

Customers Say Canon Monochrome MFPs Are Best

Results taken from the Annual Monochrome MFP Customer Study conducted by the Office Products Analyst (OPA)

Each year, we conduct a study in which we ask customers from Enterprise and Small and Medium Businesses to rate the black and white multi-functional devices they work with on a daily basis. Surveys were completed via extensive telephone interviews over the course of six weeks. After a thorough validation process,

we were left with 352 responses.

In one part of the survey, respondents were asked to rate nearly 20 key aspects of their MFP such as reliability, productivity, image quality, ease of use and more. These categories are averaged to provide an Overall Rating, in which Canon MFPs were rated 8.9 on a scale of 1 - 10, with "10" being best. The industry average was 8.6.

Out of seven brands in this year's survey, Canon MFPs received the highest rating.

"Canon black and white MFPs were rated best by customers in a variety of critical areas. Based on this feedback, anyone in the market for a black and white MFP should consider a Canon device."

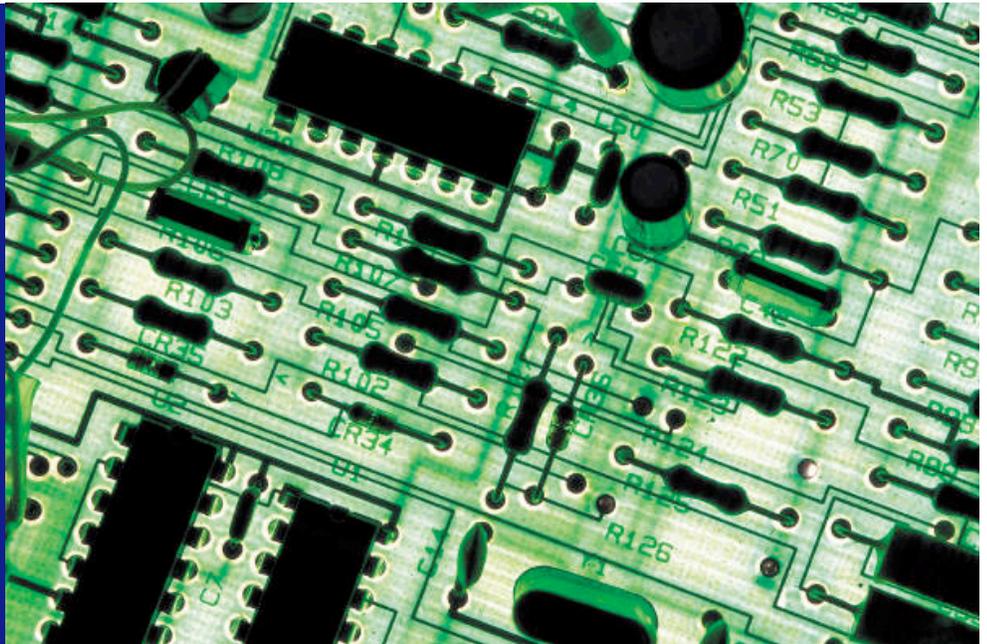
Andy Slawetsky
President
Industry Analysts, Inc.



The Office Equipment Authority



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Customers Say Canon Monochrome MFPs Have Best Image Quality

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thorough validation process, we were left with 352 responses.

In one part of the survey, respondents were asked to rate the image quality of their multifunctional printer (MFP) on a scale of 1 - 10, with "10" being best. The average rating for monochrome Canon MFPs was 9.2 compared to the industry average of 8.6. Out of seven brands in this year's survey, Canon was best in this critical category.

"Canon black and white MFPs were rated best by customers in a variety of critical areas. Based on this feedback, anyone in the market for a black and white MFP with exceptional image quality should consider a Canon device."

Andy Slawetsky
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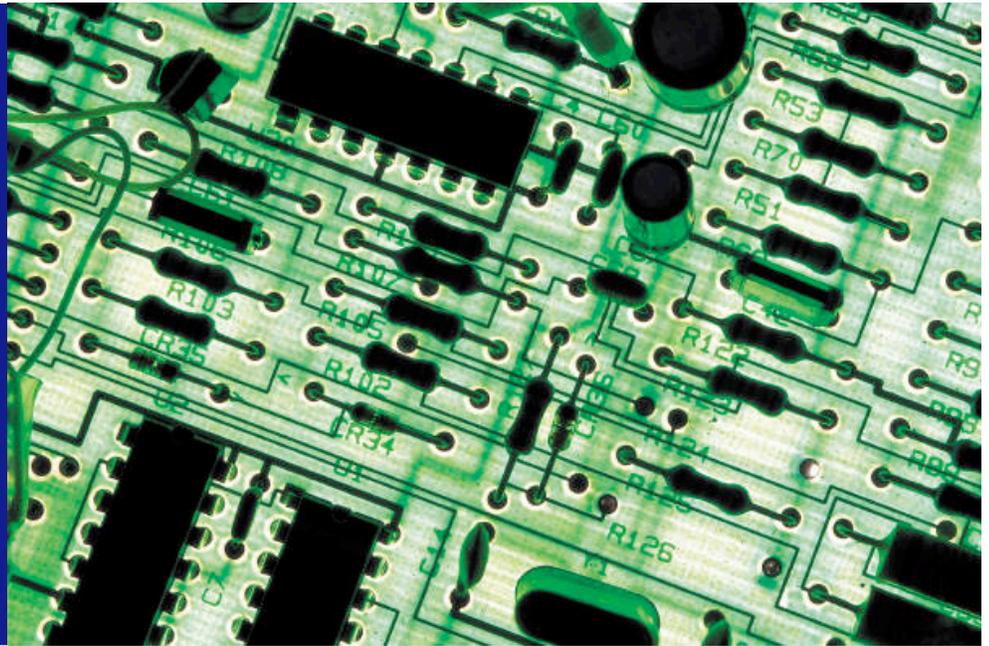
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Canon Monochrome MFPs Rated Best in TCO/Maintenance

Results taken from the Annual Monochrome MFP Customer Study conducted by the Office Products Analyst (OPA)

Each year, we conduct a study in which we ask customers from Enterprise and Small and Medium Businesses to rate the black and white multifunctional devices they work with on a daily basis. Surveys were completed via extensive telephone interviews over the course of six weeks. After a thorough validation process,

we were left with 352 responses.

In one part of the survey, respondents were asked to rate several categories including Ease of Operator Maintenance, Affordability, Cost per Page and Full Service Maintenance Agreement. These categories make up the TCO/Maintenance section, in which Canon monochrome MFPs were rated best overall, receiving a rating of 8.8 out of 10 compared to the industry average of 8.5.

"Canon black and white MFPs were rated best in several key categories. Based on their feedback, anyone in the market for an easy to maintain black and white MFP with a low TCO should consider a Canon device."

Andy Slawetsky
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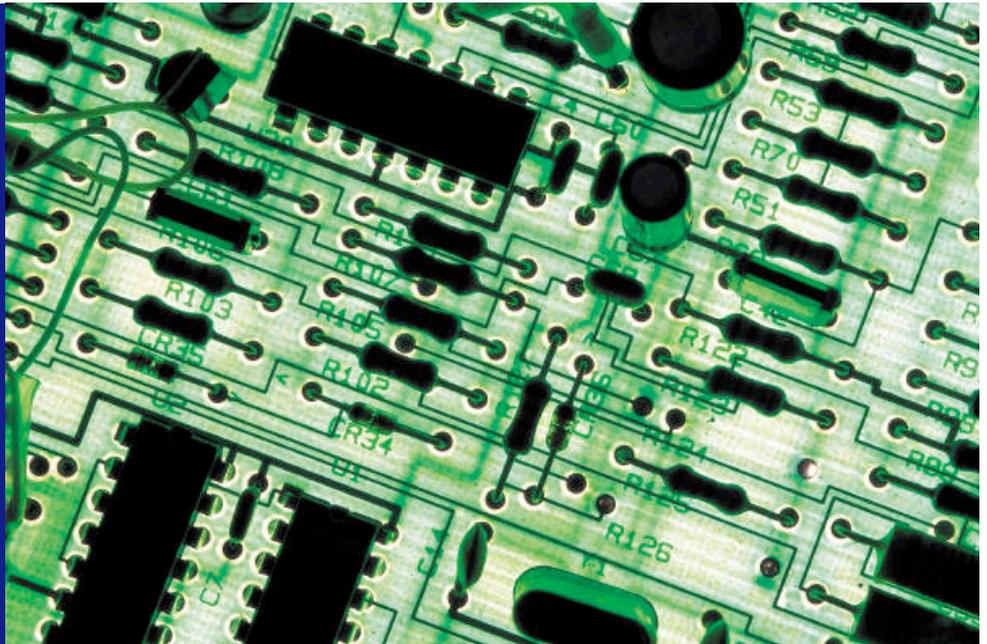


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Canon Monochrome Rated Best in Operability/Functionality

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thorough validation process, we were left with 352 responses.

In one part of the survey, respondents were asked to rate several key aspects of their MFP, including reliability, productivity, image quality, ease of use and more. These categories make up the Operability/Functionality section of our study, in which Canon MFPs were rated 9.2 on a scale of 1 - 10, with "10" being best. The industry average was 8.7.

"Canon black and white MFPs were rated best by customers in a variety of critical areas. Based on this feedback, anyone in the market for a black and white MFP should consider a Canon device."

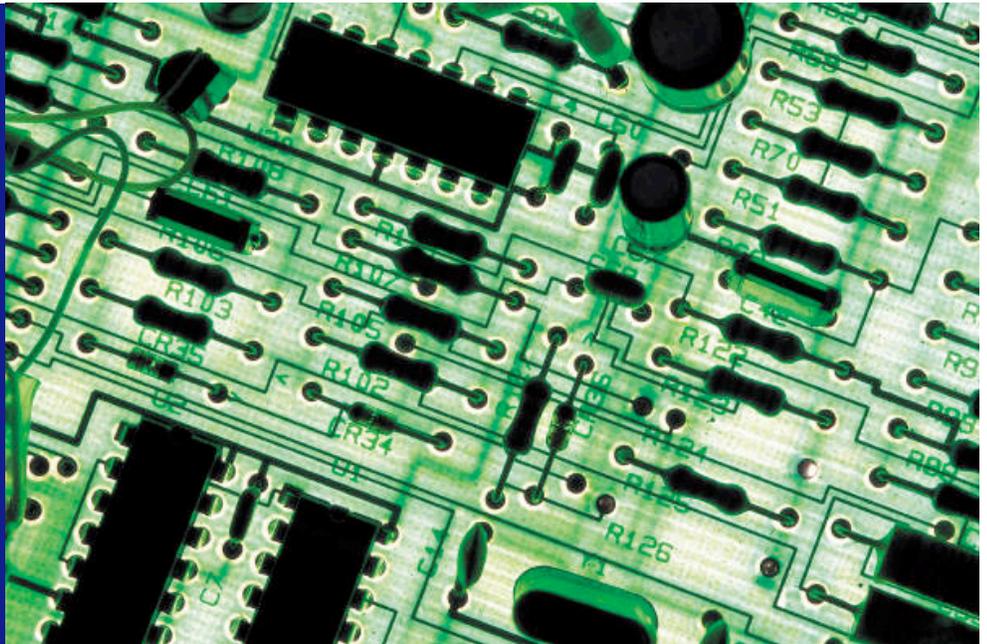
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Customers Say Canon Monochrome MFPs Have Best Overall Functions

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thorough validation process, we were left with 352 responses.

In one part of the survey, respondents were asked to rate several key aspects of their MFP, including printer capability, copier capability, scanning capability and more. These categories make up the Functions section of our study, in which Canon MFPs were rated 9.1 on a scale of 1 - 10, with "10" being best. The industry average was 8.6.

"Canon black and white MFPs were rated best by customers in a variety of critical areas. Based on this feedback, anyone in the market for a black and white MFP should consider a Canon device."

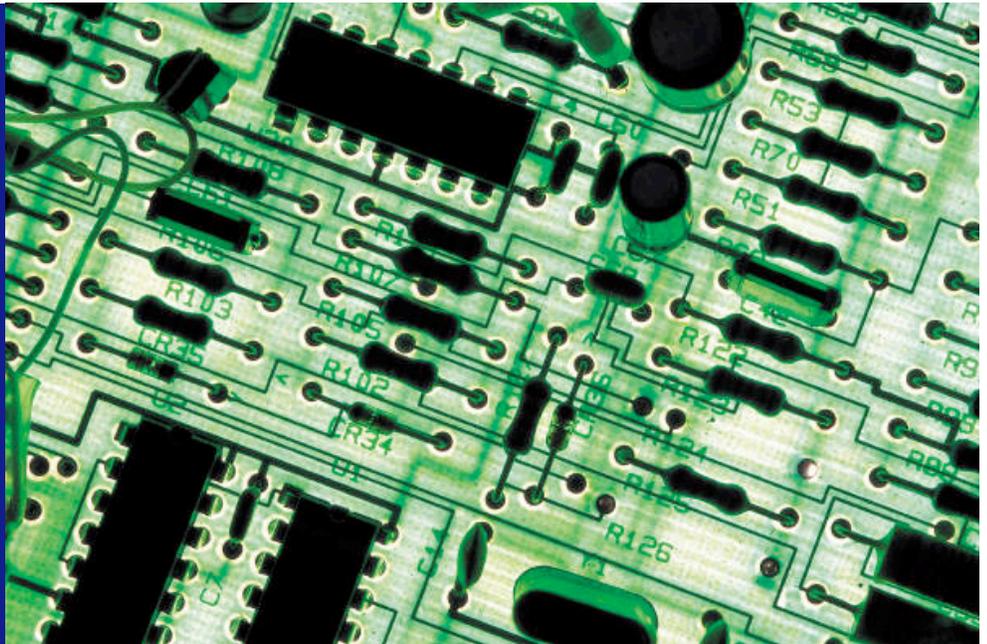
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Customers Say Canon Monochrome MFPs Have Best Scanners

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thorough validation process, we were left with 352 responses.

In one part of the survey, respondents were asked to rate the scanning capability of their multifunctional printer (MFP) on a scale of 1 - 10, with "10" being best. The average rating for Canon MFPs in this category was 9.2 compared to the industry average of 8.6. Out of seven brands in this year's survey, Canon was best in this critical category.

"Canon black and white MFPs were rated best by customers in a variety of critical areas. Based on this feedback, anyone in the market for a black and white MFP with a capable scanner should consider a Canon device."

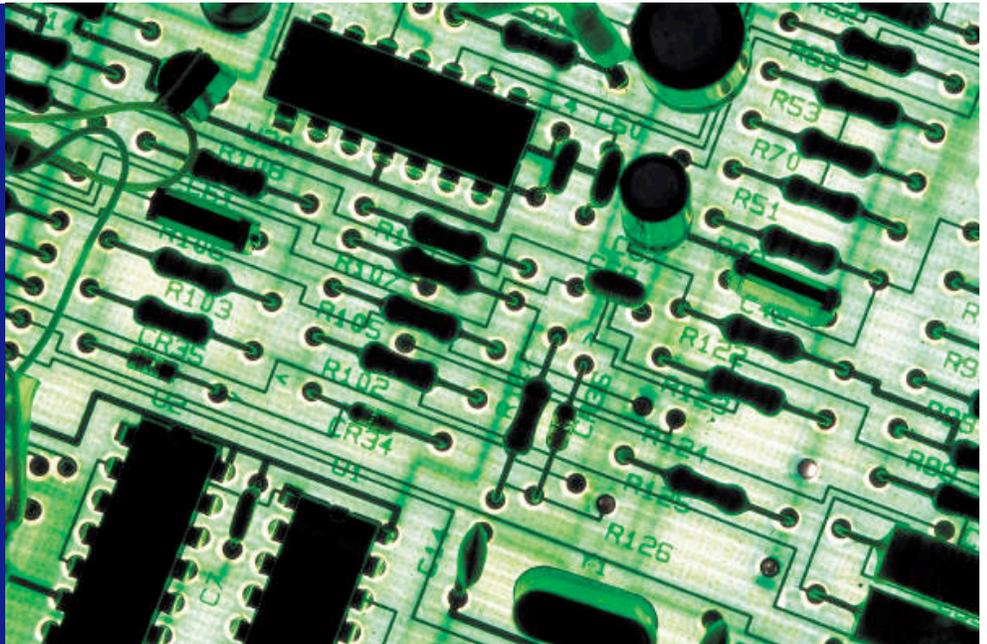
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Customers Say Canon Monochrome MFPs Are Easiest to Maintain

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thorough validation process, we were left with 352 responses.

In one part of the survey, respondents were asked to rate the ease of maintenance of their multifunctional printer (MFP) on a scale of 1 - 10, with "10" being best. The average rating for monochrome Canon MFPs was 8.9 compared to the industry average of 8.4. Out of seven brands in this year's survey, Canon was best in this critical category.

"According to customers, Canon black and white MFPs are the easiest to maintain. Based on this feedback, anyone in the market for a monochrome MFP should consider a Canon device."

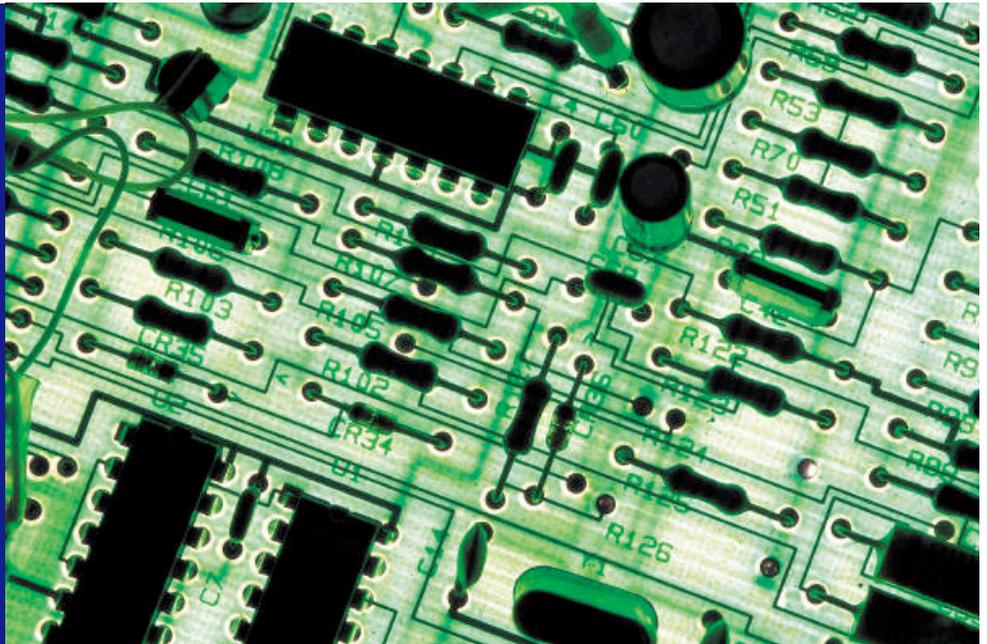
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Customers Say Canon MFPs Easiest to Use

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thorough validation process, we were left with 352 responses.

In one part of the survey, respondents were asked to rate the ease of use of their multifunctional printer (MFP) on a scale of 1 - 10, with "10" being best. The average rating for monochrome Canon MFPs was 9.2 compared to the industry average of 8.6. Out of seven brands in this year's survey, Canon was best in this critical category.

"According to customers, Canon black and white MFPs are the easiest to use. Based on this feedback, anyone in the market for an easy-to-use monochrome MFP should consider a Canon device."

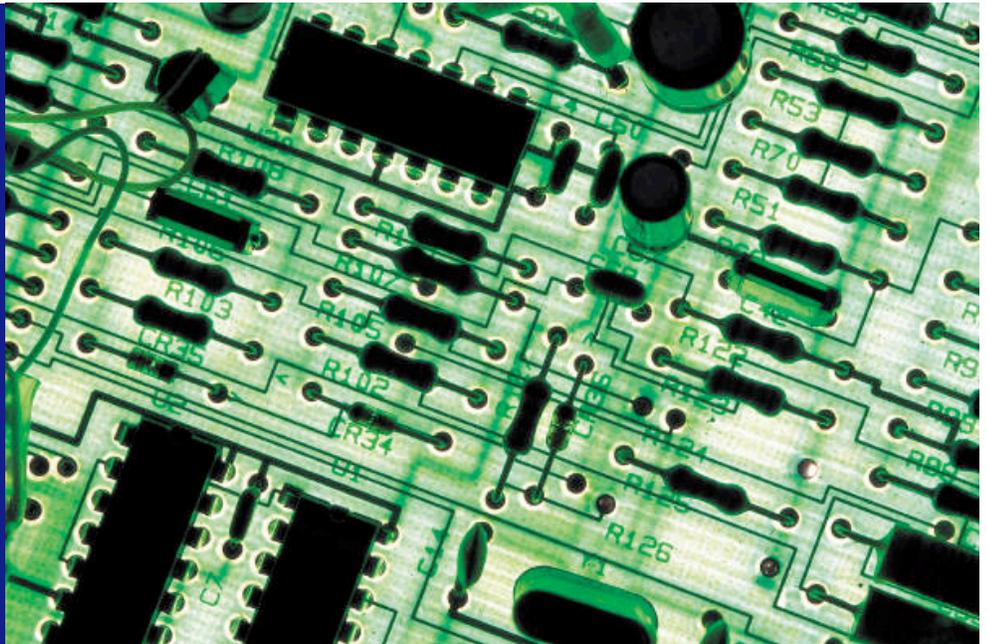
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Customers Say Canon Monochrome MFPs Are Most Affordable

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thorough validation process, we were left with 352 responses.

In one part of the survey, respondents were asked to rate the affordability of their multifunctional printer (MFP) on a scale of 1 - 10, with "10" being best. The average rating for monochrome Canon MFPs was 8.8 compared to the industry average of 8.3. Out of seven brands in this year's survey, Canon was best in this critical category.

"According to customers, Canon black and white MFPs are the most affordable. Based on this feedback, anyone in the market for an affordable MFP should consider a Canon device."

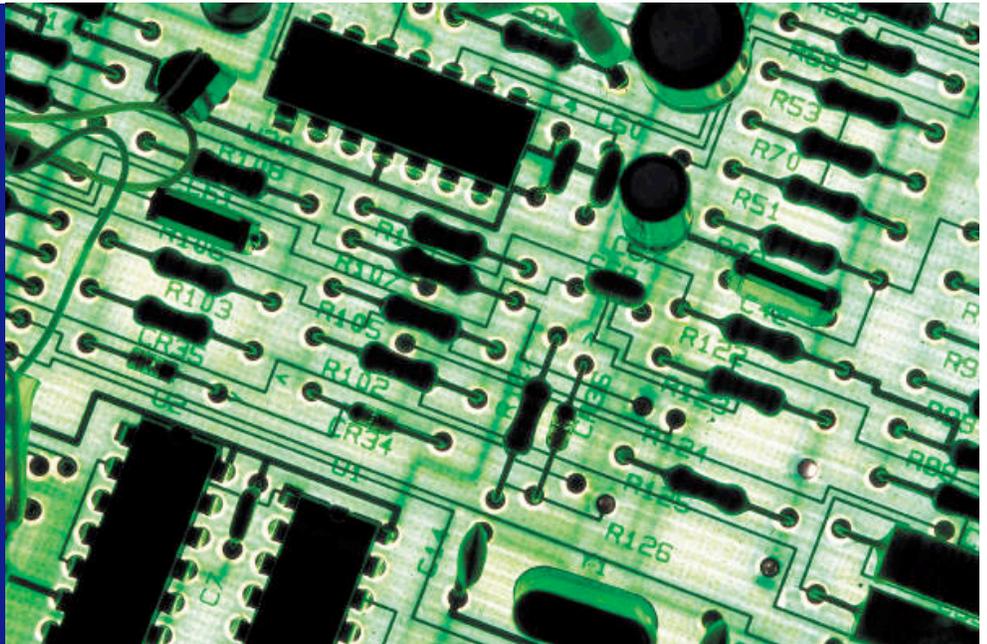
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Customers Say Canon Monochrome MFPs Are Most Productive

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thorough validation process, we were left with 352 responses.

In one part of the survey, respondents were asked to rate the productivity of their multifunctional printer (MFP) on a scale of 1 - 10, with "10" being best. The average rating for monochrome Canon MFPs was 9.3 compared to the industry average of 8.8. Out of seven brands in this year's survey, Canon was best in this critical category.

"Canon black and white MFPs were rated best in a variety of critical areas. Based on this feedback, anyone in the market for a productive black and white MFP should consider a Canon device."

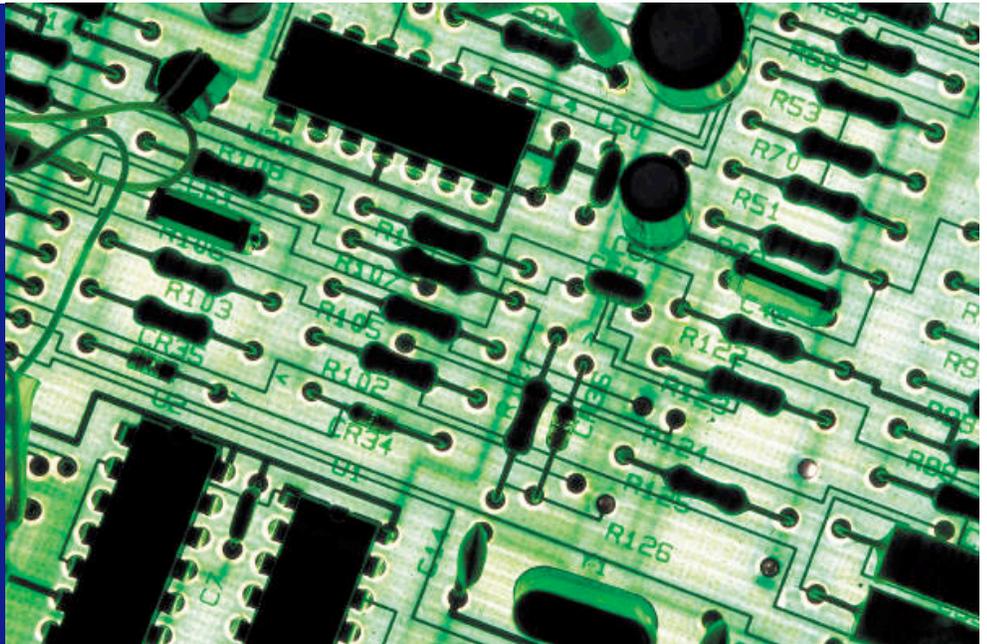
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Customers Say Canon Monochrome MFPs Are Most Reliable

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In one part of the survey, respondents were asked to rate the reliability of their multifunctional printer (MFP) on a scale of 1 - 10, with "10" being best. The average rating for monochrome Canon MFPs was 9.3 compared to the industry average of 8.8. Out of seven brands in this year's survey, Canon was best in this critical category.

"Canon black and white MFPs were rated best by customers in a variety of critical areas. Based on this feedback, anyone in the market for a reliable black and white MFP should consider a Canon device."

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