to eight megapixel resolution, while in the medical imaging sphere Canon is set to introduce its next generation X-ray imaging and cutting-edge DNA imaging, its fully-integrated digital radiography system and the Canon CR2 digital retina camera. The recent demonstration at Canon EXPO showed the image capture of a retina using the stereo photographic mode of the Canon CX-1 digital retinal camera, which is then recreated in 3D using two Canon WUX10 Mark II Medical projectors. These high quality 3D representations provide healthcare professionals with high quality images, which



can be used for review and study purposes. Using the ImagePRESS CI+ as the output printer, the whole image capture, 3D display and print process is a practical demonstration of Canon's commitment to using its imaging technology from across the business, from input to output, which summarises the strategy of Cross Media Imaging.

In the imaging domain, the Canon stable could boast of the world's first multi-band camera; ultra-high resolution cameras, ultra-high sensitivity CMOS sensor cameras, and the multi-purpose camera which, with its compact and lightweight design, offers a single-device solution for a full range of business-use needs, including both video and photography.

At the Canon EXPO, the company introduced its High Sensitivity and High Frame Rate Dynamic X-Ray Imaging. This technology is being introduced via the new Canon Mobile C-arm, the first fully integrated Digital Radiography system available from Canon for healthcare professionals.

Other innovations from Canon include the introduction of the Interactive Mixed Reality, a visual experience that combines the real and virtual worlds in real-time in which the user not only 'sees' images in a visual space, but also controls and creates them.

Canon in fact invests more than 9% of annual sales in R&D, which is being conducted in its facilities worldwide. Canon's R&D program has helped it develop and introduce a wide array of technology solutions, incorporating new product

features and specifications that meet customer's changing needs.

## PROMOTION

Canon believes in the power of image: the power to communicate quickly and easily, to convey the slightest of subtleties, to elicit the strongest emotions and to simplify the most complex of tasks.

Bringing its passion for image to life, Canon has aligned itself with a wide range of high-profile activities, from advertising campaigns to key cultural and sporting



sponsorships, and events and exhibitions.

Canon has also had a long history in sponsoring many of the world's leading sporting events including FIFA World Cup, UEFA Super Cup™ and MTN Africa Cup of Nations football tournaments, the PGA Golf Tour, Wimbledon Championships and the French Open championships.

Canon Middle East is committed to supporting photography in the region and making it accessible to all. As a sponsor of the region's leading photographic event, Gulf Photo Plus, CME helps to provide local talent with the opportunity to learn

from some of the world's most internationally acclaimed photographers. As a global leader of imaging technology, Canon is at the forefront of photographic innovation and aims to share its expertise with talent in communities across the world.

Canon Middle East has also recently named Nayla Al Khaja, the UAE's first woman film producer, as Canon Brand Ambassador. Canon Middle East also announced its support to the "BLOOM! Cine Startups" initiative, which is being organised by Nayla to encourage budding filmmakers, especially the youth, to make their first film using Canon DSLR cameras.

## BRAND VALUES

At Canon they believe in the power of image: the power to communicate quickly and easily, to convey the slightest of subtleties, to elicit the strongest emotions and to simplify the most complex of tasks.

Their brand platform 'You Can' captures the essence of the Canon brand and is designed to inspire their customers to explore their creativity and be empowered by their technologies. With Canon - You Can.

The corporate philosophy of Canon is kyosei. A concise definition of this word would be "Living and working together for the common good" but their definition is broader: "All people, regardless of race, religion or culture harmoniously living and working together into the future." Unfortunately, the presence of



imbalance in the world - in areas such as trade, income levels and the environment - hinders the realisation of kyosei.

Canon's goal is to contribute to the prosperity of the world and the happiness of humanity which will lead to continuing growth and bring the world closer to achieving kyosei.

One of the key initiatives implemented by Canon Middle East in 2010 was the signing of a partnership agreement with EnviroServe to ensure proper disposal and recycling of end-of-life Canon consumer electronic products and service parts across the Middle East.

Canon Middle East supplied the Emirates Environmental Group (EEG) a total of 80 kilos of used paper materials from its Gulf Print participation in March 2011 to help in EEG's 'Plant a Tree' campaign, which required 200 kilos of paper to plant a tree.

Canon ME recently signed an agreement with Emirates Wildlife Society-WWF to donate 10% of sales from its X-MARK I solar-powered business calculator to the organisation to help finance its environmental conservation and education programmes. The X-Mark I is manufactured using residual parts from Canon digital cameras.

[www.canon-me.com](http://www.canon-me.com)

## Things you didn't know about Canon

Canon was the first Japanese company to set up at Dubai Internet City.

Over 80 high profile international figures including Angelina Jolie, Kate Moss, Nicole Kidman, Moby, Eric Cantona and David Coulthard contributed images of 'what inspires them' taken on the Canon Digital IXUS camera.

Ink jet printing technology was discovered by a Canon researcher who noticed that heat, rather than pressure, could be used to shoot ink from a cartridge after a hot soldering iron accidentally touched the needle of an ink-filled syringe and ink sprayed out.

Canon spends more than 9% of its total annual sales worldwide in Research and Development every year.

Canon develops all the technologies and the designs it applies in their products internally except for their LV projectors.

In 1986 Canon became the world's first company to introduce still video camera and video system.

In 1995 Canon introduced the world's first fully solar-powered camera.

In 2008 Canon launched the first camera ever to incorporate full HD video.

Superbrands