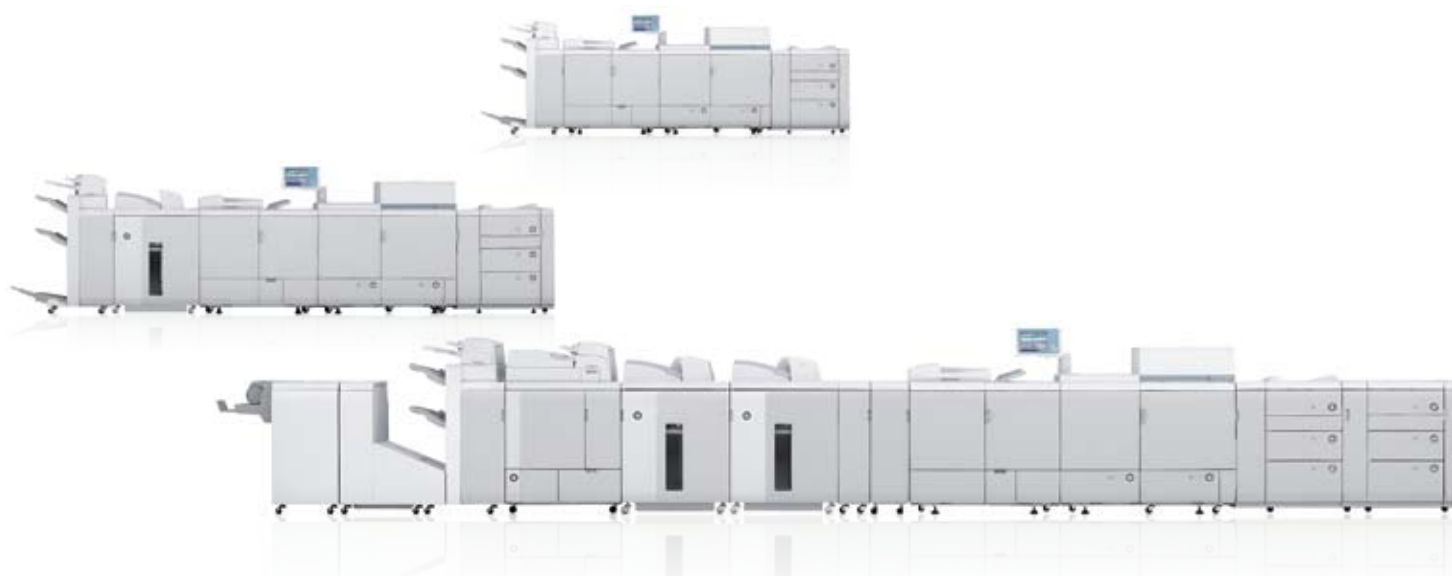


Canon

High Volume
Digital Colour
Production
ImagePRESS C7010VP
ImagePRESS C6010VP
ImagePRESS C6010
you can



Evolve your
business today

Canon

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72% of printers agree they can no longer continue to do things the same way.

Source: Insight Report, Digital Printing Directions by Professor Frank Romano



Digital Colour has evolved once more

Building on the incredible reputation of its predecessor, the **imagePRESS C7010VP** Series takes digital colour production to the next level. Featuring even higher print quality, outstanding finishing capabilities and a significant production capacity, it heralds an evolution in both production and profit opportunities.

The digital colour revolution

When Canon launched the imagePRESS C7000VP in 2007 it signalled a seismic shift in how digital colour was to be perceived. For the first time ever, professional print companies could enjoy the versatility of digital colour production whilst offering print quality that was comparable to offset.

An instant success across commercial printers, print for pay specialists and within CRDs, the imagePRESS C7000VP was an instrumental force in the digital colour revolution. And now the imagePRESS C7010VP Series is set to take digital colour – and profit opportunities – to new heights.

The range for quality and consistency

Canon's imagePRESS C7010VP Series incorporates three devices that set new standards in digital production. The imagePRESS C7010VP, imagePRESS C6010VP and imagePRESS C6010 successfully combine consistent, high quality images with speeds that are simply astounding.

Make a leap with Canon

Digital technology has played a pivotal role in changing the dynamics of the print market in recent years. With ever increasingly pressures on margins, it is those print service providers with the foresight to invest in these capabilities that have been most successful. For many, Canon have proven to be the pioneering partner. Not only by helping providers to expand their digital capabilities but also by steering them through challenging trading conditions and by creating exciting new revenue streams.

With digital revenues expected to lead the professional print market by 2020, Canon is ideally placed to help your business make the small steps – or bigger leaps – needed to grow in-line with the evolving needs of your customers.

“You can’t afford to stand still, which is why we wanted to work with a partner who would give us a growth path for the future. We found that partner in Canon.”

Dirk van der Heyden,
Founder, PX, Belgium



70%

of printers expect the highest revenue growth to come from digital colour printing.

Insight report 2009

Evolve your production capabilities

With quality this impressive, it's essential to have a press that produces fast, dependable and consistent results: day after day, job upon job. This commitment to performance and reliability translates into more profit for your business: an integral part of the thinking behind the imagePRESS C7010VP Series.

Efficient production power

From fast turnaround requests to sophisticated Variable Data projects, the imagePRESS C7010VP Series delivers exceptional productivity at up to 4,500 (A4) images per hour. A diversity of Print on Demand challenges are easily met. For example, regularly produced documents that change frequently – such as sales reports – can be effortlessly scheduled into your workflow. This “just-in-time” printing capability is highly efficient and means no wasted print inventory.

Outstanding performance

A sizeable paper capacity of 10,000 sheets from 8 different sources plus the ability for operators to reload without interrupting jobs ensures hours of continuous performance. An output capacity of up to 17,000 sheets further emphasises the productive credentials.

Our Advanced Operator Maintenance Program allows operators to replace certain parts without the involvement of a technician, keeping performance at its optimum level and maximising profit potential.

True full speed printing

The imagePRESS C7010VP Series always delivers on its productivity promises. Whether you're using thick or coated media, with weights spanning 60 to 325 gsm, the imagePRESS C7010VP consistently delivers 4,500 (A4) images per hour.

Graphic Arts users will be particularly impressed with the ability to process SRA3 jobs at deadline beating speeds. Even jobs with mixed sized originals, such as reports and manuals, can be handled quickly and effortlessly.

Unrivalled reliability

A sophisticated air-assisted feeding system works to ensure unbeatable reliability. Air heaters blow warm air to ensure highly static coated media is fed correctly. Additional fans then work to ensure immaculate feeding, pick up and media separation. An advanced ultra-sonic double-feed detection system inside the High Capacity Paper Decks can detect multi-feeds, rectifying any potential problem without interrupting operation.

Production possibilities:

- Print and re-print on demand, produce documents that are personalised to each recipient.
- Meet customer deadlines confidently with rated production speed, even on heavy and special media.
- Produce documents that are finished in-line as booklets, and perfectly bound with a highly professional finish.
- Stack documents ready for offline finishing, fitting into your existing production process and methods but offering lower production costs and faster turnaround.
- Create hole punched documents in-line, so they are instantly usable by your customers.
- Print rush jobs faster, without the hassle of re-scheduling workload.
- Produce customised marketing materials.
- Print onto a huge diversity of media, opening up new possibilities for your print.

“We work almost exclusively with 300 gsm papers that are usually printed on both sides. On these jobs, our imagePRESS has significantly boosted productivity.”

Gerhard Weiss,
Mail Boxes Etc. (MBE)





100% of printers highlighted that colour volumes were continuing to grow.

Source: Insight Report,
Digital Printing Directions by Professor Frank Romano

The new image quality benchmark

The **imagePRESS C7010VP** Series takes digital colour production printing a step forward. Enjoy razor-sharp details, consistent, accurate colours and a level of quality that can't fail to impress your customers.

High quality on all media

It's the harmonisation of numerous Canon innovations that enables the next generation image quality produced by the imagePRESS C7010VP Series. For example, our v-toner with its ultra-fine 5.5-micron particles and innovative Image Control Technologies enable 1200 x 1200 dpi with 256 graduations. The toner – which combines the competing benefits of both pulverized and polymerized toner technology – ensures the broadest possible colour space for rich and vivid colours. Gloss Optimisation technology means that an optimal finish is achieved on all media – a high gloss finish on coated media and a matt finish on plain / low gloss media.

Consistent and accurate

Canon technology ensures predictable, consistent colour is virtually guaranteed over all run lengths. Our Advanced Image Control System (ARCDAT) automatically carries out minute page-by-page image adjustments. Whilst the new colour toner density control system works simultaneously to optimise toner density distribution.

Razor-sharp reproduction of text, images and graphics

Advanced Smoothing Technology (AST) enhances print quality results by eliminating any banding that might be associated with text and intricate graphics. Additionally, the imagePRESS Server Range incorporates an Effective Resolution System that makes intelligent image adjustments based on the way prints are viewed by the naked eye, for optimal quality at the highest speeds.

Precise registration

Intelligent Registration Technology (IRT) ensures exceptional front-to-back and side-to-side registration accuracy. The imagePRESS C7010VP Series measures the image on the front side of media and precisely aligns it with the back side. It even intelligently fine-tunes the image size to allow for paper shrinkage during fusing, adjusting it in relation to the media being used.

Colour Management

Canon's i1 Process Control System, developed by X-Rite, enables accurate and consistent control of the entire colour workflow. This ensures colour expectations can always be met and reliable proofs delivered, saving time and reducing errors.

Process control enables you to:

- Accurately simulate spot colours
- Verify digital proofs against industry standards
- Use ICC profiles in proofing workflow
- Profile monitor and CMYK printers
- Create a library of print safe colours for use in your colour workflow

“We have achieved a new quality standard in both colour and black and white digital printing and we are confident that this new offering will provide a healthy return on our investment.”

Vito Ferrone,
Managing Director, Loretoprint



Providing value added services are a means to increased profitability.

81% of versioned materials provided a profit during the downturn.

Source: Insight Report, Digital Printing Directions by Professor Frank Romano

Versatile media capabilities have evolved again

The **imagePRESS C7010VP** Series offers true application diversity thanks to its flexible media handling, powerful finishing and exceptional reliability.



Perfect Bind



Saddle Stitch



Professional Hole Punch*



Hole Punch



Stitch



Document insertion

Ideal for numerous applications including:

- | | | |
|------------------------------------------|----------------------|-------------------------------|
| • Brochures and marketing communications | • Greeting cards | • Newsletters and periodicals |
| • Pitch books | • Direct mail pieces | • Financial statements |
| • Catalogues | • Business cards | • Manuals and directories |
| • Booklets | • Presentations | • Technical documentation |

* color coil, plastic comb, velo bind, twin loop, pro click

Flexible media handling

With 10,000 sheets from 8 different sources and the ability to deal with weights spanning 60 to 325 gsm, the imagePRESS C7010VP Series offers incredible versatility. Maximum productivity is guaranteed – irrespective of the media type or weight being used – opening the door to a wealth of new applications. For example, each press will easily handle coated stocks, transparencies, embossed papers, bond paper, vellum paper and even plastic stocks.

The perfect finish

A raft of time-saving in-line finishing capabilities such as hole punching, saddle stitching and perfect binding are available. And thanks to an ability to work with large sized media, Pitch Books can now be created, further expanding production possibilities.

Finishing is not just versatile it's also extremely precise. The saddle finisher incorporates a facility to flatten the back of a saddle-stitched booklet. Whilst the 3 edge trimmer ensures a clean, uniform edge to every page of every booklet.

Large printable area

Page sizes up to 13" x 19.2" (330.2 x 487.7 mm) and a maximum image size of 323x 482.7 mm is printable. This comfortably allows for full bleed A3 printing for crop and trim marks.

Media library for optimum results

A built-in library with 2,000 preset options allows you to specify the exact media for use in a particular job. Once selected, the imagePRESS C7010VP Series automatically fine-tunes the print parameters, for example, by adjusting the fusing temperature or toner density, which ensures the optimum results with every type of substrate.

“We’re presenting clients with an overwhelming portfolio of offerings – new services, new products, new opportunities. As clients learn more about what’s possible with digital they’re increasingly willing to pay a premium...”

Mirjam Strijbosch,
Head of Repro at Gasunie, Netherlands

Evolve your business the way you want to

49% of printers plan to expand their finishing options in order to offer more services to their customers.

Source: Insight Report, Digital Printing Directions by Professor Frank Romano

Different options can be chosen to ensure you enjoy the production capabilities that add most impact to your print operation.



1 imagePRESS SERVERS
Partnerships with both EFI and CREO allow a server to be selected that has the power to meet a diversity of complex jobs – either static or variable – with ease. Powered by EFI, the iPR Server A3200 and A2200 are compatible with all devices, with the iPR Server A3200 designed for the most intensive workloads. For lighter production environments, the iPR Server A1200 can be configured, solely with the imagePRESS C6010.

Powered by CREO, the iPR CR Server A7000 v2 is compatible with all presses and is a versatile solution for hybrid environments and intensive VDP workloads.



2 POD DECK
The high capacity paper deck contains three paper drawers, each of which can be filled with a different media type for maximum flexibility. Up to two decks can be attached at any one time for a maximum capacity of 10,000 sheets. A useful visual indicator on each cassette helps keep track of the remaining media for maximum uptime.



3 MAIN UNIT
A large graphically driven touch-screen display makes device operation simple and is easily viewable from the end of the floor. Help menus guide operators through more complex functions should they encounter a problem.

Choose from three alternative models:

The **iPR C6010** prints at 61 images per minute and slows down on heavy media.

The **iPR C6010VP** prints at 61 images per minute on all media up to 325 gsm.

The **iPR C7010VP** prints 71 images per minute on all media up to 325 gsm.



4 HIGH CAPACITY STACKER
The high capacity stacker allows for heavyweight document production with a stacking capacity of 5000 sheets. An additional stacker can also be configured for a maximum of 10,000 sheets. A built-in removable dolly enables documents to be easily relocated for off-line finishing.



5 FINISHER
The finisher has a capacity of 5,000 sheets and a stapling capacity of 100 sheets. Single and double stapling options are provided for added versatility.

SADDLE FINISHER
The new saddle finisher carries out all the functions of the finisher but additionally enables you to produce outstanding saddle-stitched booklets of up to 100 pages (80 gsm).



ADDITIONAL FINISHERS
Perfect binder: This enables quality perfect bound books to be created. Low temperature hot glue technology binds the book and cover, whilst precise 3-edge trimming creates a professional finish.



Professional Puncher: For advanced punching such as plastic comb, twin loop and pro click, the professional puncher can be configured. Punching patterns are available as die sets when can be easily changed by the user.



Booklet trimmer: To prevent shingling, this enables a common edge to be created on booklets generated via the saddle finisher. Add a further trimming accessory and three-sided trimming is possible, for a highly professional finish.

6 OPTIONAL
Punch unit: The optional punch unit can be added to create hole-punched documents for customers. Two different hole punch units, offering either 2 or 4 hole punch registration, can be configured.

7 Document inserter: The document inserter enables heavy and pre-printed media from a different source to be added to jobs, for an added professional touch.

The cross training of staff and the need to develop new sales force skills

were both highlighted as key points when printers were asked to consider strategic action plans for the future.

Source: Insight report, Digital Printing Directions by Professor Frank Romano



Achieve optimum performance levels

Impressive as the credentials of the **imagePRESS C7010VP** Series are, we appreciate how business-critical it is to integrate a new Press seamlessly into your workflow. That's why we pay particular attention to areas that ensure you quickly realise the benefits.

Smooth installation

Achieving a smooth installation is as important to us as it is to you. We'll spend time understanding how your current infrastructure is set-up to ensure that installation has minimal impact on your existing workload and maximum impact on your future workload.

Training geared to your needs

Integral to any successful Canon solution is how quickly and easily your staff can begin to exploit it. That's why every implementation carefully addresses the specific training requirements of different members of your team. An operator training program will be provided at a time that best suits. Further advanced training modules can be called upon to ensure you maximise the return on your investment.

Advanced Operator Maintenance Training will also be made available to skilled operators. This gives them the skills to replace certain machine components if and when required, ensuring maximum uptime and high levels of productivity.

Flexibility and expertise

Flexible contracts that fit within your cashflow parameters help ensure the imagePRESS C7010VP Series is a sensible investment. And of course, this investment is supported by a company with an outstanding reputation for service. Canon technicians throughout the world are able to share their relevant, collective technical experiences with the imagePRESS C7010VP Series – all information that helps you get the very best results possible. Plus, a dedicated helpdesk is available in most European countries, supported by our renowned on-site technical service.

“...on rare occasions when we had to call the Canon service team the response was first class. As we keep exploring what the presses are capable of with the new products, it's good to know the back-up is there.”

Ian Abrahams,
Co-Founder, JNB Publishing Limited



56% of printers plan to implement and improve automated workflow in order to profit from digital print.

Source: Insight Report, Digital Printing Directions by Professor Frank Romano

Canon

Together we will evolve

With Canon as your partner and the **imagePRESS C7010VP** Series at the heart of your printing infrastructure, you're perfectly placed to explore every profit opportunity.

The right partner

As a pioneering partner in professional print, we're working closely with companies like yours, adding value and helping plot a path to a prosperous future.

Years of experience results in an in-depth understanding of the challenges you face. Furthermore, we'll share with you the results of our worldwide independent research programme into the print marketplace. And together we will uncover where profitable and exploitable market opportunities exist, and help you make the most of them.

Canon Workflow Program

Designed to help work your business harder is the Canon Workflow Program. By assessing your production challenges and goals and aligning them with the capabilities of the imagePRESS C7010VP Series, we provide complementary solutions in Variable Data, Colour Management and Production Workflow.

Personalisation and Customisation

Canon's Variable Data Printing Solutions allow you to offer expanded services in your print operation. For example, personalised printing allows you to produce targeted documents that demand attention and drive repeat orders for a higher return on marketing investment. And customised printing enables catalogues and brochures to be created in different versions (e.g. multiple languages) in single print runs.



Helix Production Workflow

This scalable solution streamlines production processes, adds value to personalised printing, better integrates print ordering and enhances print room management.

The enhanced job submission facilities include workflow authorisation to prevent clients exceeding budgets or ordering unnecessary products.

Powerful workflow features include support for multiple costs centres for accurate budgetary control in CRDs. Whilst the VDP capabilities make even complex jobs quick and simple to process.



Essential Business Builder Program

Encompassing a range of workshops, consultancy and invaluable information, this extensive program is further evidence of our commitment to your ongoing success. For example, we will make seminars available to your staff, that will help them to effectively sell and profit from digital print. Alternatively, you may choose to benefit from periodic independent marketing audits of your business, fine-tuning your approach in-line with emerging market needs.

This comprehensive suite of tools has helped over 1,000 European businesses since its launch in 2007.



"We've gone back to Canon every time we have made an investment over the last ten years. You can talk about image quality and reliability, technology and output figures, but if I had to sum up in one why we keep going back to Canon, it would be... trust."

Ian Abrahams,

Co-Founder, JNB Publishing Limited