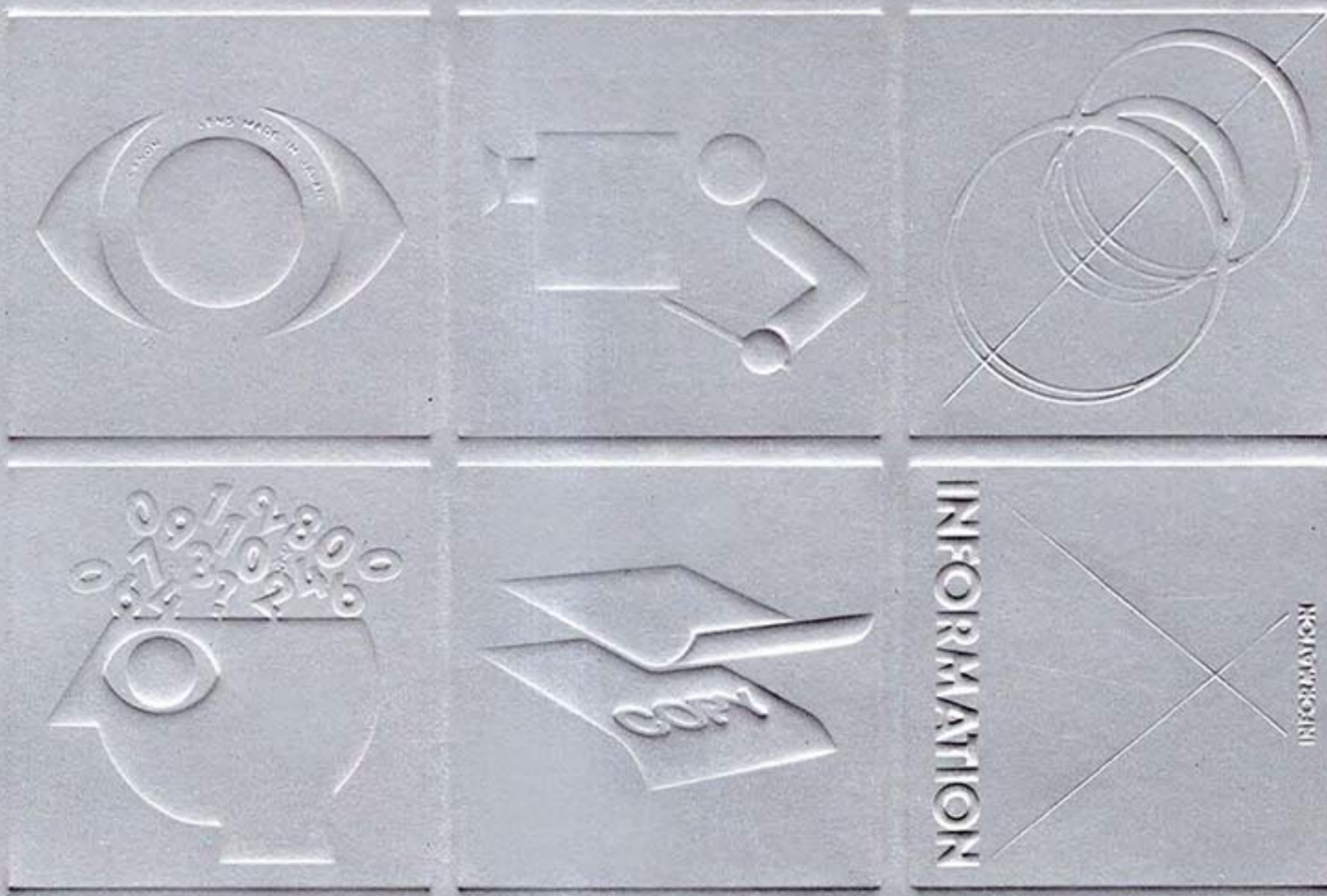


*A Celebration of
Canon's First Twenty-Five Years
in America*



A Message from The Chairman

I am extremely gratified by Canon's performance over the last 25 years in America. For me, this success is proof not only of the quality of our products, but of the humanitarian spirit which has guided our company since it was born.

While our product innovations and marketing techniques have made Canon an outstanding company, what most distinguishes us from other companies is our single-minded devotion to the development and realization of human potential. There is something especially human in everything we do, from the design of our products, to the care with which we manufacture them, to the unique assurance of quality which the Canon worldwide warranty extends to our customers.

Our way has been to respond to the needs of people all over the world with originally-conceived, well-made and affordable products which would improve their lives. Canon cameras allow people to capture and preserve beauty with an ease and accuracy that was unheard of only a decade ago. Our business products enable individuals to be more productive. Many other Canon products help people to learn and communicate. Much of our research and technology is sold to other companies so that the benefits may reach people more quickly through the market-



place. Corporate responsibility is the very essence of Canon and our fundamental concern for people is reflected in both our products and our policies.

Our two greatest assets, after twenty-five years in America, are the happiness and satisfaction of those who own Canon products and the wealth of constructive ideas which Canon people have obtained by experience in this sophisticated and

demanding market. Our ambition for the future should be to use these assets well. To preserve and increase the good will we have earned, we must respond to the needs of people in the eighties through new products which offer the same uncompromising standards of quality and reliability for which we have become known. To do this most effectively, Canon people must make practical use of their valuable ideas, and increase productivity through the realization of individual potential.

Canon's record of success through service to mankind forms a valuable tradition. I hope that everyone who is a member of the vast Canon family is as proud of that tradition as I am. And I hope that by working together we will be able to honor that tradition with an equally admirable record of success and service through the challenges of the coming decade.

A handwritten signature in black ink, reading "Takeshi Mitarai". The signature is written in a cursive, flowing style.

Takeshi Mitarai, M.D.
Chairman

CONTENTS

- A Message from the Chairman
- A Message from the President
- Canon Shares Twenty-Five
Years of History with America
- Canon's Remarkable Growth
- Canon, Coast to Coast
- Canon Innovation
 - Photo Products
 - Copiers
 - Calculators & Systems
 - Optics
 - Micrographics
 - Special Products &
Components
- Canon Marketing
- Canon Makes News

A Message from The President

Five years prior to the establishment of Canon's first office in North America, Dr. Mitarai embarked on an investigative journey. It was his observation of the vast American marketplace that prompted him to make a landmark decision for the company. By 1955, Canon had established a new office at 550 Fifth Avenue in New York City.

Once here, Canon began the marketing of its 35mm, focal-plane shutter camera. Within a few years, distribution was arranged through an association with Scopus, a subsidiary of Berkey Photo, and later through the Bell & Howell network.

Canon distinguished its early years in America with the introduction of several new cameras and lenses. Each product was noteworthy for the standard of quality and technological innovation it represented. The success of these products was evidenced by Canon's growth.

By 1966, Canon was prepared to expand its operations. The New York office was officially incorporated under the name Canon U.S.A., Inc.

With the foresight characteristic of its planning approach, Canon U.S.A. directed its goals toward the development of its own distribution system.

The first product introduced by the young corporation was a 10-key electronic calculator, the first of its kind to be sold in America. Employing innovative marketing techniques, Canon achieved wide recognition and acceptance for this product. Its rapid success provided the encouragement that enabled Canon, in 1973, to begin direct distribution of its photographic line.

Technological and marketing innovations have always been strong points at Canon. This approach has been repeatedly proven by the success of Canon's photographic products: the F-1, total system camera; the AE-1, the first fully electronic SLR camera; the A-1, Canon's state-of-the-art, six-mode exposure control camera; and most recently the remarkably popular autofocus AF35M Canon "Sure Shot."

Applied to the field of business machines, Canon's technological expertise led to the development of the revolutionary NP System. The direction for the future of plain paper copying was changed with the introduction of the NP



Process. It effectively opened up the industry to a new era of progress. The technology which resulted in the NP System is also the basis for Canon's newest achievement—the Toner Projection Development System. This amazing system is incorporated today in the new NP-200 copier.

In addition to the development of the first 10-key electronic calculator, Canon's credits in this field include the introduction of the world's first portable plain paper printer/display calculator—the P10-D—a product that has attained phenomenal popular success.

Innovation and hard work are not limited to product development. Canon has always applied these principles to the area of marketing, as well. One proof of its unique marketing ability is the fact that Canon was the first photographic manufacturer to introduce a 35mm SLR camera to American consumers via network television. This innovative marketing approach brought the Canon AE-1 into the public eye and created an expanded interest in fine photography. It created an awareness among Americans everywhere that technologically advanced equipment plays a significant role in the creation of beautiful photo images.

Canon's 25 years of success are truly the result of a commitment to excellence; in research and development, in wise and creative marketing, and in long range planning. But this pinnacle would not have been reached without the efforts of

the many individuals who contributed to the advancement of the whole. In their numerous capacities, they have helped Canon achieve this quarter-century milestone.

People, then, are Canon's single greatest asset: my predecessors who laid the groundwork for Canon U.S.A.; Canon's present management team and personnel; the network of Canon dealers and their sales and service staffs; and most of all, the American consumer, who has shown his acceptance and appreciation of Canon's fine products.

Although 1980 is a year for Canon to celebrate its past, it is also the time to look toward tomorrow. Today, plans are in progress to guarantee Canon's continuing success throughout the next 25 years.

As a corporation manufacturing photographic equipment and business machines, Canon has a strong scientific foundation on which to build. In the coming years Canon will continue to introduce new products which will make significant contributions to America's economy and people.

So that these products may reach people who will accept and enjoy them, Canon will continue to develop new and sophisticated marketing strategies.

It is Canon's acknowledged obligation to function as a responsible member of the American business community. Canon looks forward to growth and stability in the future, but more than that, the coming decade offers an opportunity for Canon to make an even greater commitment to the American people: To contribute more and more, economically and culturally, to America's well-being.

Canon is in the enviable position of spanning two great countries. Like a bridge, it is our intent to unite the business and cultural communities of America and Japan with a mighty humanitarian spirit. It is toward the realization of this goal that Canon dedicates itself and its resources in the years to come.



Fujio Mitarai
President, Canon U.S.A., Inc.



President Fujio Mitarai (2nd from left) with vice presidents (clockwise) Lester Prover, Hiroto Kagami, and secretary Robert Delson



Service Division



Camera Division



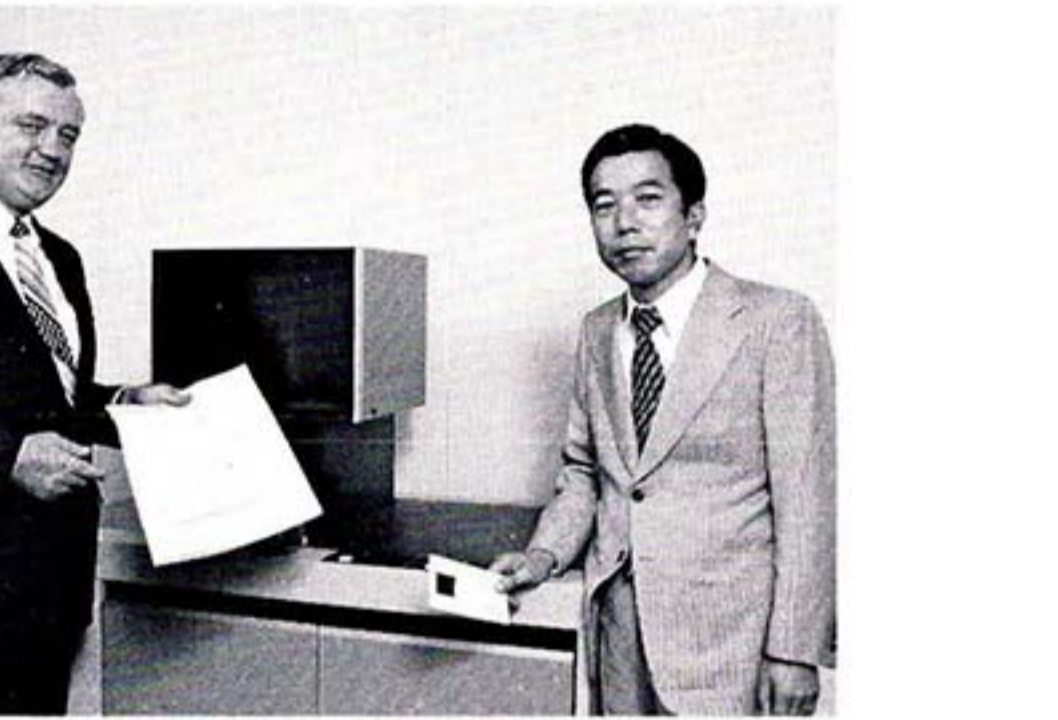
Copier Division



Calculator/Systems Divisions



Optics Division



Micrographics Division



Special Products & Components Division



Administration and Finance Division

Canon Shares Twenty-Five Years of History with America

The twenty-five years from 1955 to 1980 has been a remarkable period, not only for Canon, but for the United States and the rest of the world. People have witnessed a new age of unprecedented international activity and scientific achievement; we have come closer than ever thought possible to realizing a humane society, and at the same time face new challenges in the age ahead. Guided by its commitment to make man's dreams into realities, Canon has been a unique force for good—using new ideas to create products which provide genuine and useful benefits.

For twenty-five years we have shared joy and sadness, hope and worry, good times and bad. Now on the occasion of Canon's twenty-fifth anniversary in America, we can share a well-deserved pride in the accomplishments of a corporation dedicated to humanity.



Dr. Mitarai visits the U.S. in 1950 for an initial study of the American market and to establish a New York branch office, forerunner of Canon U.S.A.

Albert Einstein (1879–1955). The Dodgers beat the Yankees (4-3) in a "subway" World Series.

55

New York, September 23rd: Canon establishes a branch office at 550 Fifth Avenue.



Mr. Tomomasa Matsui, (second from right) first New York branch manager, and his staff.



The Canon IV Sb is the first Canon camera sold in the U.S.



Albert Sabin develops an oral vaccine for the prevention of polio. Rocky Marciano retires as undefeated heavyweight champion.

56

The Canon VT, featuring automatic parallax compensation, a completely diecast body and a trigger winder, is the first Canon camera designed for mass production. Eventually eight models are produced in the "V" series.



57

Dr. Mitarai (second from left) attends introduction of the VT Deluxe and L still cameras and the 8T movie camera at the International Camera Show in Washington, D.C.



The Cine 8T and the Canon L1 still camera are the first Japanese cameras ever to receive the Good Design Award in Japan.



Jet speed record: California to New York set by Major John Glenn (3 hours, 23 minutes, 8.4 seconds).

Mt. Rushmore National Monument is dedicated, and immediately becomes one of America's best-known landmarks.

Alaska becomes the 49th state to join the union.

Establishment of N.A.S.A. to administer space exploration.

The Guggenheim Museum, designed by Frank Lloyd Wright, opens on Fifth Avenue in New York.

58

Canon appoints SCOPUS, subsidiary of Berkey Photo Inc., as U.S. distributor. Dr. Mitarai (right) and Mr. Ben Berkey sign distribution agreement.



Introduction of zoom lenses for TV and 8mm cine cameras.

Hawaii becomes the 50th state to join the union.

"Space Race" heightens as U.S.S.R. sends more sophisticated probes into orbit.

59

N.Y. Branch Manager George Kyotow (far left) and his staff enjoy a visit with Dr. Mitarai.



Canon broadens its photographic product line to include microfilm camera systems.

The Canon P is one of the first quality cameras in the world to achieve wide popularity.



The Reflex Zoom 8, featuring a lightweight, large aperture lens, starts the boom in 8mm zoom.



60

Canon begins distribution of the revolutionary Canonet, the company's first EE camera.



The Canonflex is the first Canon SLR; features include a coupled exposure meter, interchangeable pentaprism and waist-level viewfinders, and a winding trigger located on the bottom.



Yuri Gagarin makes first orbital space flight; Alan Shepard makes a trajectory space flight for the U.S.A.

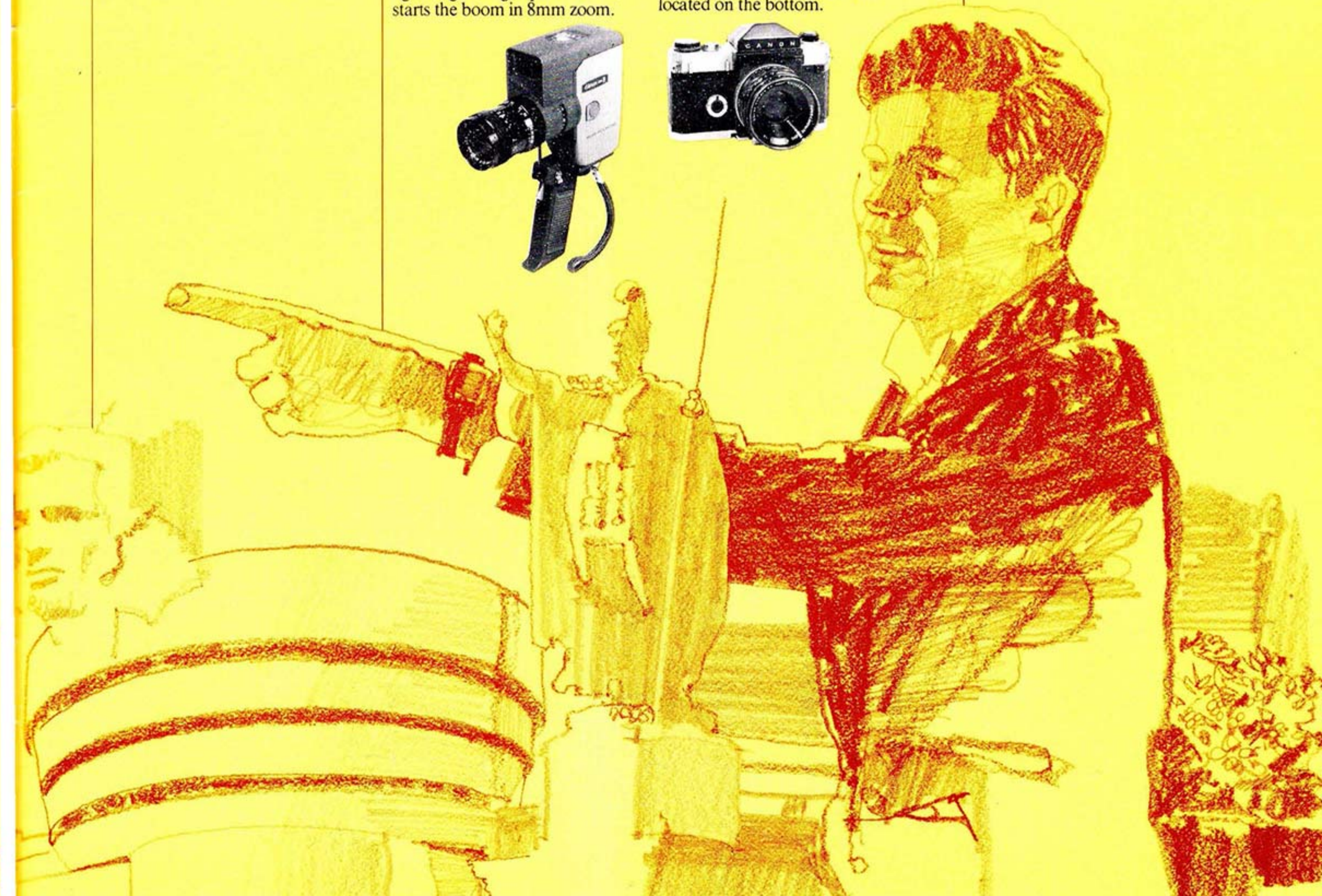
U.S. scientists produce the first laser (light amplification by stimulated emission of radiation) devices.

61

Canon appoints Bell & Howell exclusive U.S. distributor. Dr. Mitarai greeting Bell & Howell's Charles Percy, who later becomes U.S. Senator from Illinois.



The Canonet creates a sensation among amateur photographers. 2,500,000 of this first Canonet model are ultimately sold, paving the way for a generation of medium-priced automatic exposure cameras.



Nobel Prize for Medicine to Watson and Crick for discovering the molecular structure of DNA. Rachel Carson publishes *Silent Spring*, awakening environmental awareness in millions.

62

The Canon Motor Zoom 8 EEE adds electric motor drive to a powerful 4-to-1 ratio zoom lens. A CdS electric eye provides automatic exposure control and the touch of a button allows smooth zooming.



John F. Kennedy assassinated in Dallas by Lee Harvey Oswald (himself assassinated shortly thereafter by Jack Ruby). Lyndon Johnson sworn in as president.

63

Canon enters the field of optical fibers.

The Dial 35 half-frame camera has a light meter "window" that resembles a telephone dial. The camera features automatic winding and rewinding.



Lyndon Johnson elected president, defeating Barry Goldwater. U.S. satellite Ranger IV sends back close-up photographs of the lunar surface.

64

Automatic lens design system and automatically-designed lenses introduced; completion of Tamagawa plant.

The Zoom 518 uses the new Super 8 cartridge system and features a 5X zoom lens.



The Canola 130—world's first 10-key desk-top electronic calculator—marks Canon's entry into the field.



The FX is the first Canon SLR to incorporate a sensitive CdS-type exposure meter coupled to the shutter speed control. It is also first to use FL Series lenses and is forerunner of a whole generation of Canon SLR cameras including the famous FT and FTb models.



Students demonstrate in Washington against U.S. involvement in Vietnam. Electrical blackout affects all of northeastern U.S.A. and parts of Canada.

65

On December 29th, the New York branch becomes Canon U.S.A., Inc., chartered in New York State. Dr. Matao Mitsui (center, first row) assumes the first presidency. Headquarters of the new corporation are located at 554 Fifth Avenue.



Canon eliminates "viewfinder blackout" with the unique Pellicle mirror, a feature on the Pellix camera.



A unique Quick Loading system is developed for the Canonet QL 17



The Canon Scoopic 16 offers light-weight portability in a rugged dependable 16mm movie camera.



2,000,000th Canonet camera is built. Canon advances into the field of electrography.

Spacecraft from the U.S.A. and U.S.S.R. make successful soft landings on the moon. American astronaut Edwin Aldrin "walks" outside Gemini 12 spacecraft for more than 2 hours.

66

Development of variable aberration lenses.

The Demi EE17 half frame camera provides information for aperture values, exposure warning marks, zone focusing marks, and parallax compensation marks in the viewfinder.



The Canon FT QL features through-the-lens CdS metering with optional low-light meter booster available and QL (Quick-Loading) system.

67

The Demi EE28, a half-frame camera with a selenium exposure meter, is introduced.



The Auto Zoom 814 is introduced, the first Super-8 movie camera to feature an 8-to-1 power zoom lens.



Richard M. Nixon is elected president.

U.S. spacecraft Surveyor 7 lands successfully on the moon; Apollo 7 orbits the earth with three astronauts; Apollo 8 orbits the moon with three astronauts.

68

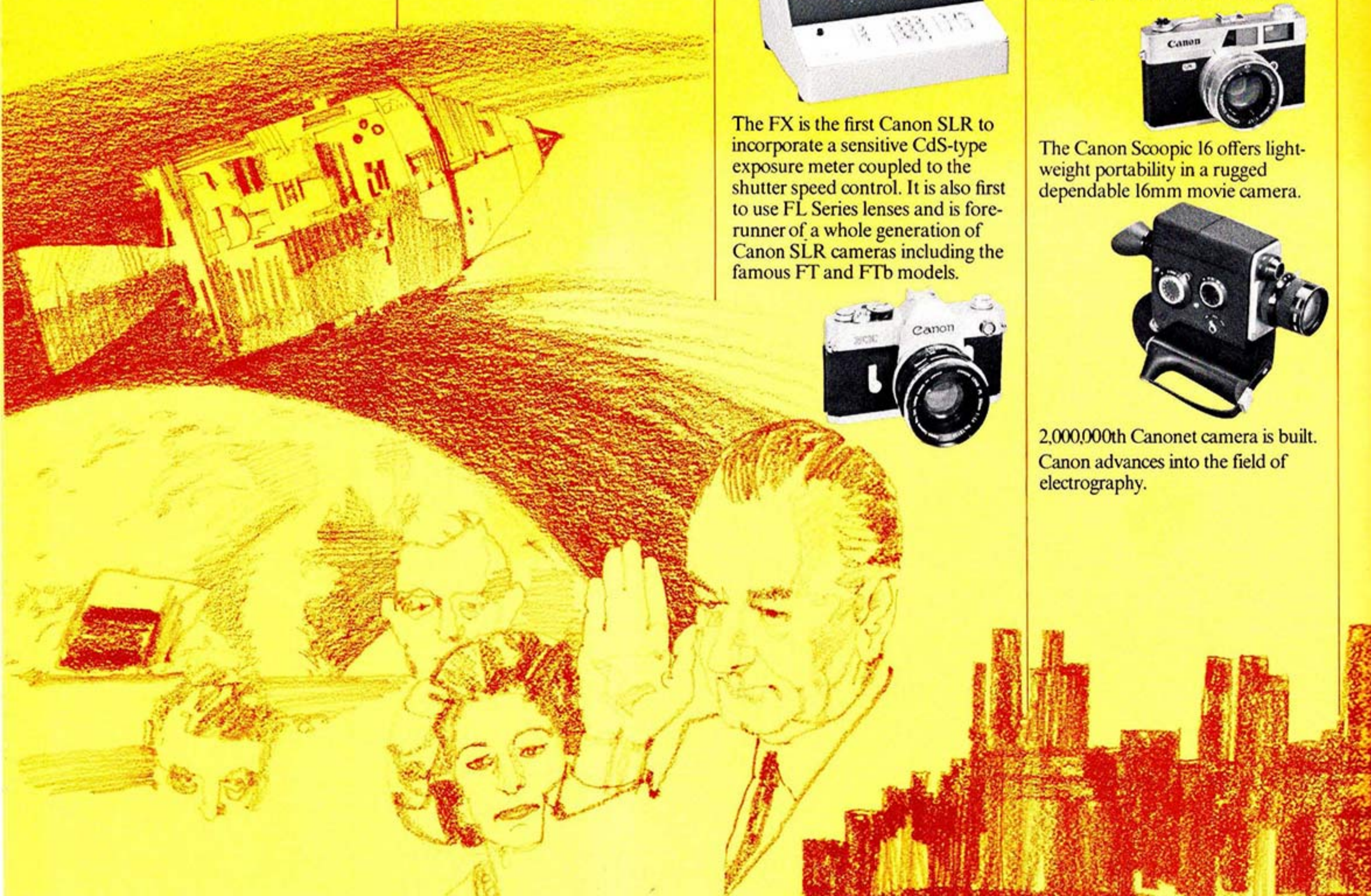
Mr. Shuichi Ando becomes president of Canon U.S.A., Inc. in December.

Canon U.S.A., Inc. moves to new, larger headquarters at 64-10 Queens Blvd., Woodside, New York.



Invention of the Canon NP system; expansion into the field of plain paper copiers.

Dial 35-2 offers expanded range of film speeds continuing the success this compact easy-to-use camera.



The "Chicago Eight" are found innocent of violating the Civil Rights Act in connection with demonstrations during the 1968 Democratic convention.

Apollo 11 astronaut Neil Armstrong becomes the first man to walk on the moon; Apollo 12 astronauts Conrad and Bean retrieve lunar rocks.

Price of gold on the free market falls below \$35 an ounce; bear market reduces Dow Jones average to 631.

69

Canon Inc. issues \$9 million worth of convertible debentures, the first time such an offering is made in the U.S. Dr. Mitarai (left) and Mr. R. Kaku, General Manager of Financial and Accounting Division at signing of the agreement.



Canon introduces the FL-F artificial fluorite lens and the aspheric lens.

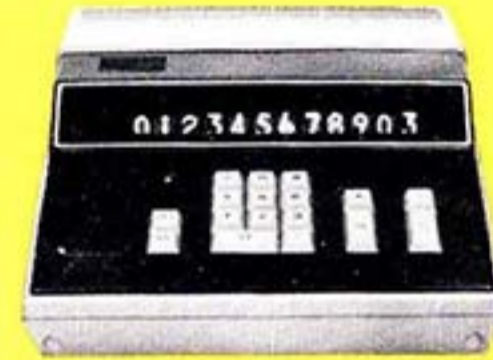
The New Canonet QL 17 "Cat's Eye" offers compact size, the Quick Loading mechanism and Canon's Auto Tuning System (CATS) for aperture control.



Canon enters U.S. TV broadcasting market with the P10X20B, a 20-200mm zoom lens for color television cameras.



With the development of the Integrated Circuit, Canon developed the Canola 1200—and begins an era of sophistication in compact desktop calculators.



70

Mr. Seiichi Takikawa (left) assumes the presidency from Mr. Shuuichi Ando in December.



To advance optical research through the sharing of ideas and technology, Canon joins Wesleyan University in establishing Zygo Corporation in Connecticut.

Wage and price controls are imposed in August. 10% import surcharge is effective in August. U.S. devalues the dollar; other major currencies are revalued accordingly.

Henry Kissinger secretly visits China to arrange for a visit by President Nixon. The movement for women's liberation grows, changing the perceptions and aspirations of many women in America and around the world.

71

The Canodate E dates and alphabetizes photos, and provides electronic exposure control.



Canon Roll Duplicator 800Z reproduces 16mm thermal duplicates at 250 feet per minute with a maximum thermal film load of 3,000 feet.



The Canon Pocketronic is the first miniature-size electronic calculator with a thermal print-out system.



Canon U.S.A., Inc. relocates its headquarters to 10 Nevada Drive, Lake Success, New York.



Canon assumes a position of industry leadership in the trend toward the "system camera" with the introduction of the acclaimed Canon F-1 and the FD lens system.



The Canon FTb uses the same FD lens system as the Canon F-1, as well as the earlier FL and R lens systems. Ultimately more than a million are sold.



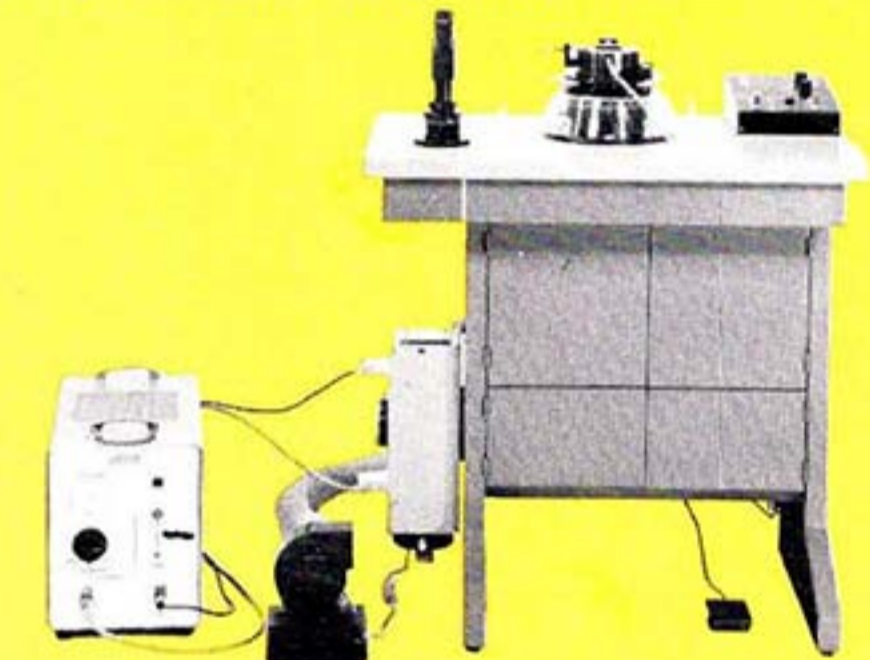
Introduction of the Palmtronic Portable Calculator and others lends excitement to one of the most competitive markets in the United States. Canon helps begin the era of the personal calculator.



The Canon Processor Camera 161G is the only one of its kind to expose and process 16mm microfilm in one continuous operation.



The MPC-1 Mask Print Camera facilitates the mass-production of Integrated Circuits.



President Nixon visits China and Russia.
Mark Spitz wins 7 gold medals in swimming at Munich Olympic Games.

72

The G-III 17 improves upon the Canonet QL 17 by placing a battery check button beside the eye-piece and re-designing the rewind crank.



The NP-L7 and NP-70 introduce Canon's revolutionary NP copying system, stimulating innovation and excitement in the market. The NP-L7 features an optional Automatic Document Feeder.



Canon's ahead in the field with the PV10X15B—a lightweight 15-150mm zoom lens for portable color television cameras.



Up to 50 feet of microfilm is duplicated per minute with the Canon RD460 Roll Duplicator.



Energy crisis spurs economic recession in last quarter

73

Canon outgrows its relationship with Bell & Howell and establishes its own direct distribution network. The announcement is made at a gala reception held at the Plaza Hotel in New York.



Following the establishment of its own distributorship, Canon's new national sales force gathers for its first sales meeting at the M.P.D.F.A. convention in Chicago.



Dr. Mitarai accepts award for Canon's unique K-35 Macro Zoom lens from the Academy of Motion Picture Arts & Science at the Dorothy Chandler Pavilion in the L.A. Music Center.



Watergate scandal: key aides Haldeman and Erlichman resign; John Mitchell and Maurice Stans are indicted on related charges; John Dean implicates Nixon.

The Canorama 400 microfilm reader features a wide range of magnifications and carriers with index grid plates for standard 4x6, Tab, Super or microjackets.



Nixon resigns; Gerald Ford succeeds Nixon as President, naming Nelson Rockefeller as his Vice President.

Muhammad Ali wins matches against Joe Frazier and George Foreman to reclaim heavyweight boxing championship.

74

Dr. Mitarai becomes Chairman of the Board and Mr. Takeo Maeda becomes president of Canon Inc. in Japan.

A new copier division is formed, completing the product division system of Canon U.S.A., Inc. Mr. Takikawa and the executives of all the divisions.



A new factory is completed in Costa Mesa, California, and begins production of calculators.



Canon's first North American Photo Gallery opens in San Francisco.

Canon announces "Worldwide Warranty."

Extensive research leads to the development of an easy-to-use, fatigue-free, "blind-touch" keyboard for the MP-1000 printing calculator.

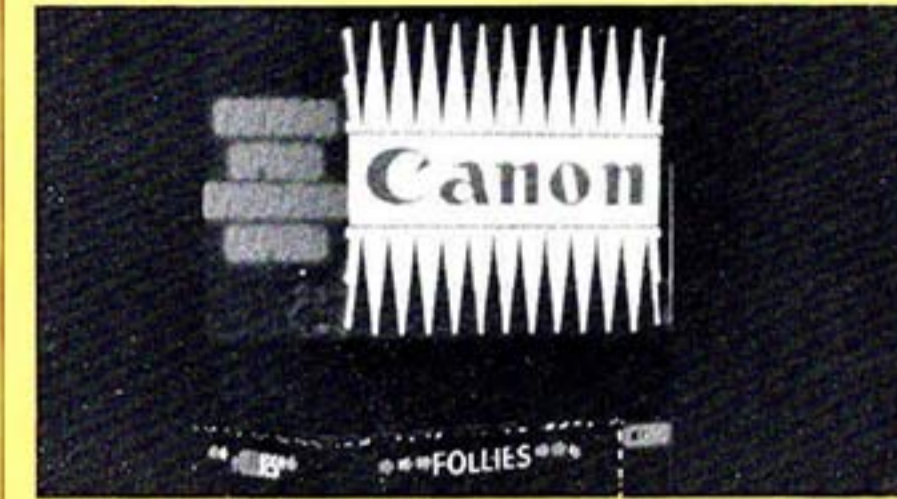


Under new administration, economic recession eases during the first quarter and a new era of prosperity begins in the U.S.

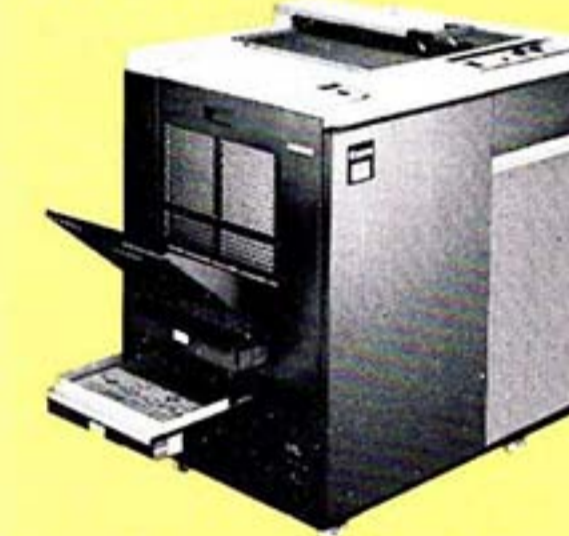
North Vietnamese troops overrun South Vietnam as U.S. evacuates troops and refugees.

75

Canon unveils new sign which dominates Times Square.



Canon introduces the NP-5000 copier.



Programming for business applications is a feature of the SX-100 system, raising the calculator to the level of the computer.

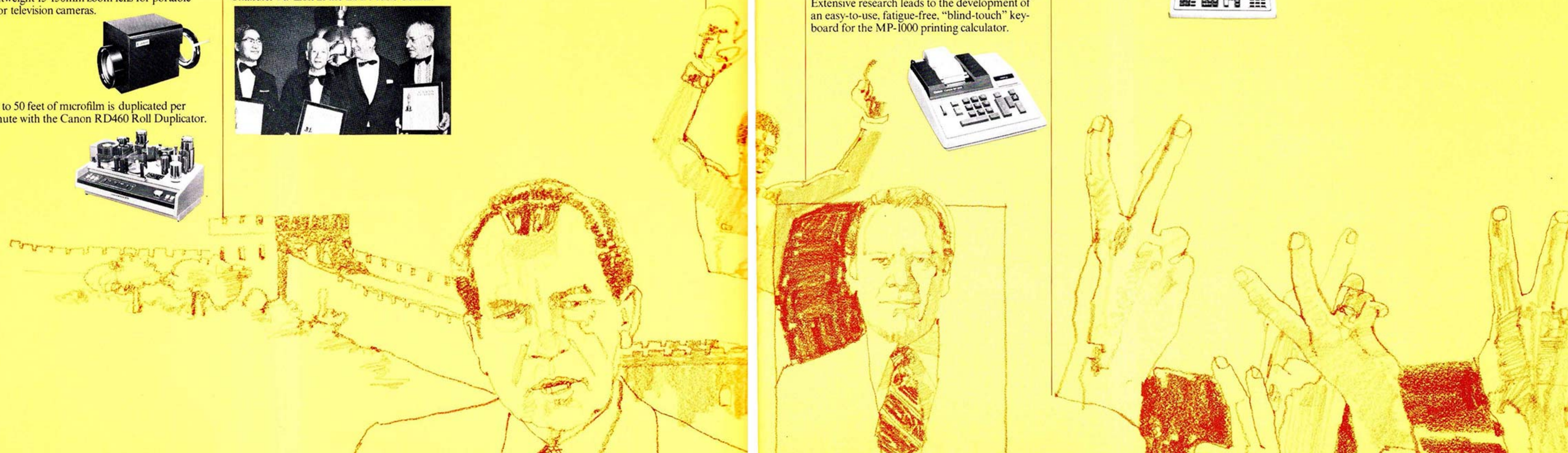


Apollo and Soyuz spacecraft link in space; astronauts and cosmonauts meet and share a meal.

The Canon 514XL-S adds synchronized sound recording to Super 8 home movies. Unique Canon features and 5X power zoom lens create another success.



Canon's 110ED uses cartridge film and gives photos a date.



U.S. celebrates its Bicentennial year; great events such as the "Tall Ships" parade are immortalized by many with Canon cameras. Carter and Ford campaign for presidency, debating three times on television; Carter wins, with Walter Mondale his Vice President.

U.S. Viking I and Viking II spacecrafts land on the surface of Mars and transmit detailed pictures. U.S. Department of Energy is established to govern the nation's energy resources and consumption. First manned flight of U.S. space shuttle.

Power failure causes New York's second largest blackout. First National Women's Conference held in Houston, Texas.

U.S. and China announce the establishment of full diplomatic relations. Striking unions stop publication of all major New York newspapers for 88 days.

First "test tube" baby born: child conceived outside the womb.

Congress extends the period for ratification of the Equal Rights Amendment for four years.

76

Montreal Olympic Organizing Committee announces Canon as the Official 35mm Camera of the Montreal Olympics. Announcement, made at committee headquarters, is attended by Canon President Takikawa (left) Vice-President Mitarai and Don Phillips, Vice President & General Manager for consumer products in Canada.



Olympic procession marks the opening ceremonies for the Montreal Olympics.



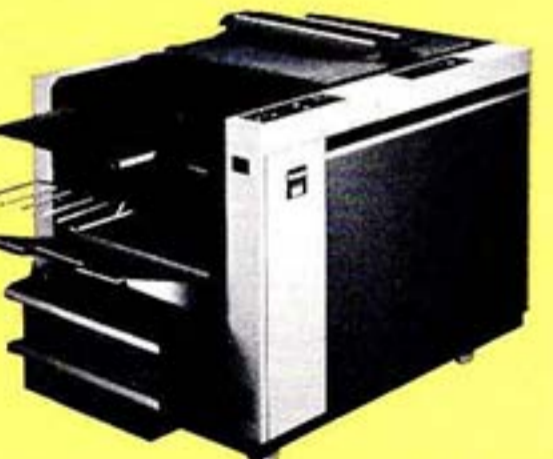
Canon compiles the first edition of its annual, "Canon Today."

The publication of bi-monthly journal, "The Canon Communicator," begins.

The P1010 desktop printing calculator uses a specially-designed printer mechanism, and features a selection of decimal positions, including add-mode.



Big news! The NP-1824 copies newspaper-size originals.



Canon announces the PV18X12BIE television camera lens designed for a wide variety of applications.



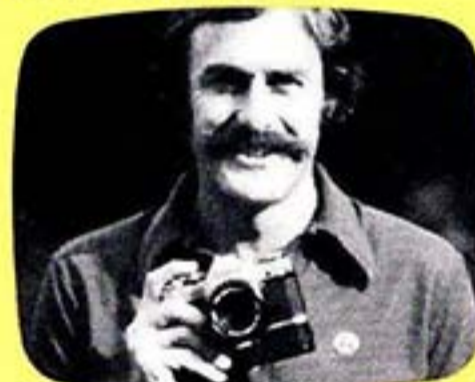
Canon introduces the revolutionary AE-1 at a press reception in New York's Hampshire House, exciting the entire photographic industry.



The AE-1 is an entirely new approach to the 35mm SLR—world's first with computer controlled automation featuring a Central Processing Unit (CPU)—and the first quality 35mm camera to be nationally advertised on television.

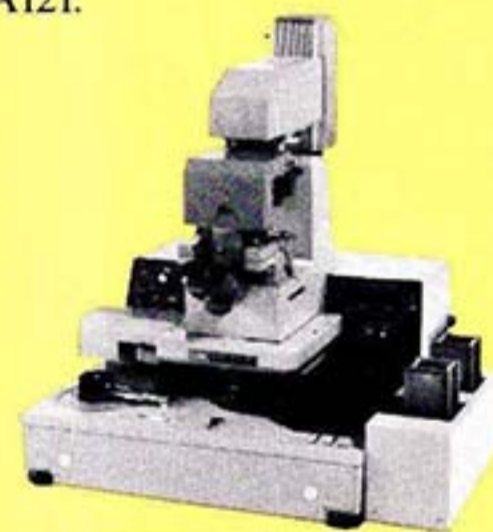


Nationwide advertising on television promotes the AE-1 camera and the Canon name. Tennis star John Newcombe is appointed Canon's first spokesperson.



Canon introduces the A35F, Canon's first rangefinder camera with a built-in auto electronic flash.

Large-Scale-Integration circuitry is improved by two Canon Fine Print Aligners—the FPA141 and FPA121.



77

Mr. Hiroshi Suzukawa (right) assumes the presidency from Mr. Seiichi Takikawa in March.



The AT-1 is developed as a simplified, match-needle camera compatible with "A" Series accessories.



Canon introduces the NP-50, a popular-priced compact copier...and the NP-5500, featuring four-mode reduction capability.



New advances in the production LSI and VLSI circuits are made possible by the Canon FPA-121 and FPA-141 Fine Print Aligners, devices that align and expose silicon wafers.

Canon becomes Official Camera of World Championship Tennis.

78

Canon president Takeo Maeda dies in Tokyo; Mr. Ryuzaburo Kaku becomes president of Canon Inc. and Mr. Hiroshi Suzukawa is named Vice Chairman.

Dr. Mitarai is honored by the International Photographic Council on the occasion of the issue of the first commemorative stamp devoted to photography.



The A-1—world's most advanced 35mm automatic camera—is introduced. Unique micro-computer provides six exposure modes for maximum creative control.



Canon introduces the P10-D, the world's first portable printer/display calculator.



The BX-1 system offers interactive programming and expands the possibilities for distributed data processing.



Canon's Scoopic 16MS gains a wide reputation as an exceptionally reliable 16mm system for professional filmmakers.



Canon uses its laser technology to improve production of advanced integrated circuits with the PLA-501F and PLA-501FA Proximity Mask Aligners.



Canon becomes the Official Camera of the World Cup Ski Championships; Official Camera of Madison Square Garden; Official 35mm Camera of the PGA; Official Photographic Consultant to the U.S. Open Tennis Championship; Canon cameras are contributed to the U.S. Olympic Committee.

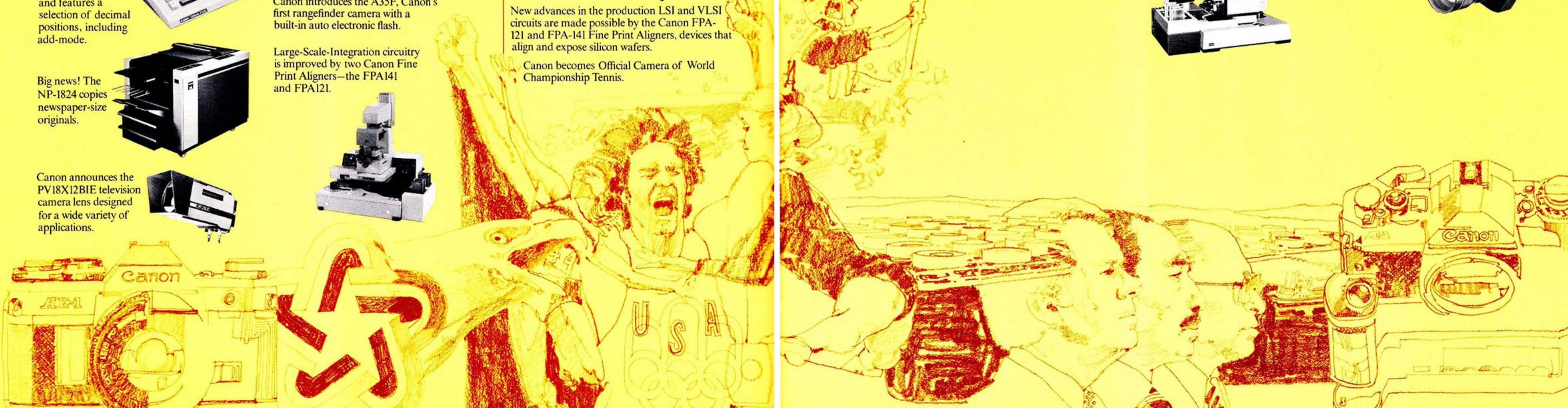


Contributed to the U.S. Olympic Committee

The compact Canorama R360T microfilm reader offers 20, 24, 42 and 48X magnifications, weighs just 15 pounds.



The J13X9BIE is a 13X zoom lens with macro capability designed for portable and ENG color television cameras.



Shah of Iran is overthrown; Ayatollah Khomeini returns triumphantly to Tehran from his exile in France. Terrorists seize U.S. embassy in Tehran and hold 53 embassy personnel hostage; their actions are endorsed by Khomeini and the Iranian government.

Pope John Paul II visits the United States and is enthusiastically welcomed by millions. The price of gold soars to above \$800; speculation in silver brings the price to nearly \$50 per ounce.

Reactor accident at Three Mile Island nuclear plant precipitates re-evaluation of nuclear safety procedures and promotes search for alternate sources of energy.

Mr. Fujio Mitarai (center) is appointed as the president of Canon U.S.A., Inc., in January.



Canon is designated the Official 35mm Camera of the New York Yankees and the Long Beach Grand Prix; Official Camera of the Watkins Glen Grand Prix; Official Supplier of calculating instruments to the Pan American Games.



The New FD lens system is introduced, with a new mounting system that makes changing lenses easier than ever before.



Peggy Fleming and Jean Claude Killy join the Canon Camera team as spokespersons.

The AF35M Sure Shot combines auto focus, power winding and rewind, auto exposure and a built-in flash for total automation.



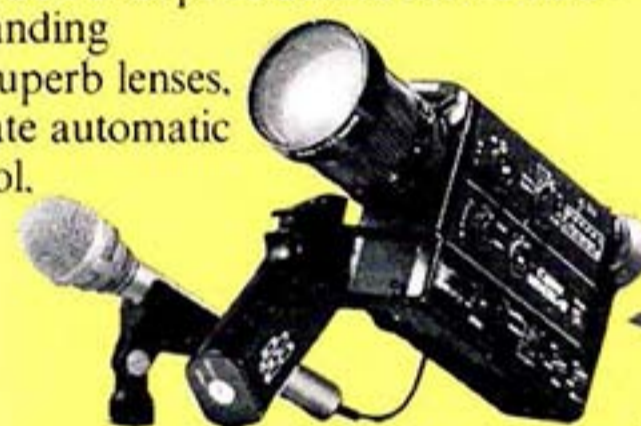
Canon Inc. makes its second offering for \$80 million worth of convertible debentures in the U.S. President Kaku (left) and John C. Whitehead, senior partner of Goldman, Sachs and Co., sign the agreement.



The simple AV-1 is an aperture priority automatic SLR compatible with "A" Series accessories.



The Canon 1014XL-S Super 8 Sound movie camera offers demanding moviemakers superb lenses, critically accurate automatic exposure control, instant slow motion and low-light filming ability.



The Canon Universal Reader 320 demonstrates how Canon's combined electronic, optical and precision engineering skills contribute to the superiority of Canon Micrographic Systems.



Canon's Calculator Division introduces ten new printer and printer/display models, as well as two calculators with built-in AM/FM radio and clock/calendar functions.

Portable printers become even more portable with the P7-D and P5-D models.



The Canon P10-D is the best-selling portable printer/display calculator of the year.

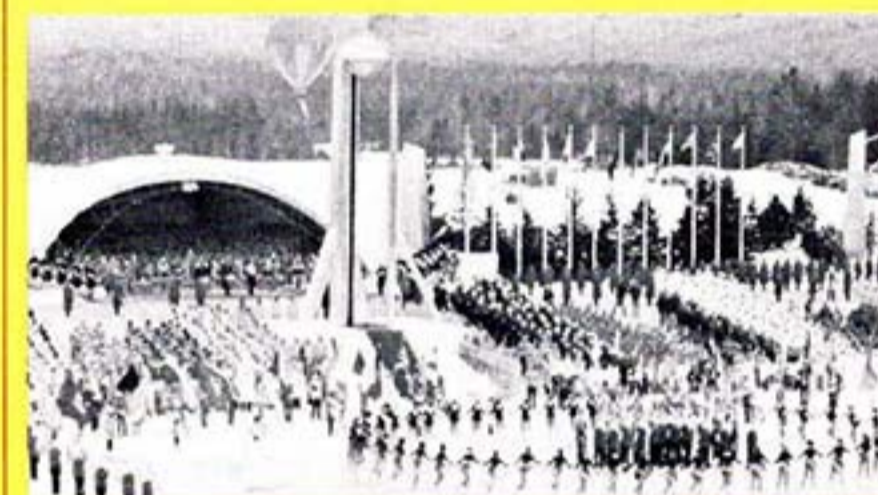
Canon expands its line of copiers with four new models—NP-60, NP-80, NP-6000 and NP-6300.



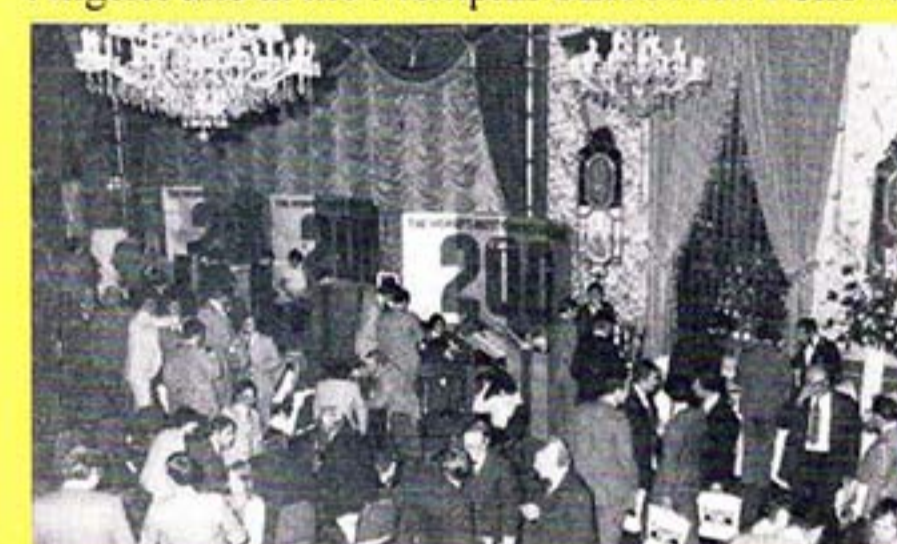
Dr. Mitarai is named "Man of the Year" at the 55th PMA Show, held at the Las Vegas Convention Center.



Canon participates as official 35mm camera of the 1980 Olympic Winter Games held at Lake Placid, New York.



Canon introduces the NP-200 copier with its unique Toner Projection Development System at New York's Waldorf-Astoria (below) and continues regional presentations in Chicago, Los Angeles and at the Memphis SEROMDA Show.



Copying becomes more convenient than ever with the NP-200—20 copies a minute, with micro-computer control and Canon's revolutionary Toner Projection System.



The NP-Matic 600 adds the advantages of Canon's NP copying to the Canon Micrographics System: accepts microfiche and jacketed or roll film.



The "Sharpshooter" AF514XL-S does the focusing automatically so that moviemakers can pay more attention to the subject.



The PV12X-14BIE is a 13.5mm-162mm television studio lens that focuses as close as three feet.



New York City transit workers strike, but many find alternate transportation satisfactory. Supreme Court votes to allow patents on new life forms, encouraging "gene splicing" research.

Canon becomes the Photographic Consultant to the NFL.

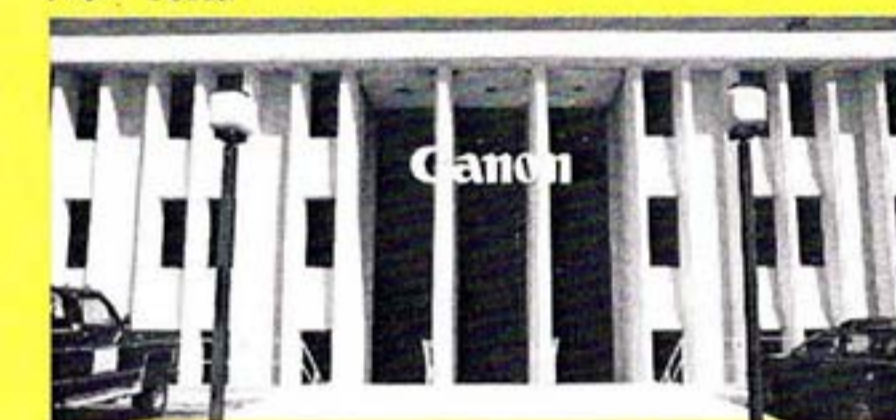


Canon is named Official Camera of the 1984 Los Angeles Olympics.



Tracy Austin and Joe Theismann join the Canon Camera team as spokespersons.

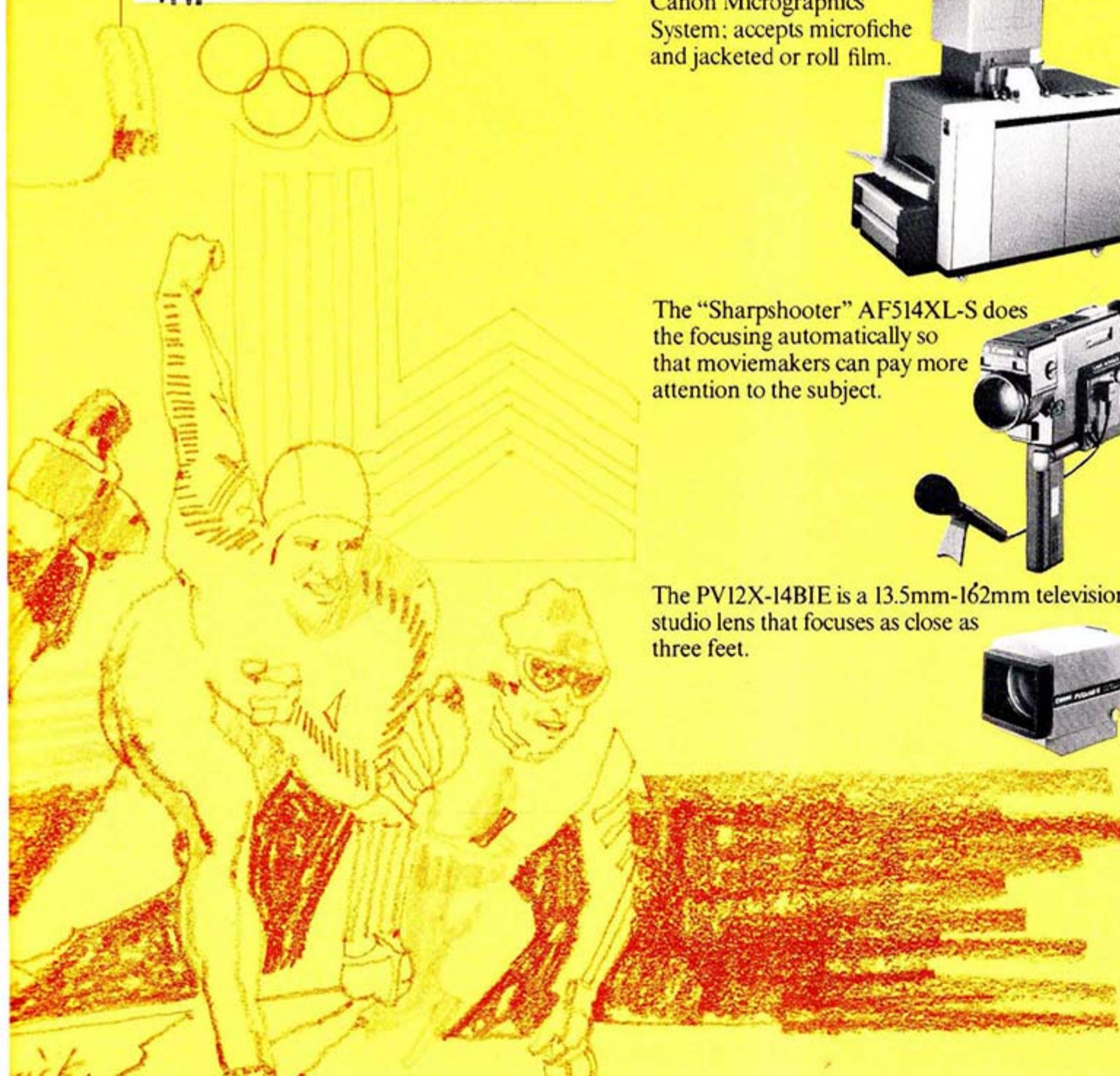
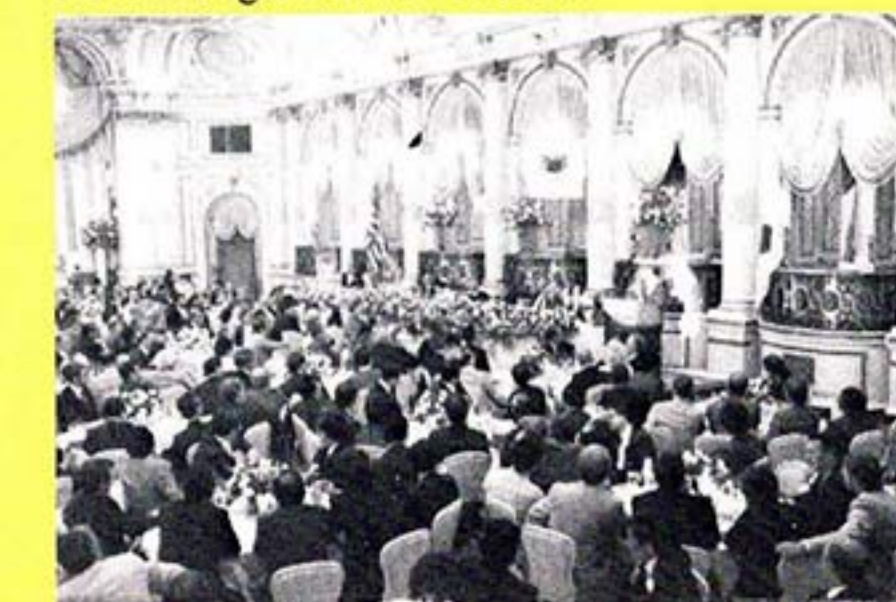
Canon product showroom opens in Los Angeles. Canon U.S.A., Inc. Headquarters moves to new location at One Canon Plaza, Lake Success, New York.



Dr. Mitarai notes accomplishments of Canon U.S.A.'s well-established history during 25th anniversary celebration in the Grand Ballroom of the Plaza Hotel in New York.



More than 400 guests gather at the celebration to commemorate Canon's past achievements and mark the beginning of the next quarter century of continued growth and success.



Canon's Remarkable Growth

Twenty-five years ago, Canon was known to only a few professional and amateur photographers in North America. In 1955, when Canon's total sales outside Japan were less than \$150,000 per month, Dr. Mitarai announced the product design criteria that would give Canon its competitive edge: Canon would concentrate on products that combined optics, electronics and precision engineering.

These criteria of product design have been enormously successful; so much so that the story of Canon's growth since its first years is one of the greatest stories in international business. Canon's steady growth led to its incorporation as Canon U.S.A. on December 29, 1965. Its first year of operations in 1966 resulted in sales of \$3.7 million. Now, fifteen years later, sales are nearly 120 times greater at \$437 million.

By 1967, Dr. Mitarai was able to announce a goal of 60% sales in other countries, concentrating on two growing product areas: "cameras in the right hand, and office equipment in the left hand!"

The image Dr. Mitarai sought to develop was, "Anytime, and anywhere. Canon is reliable." Canon growth was to be international and diversified, in accordance with Dr. Mitarai's wish to advance culture through the development and production of the best products, achieving prosperity through creation of the ideal company.

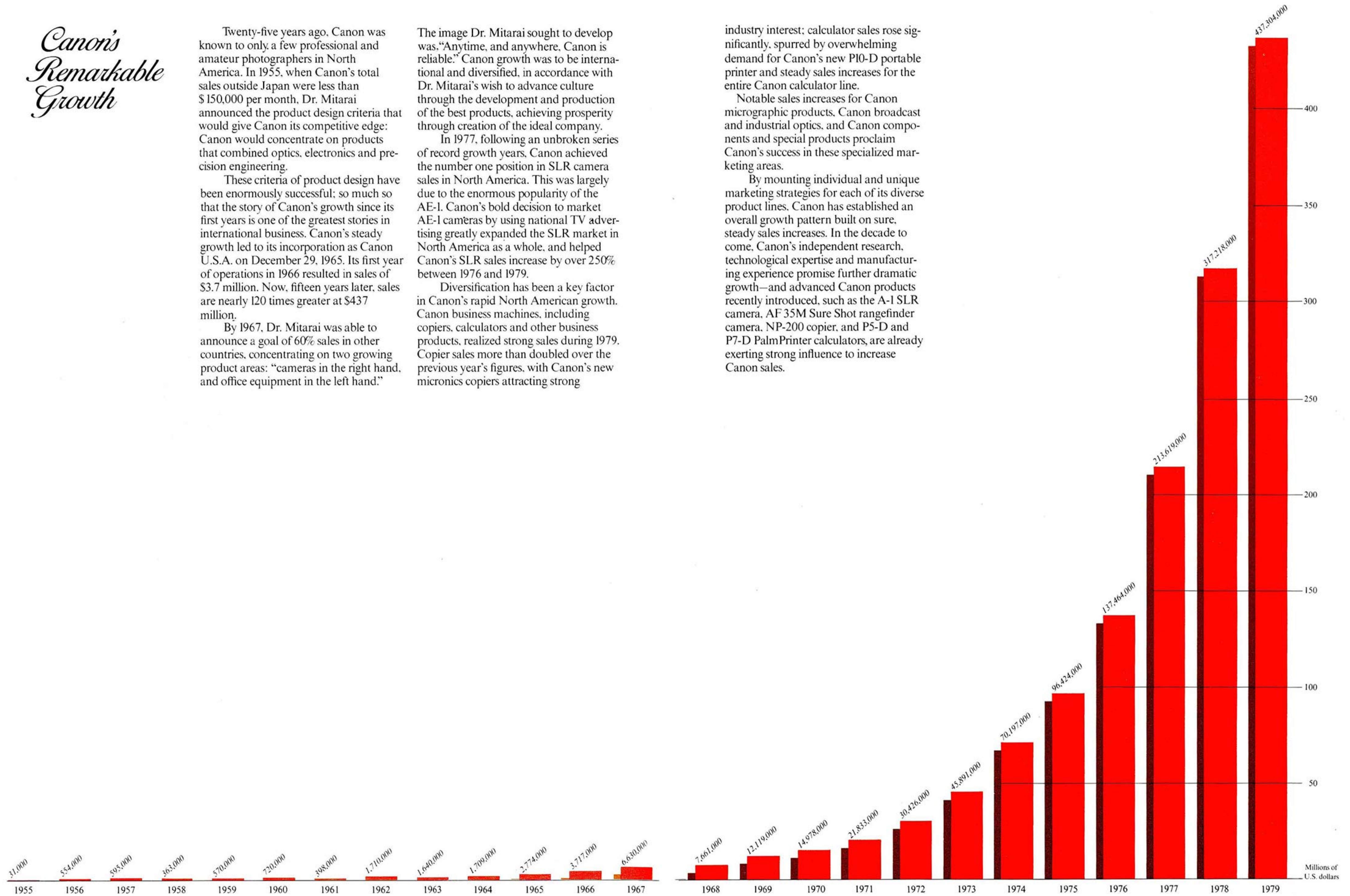
In 1977, following an unbroken series of record growth years, Canon achieved the number one position in SLR camera sales in North America. This was largely due to the enormous popularity of the AE-1. Canon's bold decision to market AE-1 cameras by using national TV advertising greatly expanded the SLR market in North America as a whole, and helped Canon's SLR sales increase by over 250% between 1976 and 1979.

Diversification has been a key factor in Canon's rapid North American growth. Canon business machines, including copiers, calculators and other business products, realized strong sales during 1979. Copier sales more than doubled over the previous year's figures, with Canon's new micronics copiers attracting strong

industry interest; calculator sales rose significantly, spurred by overwhelming demand for Canon's new P10-D portable printer and steady sales increases for the entire Canon calculator line.

Notable sales increases for Canon micrographic products, Canon broadcast and industrial optics, and Canon components and special products proclaim Canon's success in these specialized marketing areas.

By mounting individual and unique marketing strategies for each of its diverse product lines, Canon has established an overall growth pattern built on sure, steady sales increases. In the decade to come, Canon's independent research, technological expertise and manufacturing experience promise further dramatic growth—and advanced Canon products recently introduced, such as the A-1 SLR camera, AF 35M Sure Shot rangefinder camera, NP-200 copier, and P5-D and P7-D PalmPrinter calculators, are already exerting strong influence to increase Canon sales.



Canon, Coast to Coast

Today, Canon's North American operations represent an important component of the international Canon structure, which includes more than 13,000 employees in nearly 150 countries. Each Canon division operates within a flexible overall framework which defines Canon's North American marketing objectives and helps coordinate Canon activities worldwide.

Much of Canon's meteoric rise to success may be attributed to the management philosophy of decentralization, which encourages decision making at the local level and gives Canon its uniquely international character.

On a regional level Canon serves local marketing needs with a network of branch offices located across the United States and Canada. Every branch and regional office has full marketing, sales and service capabilities, resulting in a thoroughly responsive relationship with the local community it serves. Canon

branch and regional office activities are supplemented by an ever-growing network of more than 7,500 authorized Canon dealers. Plans for the near future include expansion of branch offices in the Sunbelt and establishment of a new parts distribution center on the West Coast.

Roughly one in every three SLR cameras sold today in the United States is a Canon...and our projections for the future are that Canon's share will increase still further. Canon has marketed its photography products aggressively in every North American region, in both specialty

stores and through mass merchandisers. Today, Canon is accepted throughout North America as the standard of excellence in photography, with roughly 40% of sales in the East, 25% in the Mid-West, 20% on the West Coast and 15% in Canada.

Canon copiers represent a substantial share of all foreign-made copiers sold in the United States. Calculator sales, like copier sales, correspond directly to the concentrations of business activity in urban areas, and are therefore divided among 7 economically-defined regions.

Sales in both copier and calculator product areas have shown admirable growth. As witness to Canon's commitment to the North American market, the company has established an advanced business machine manufacturing facility at Costa Mesa, California. Dedicated in 1977, the Canon facility at Costa Mesa has already expanded to twice its original size.

Twenty-five years of Canon growth in the United States and Canada has proven the efficiency, strength and flexibility of Canon's North American organization. At the core of that organization is

Canon's philosophy of self-determination through which individual managers can realize their own highest potential.



As part of its celebration of twenty-five successful years in America, Canon U.S.A., Inc. has moved its Headquarters to a new prestigious address—One Canon Plaza, Lake Success.



LAKE SUCCESS HEADQUARTERS
CANON U.S.A., INC.
10 Nevada Drive
Lake Success, N.Y. 11042
October, 1971



DALLAS BRANCH
11311 Stemmons Freeway—Suite One
Dallas, Texas 75229
July, 1976



ATLANTA OFFICE
6308 Peachtree Industrial Blvd.
Norcross, Ga. 30071
May, 1979



SAN FRANCISCO BRANCH
776 Market Street
San Francisco, Calif. 94102
September, 1974



TORONTO
CANON OPTICS & BUSINESS
MACHINES CANADA LTD.
3245 American Drive
Mississauga, Ontario L4V 1N4
March, 1973



CHICAGO OFFICE
140 Industrial Drive
Evanston, Ill. 60126
February, 1971



MONTREAL BRANCH
6969 Trans-Canada Highway #117
St. Laurent, Quebec H4T 1V8
March, 1974



HONOLULU BRANCH
Bldg. B2, 1050 Ala Moana Blvd.
Honolulu, Hawaii 96814
July, 1974



LOS ANGELES OFFICE
123 East Paulmar Avenue
Costa Mesa, Calif. 92626
July, 1973



MANHATTAN SERVICE CENTER
600 Third Avenue
New York, New York 10016
August, 1972



EDMONTON BRANCH
5222 86th Street
Edmonton, Alberta T6E 5J6
April, 1978



WASHINGTON, D.C. BRANCH
Century Building
2341 Jefferson Davis Highway
Arlington, Va. 22202
August, 1979



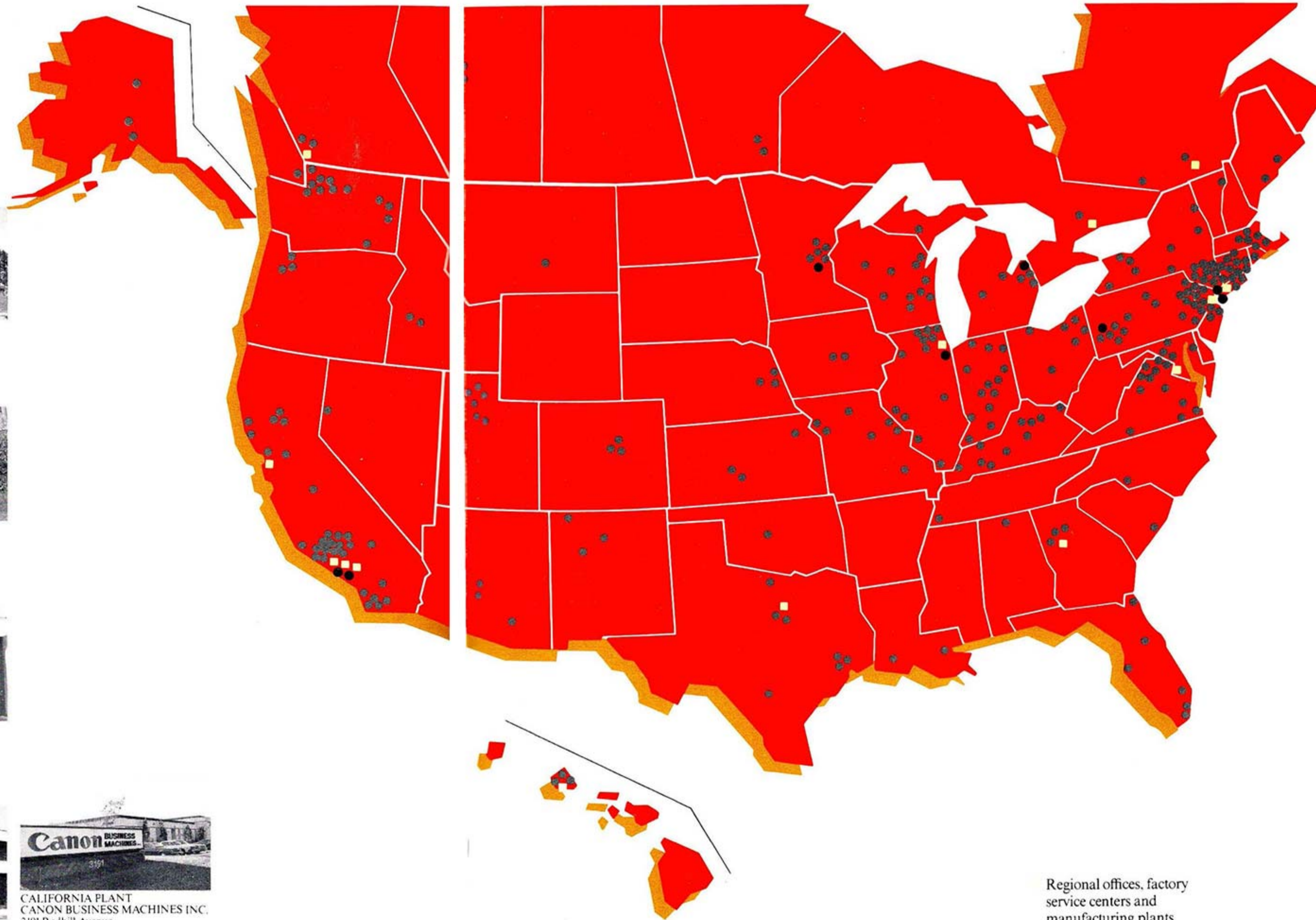
LOS ANGELES SERVICE CENTER
3321 Wilshire Blvd.
Los Angeles, Calif. 90010
September, 1974



VANCOUVER BRANCH
5900A, No. 2 Road
Richmond, B.C. V7C 4R9
March, 1975



CALIFORNIA PLANT
CANON BUSINESS MACHINES INC.
3191 Redhill Avenue
Costa Mesa, Calif. 92626
March, 1974



SHIMOMARUKO, JAPAN



TAMAGAWA, JAPAN



TORIDE, JAPAN



FUKUSHIMA, JAPAN



TAICHUN, TAIWAN



GIESSEN, WEST GERMANY

- Regional offices, factory service centers and manufacturing plants
- Subsidiaries
- Authorized service facilities

Canon Innovation

Canon has a proud tradition of innovation in optics, electronics and precision engineering. Perhaps more than any other company, Canon is responsible for dispelling the image of Japanese products as inferior copies of products originated elsewhere. Today, well beyond being merely competitive, Canon products are considered to be the finest made anywhere.

Canon is a highly original, resourceful, foresighted company that thrives upon ideas. As Dr. Mitarai put it more than 20 years ago, "Making money for the company is insignificant. There is no greater fortune, after all, than the unlimited treasures contained in the minds of Canon employees."

Those treasures have proved valuable indeed, not only to Canon but to all society. Dramatic advances made possible by original Canon research and development include electronic controls that have enabled millions to enjoy the artistic self-expression of modern photography. Easy-to-use, reliable and compact Canon calculators have brought new dimensions of accuracy and convenience to people in business and at home. Compact and convenient copiers enable office workers to achieve higher levels of productivity. Optic products bring people finer entertainment. Micrographics equipment gives people faster access to information. Special products have many medical applications, including the famous Canon Communicator for people with impaired communications faculties.

The state of the art is never good enough at Canon.

Though the company was already known around the world for its fine cameras, it recruited a broadly-experienced team of engineers and physicists and embarked upon an extensive research effort to bring the benefits of today's electronics to the camera. The effort was rewarded by the birth of the Canon AE-1: the world's first camera with a built-in electronic brain, with 300 fewer parts, and access to the F-1 system's lenses and accessories. The AE-1 had historic impact upon the camera industry...and brought fine photography once and for all within the capabilities of the uninitiated amateur.

Again, when the world seemed content with one copying process, Canon had the vision to develop another—one that was entirely different and, in many ways, conclusively superior. The Canon NP plain paper copying process provides clear, sharp copies of consistent quality with no edge effect, and with dramatically superior results for halftone, solid black and fine-line reproductions. To improve upon this remarkable achievement, Canon introduced "Micronics"—micro-computer control systems that control and monitor all components and sub-systems in the copying process while reducing the number of parts and improving reliability. Today, the new and compact NP-200 is bringing a new level of convenience to copying, and a wide variety of Canon NP process copiers serve large and small businesses all over the world.

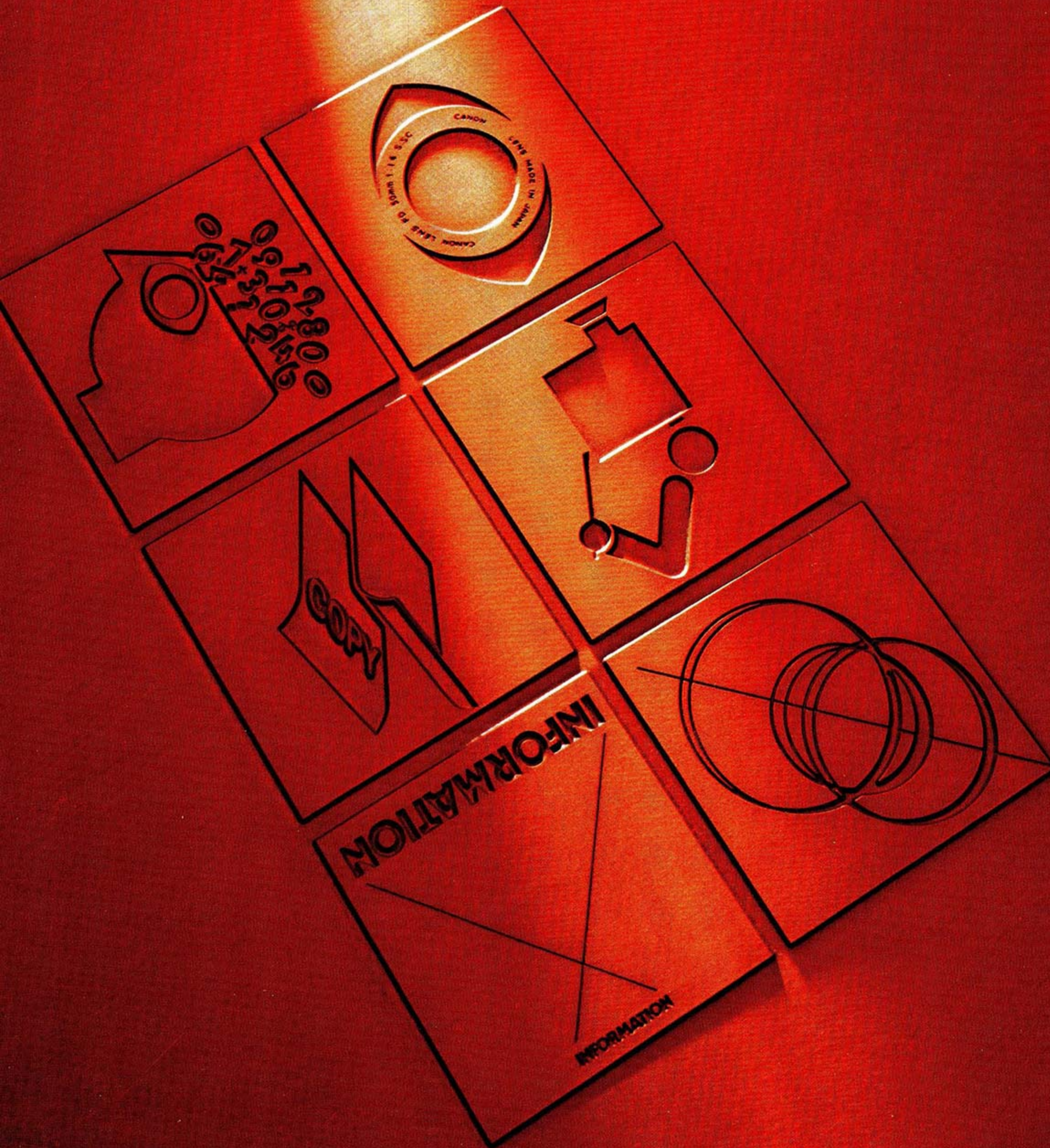
Canon often combines scientific and technological disciplines to outstanding effect. Canon had already attained a posi-

tion of leadership in the calculator industry when it became clear that there was a need for a small calculator which would print entries and results for records and verification. There was no compact printing mechanism available which was suitable for such a product—so Canon developed its own. Eventually, this led to the introduction of the palm-size Canon P10-D, the best-selling calculator of its kind for years. And it led also to sales of the Canon printer mechanism to manufacturers of other compact information products.

A further breakthrough in Canon research is represented by the LBP-10 Laser Beam Printer, the world's first desktop unit. Canon research scientists first developed laser beam recording technology in 1972, and Canon announced its first LBP prototype model in 1975. Continued research led to the introduction of the desktop LBP-10 in mid-1979, with marketing plans currently under development.

The Canon Fax 601 facsimile transceiver introduced in 1980 once again established Canon's expertise in photocopying and the photographic field. The Fax 601 allows transmission of graphic information across town or across the world in record time. It can accept 10" x 14" documents and automatically reduce them to letter size.

In the last 25 years, Canon innovation has improved the quality of life for millions of people in North America. In the next 25 years, we're determined to do even more.





From the IV Sb in 1955 to the F-1 System today, Canon has helped make photography in America the respected, popular and professional art it is today.

Photo Products



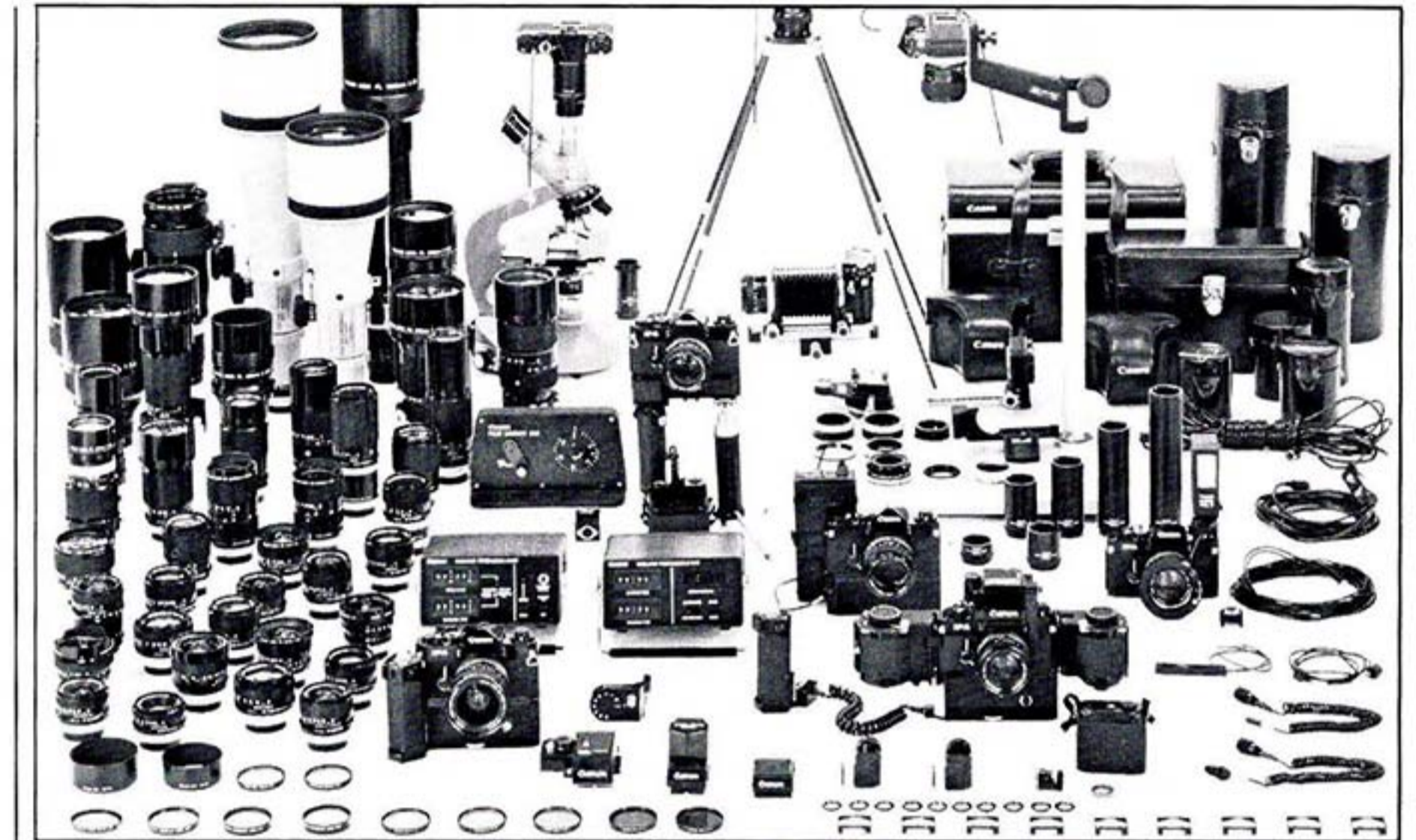
The Canon P was one of the world's first mass-produced quality cameras.

Canon photographic equipment has a long and distinguished history of innovation and excellence. The Canon genius for combining optic, electronic and precision machine technologies has given birth to first-rate cameras at every level of sophistication and simplicity. This great variety of Canon cameras has, over the years, made the many beauties of photography available to everyone and greatly assisted the growth of photography as the world's most popular form of artistic expression.



The Pellix camera used a unique, transparent pellicle mirror to eliminate shutter "blackout."

The predecessor of all Canon cameras, the "Kwanon" of 1935, was the first 35mm focal plane shutter-coupled rangefinder camera ever produced in Japan. In 1960 Canon electrified the photographic industry with the introduction of the Canonet, the first popular electric exposure camera. Today, Canon cameras with sophisticated electronic control systems are leading



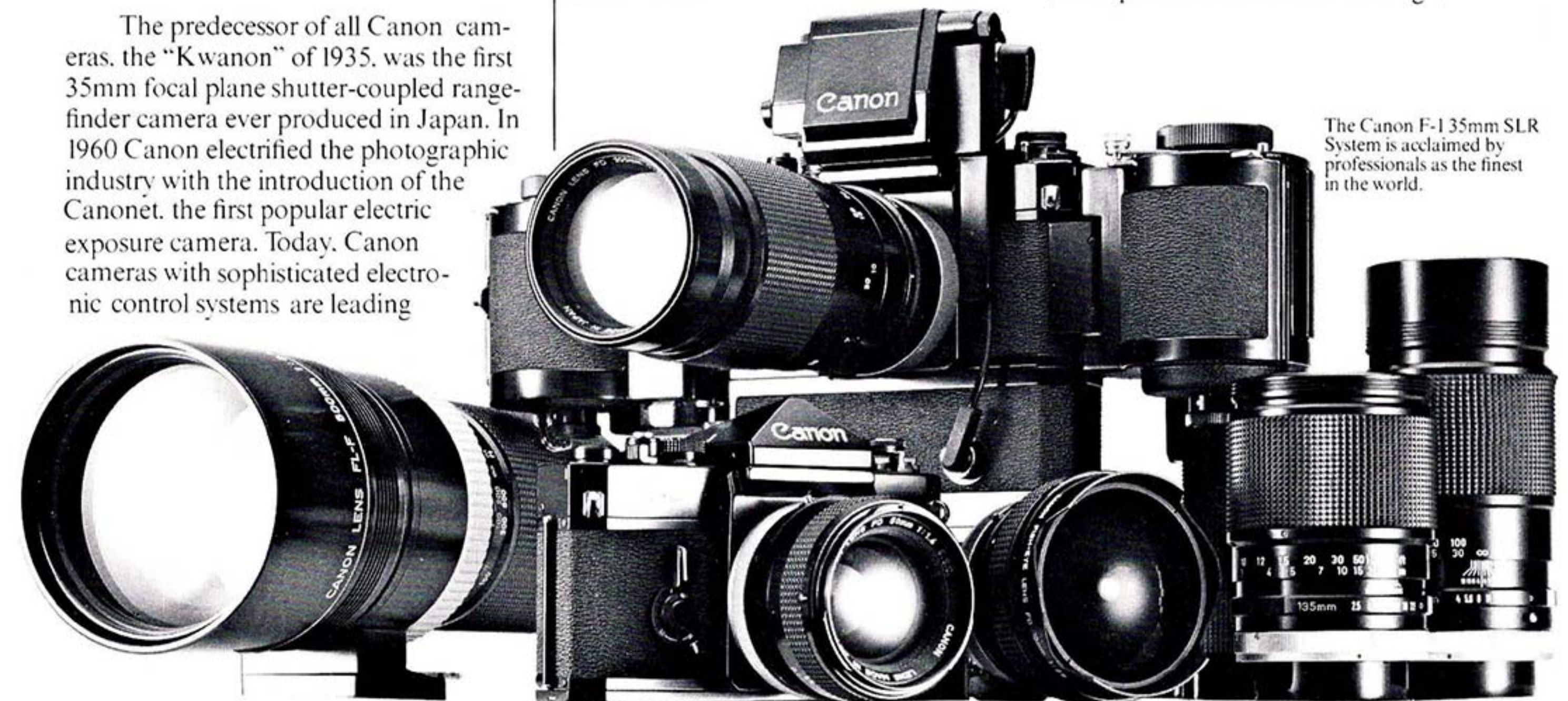
The Canon F-1 and cameras in the "A" series employ many interchangeable lenses and accessories.

a worldwide revolution in photographic accuracy, flexibility and convenience.

For professionals, the quality and reliability of the Canon F-1 is virtually unchallenged. The F-1 System and its many accessories are the products of extensive Canon research and development—and the result is equipment that meets the challenges of the most difficult shooting situations. Canon was the Official Camera of the 1980 Winter Olympics, where many professional photographers proved the mettle of Canon equipment in temperatures as low as twenty and thirty degrees below zero.

Canon's record of accomplishment in cameras includes some of the most remarkable advances in photographic technology. The Canon "A" series of 35mm SLRs is a perfect example of Canon's ability to serve all facets of the rapidly growing photographic market. Beginning in 1976 with the now legendary AE-1, Canon created a family of originally-designed, electronically-controlled cameras to suit the varied requirements of all photographers, amateur and professional alike.

Record-breaking sales of the Canon AE-1 proved that there was a large,



The Canon F-1 35mm SLR System is acclaimed by professionals as the finest in the world.



Canon AE-1 with Speedlite 177A and Power Winder A

Canon A-1 with Speedlite 199A and Motor Drive MA



Canon FD lenses have a new mounting system.

camera, it allows unlimited creative expression with unconventional ease. In 1979, Canon introduced the latest in its "A" Series, the economical AV-1, which brings the advantages of this new camera family to an even wider range of photography enthusiasts. The Canon "A" Series offers Canon customers the choice of the camera features and exposure control methods which suit them best, while maintaining the added capabilities of the Power Winder "A" and Automatic Speedlites, along with other advanced Canon electronics and accessories.



The revolutionary Canon A-1 provides six exposure control modes for maximum creative control with automatic ease of operation.

Recent developments in Canon FD lenses include wider use of multi-coating, introduction of new focal lengths, creation of supplementary lenses that offer economical alternatives to existing FD lenses, and a new FD mounting system that com-

binest the convenience of a bayonet with the advantages of Canon's breech-lock mounting system. All of these new developments increase the attractiveness of the 35mm lens series already accepted as the standard of excellence in optical design and performance.

Canon's professional F-1 SLR System, the four advanced SLR cameras in Canon's "A" Series, and the complete array of lenses and accessories for both camera systems distinguish Canon as the world's leader in photographic technology. But Canon's photographic innovations aren't limited to the world of SLRs. Even beginners in photography can take great 35mm pictures with the latest breakthrough in Canon camera technology: the AF35M Sure Shot.

Canon's other fine compact range-finder cameras, the G-III 17, Canonet 28 and Canon A35F, provide a choice of simple but versatile snapshot cameras for the casual photographer or experienced professional.



The Canon "Sure Shot" makes photography easier than ever.

Fool-proof photography

The Canon Sure Shot represents the first big photographic advance of the 1980s. It's a full-frame 35mm camera which prevents the common errors that can ruin a good picture. With automatic focusing, automatic exposure control, and automatic built-in electronic flash, the Sure Shot takes the uncertainty and frustration out of amateur snapshot photography. Canon's auto-focus system, developed through independent research is an "active" infrared system



The G-III 17 QL features a unique Quick Loading System

Canon's 110 ED 20 uses cartridge film and gives photos a date.



And Canon's unique 110ED 20 continues to hold its top position in the field of ultra-miniature 110 format equipment, with professional quality glass lens, precision rangefinder and built-in date imprinting system.

Canon's Super Super 8's

Canon's AF514XL-S auto-focus Super 8 sound camera uses a unique "SST" (Solid State Triangulation) focusing system for critically sharp movies even under difficult filming conditions. The SST system will automatically focus on the subject, even while the subject is in motion, so that you can concentrate on action and composition. You get all the action you're after...and it's all in focus.



The Canon 1014XL-S combines a 10X power zoom lens with other advanced features in a complete sound movie camera system.

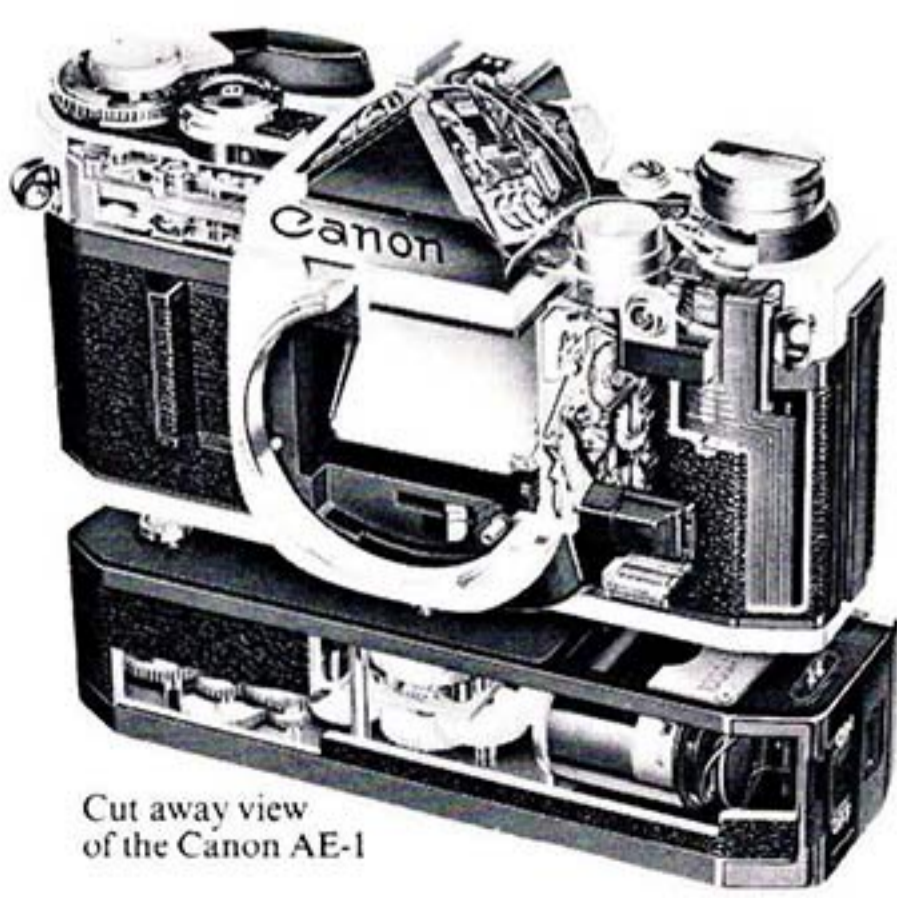
Other advanced Canon Super 8 cameras are the favorites of amateur film enthusiasts who want such advanced features as superb optical zoom lenses, critically accurate automatic exposure control, instant slow motion and extreme low light filming capability. With any of the full line of Canon Super 8 cameras, the Super 8 filmmaker can benefit from Canon's independent research—and experience the same pride, satisfaction, and enjoyment



Canon's AF 514XL-S Automatic Focus movie camera.

The camera of the future

While it might seem that Canon has taken photography about as far as it could go, Canon research portends even more exciting changes. Canon is now studying the electrification of sensitive materials, using both digital and analog methods. With the possibility of growing perfect IC crystals in the weightless vacuum of space, a fully electronic camera may someday be developed. Such a camera would demand a synthesis of optic, electronic and precision machine technologies—and that synthesis is a Canon specialty.



Cut away view of the Canon AE-1

untapped audience ready to discover and explore the world of fine SLR photography. The introduction in 1977 of the AT-1, a conventional match-needle metering camera which shares Canon "A" Series electronic technology, extended this new concept. In 1978, Canon introduced the A-1, lead model in the "A" Series and widely regarded as the most advanced 35mm camera ever developed. The A-1 provides no fewer than six different exposure modes and a digital electronic control system for unprecedented flexibility and superb performance. More than any other

Copiers

The success of Canon copiers reflects the company's great originality and responsiveness to the needs of the business community.

Canon's experience in optic and electronic research and development led the company to the discovery of its own unique plain paper copying process, the NP (New Process) System, which incorporates more than 500 patents. The development of this unique technology literally reshaped what had been a one-company industry. Canon gave copier customers a choice.

The NP System affords finer copying quality than other copiers, as may be easily demonstrated when copying black



areas or half-tones. Prior to the introduction of Canon's own equipment in 1974, several U.S. manufacturers licensed Canon's technology to bring the benefits of high performance, cost-efficiency and reliability to thousands of corporate and industrial customers.

In 1977, Canon amplified upon the NP System by introducing the revolutionary Image Retention System as part of the



NP-8500

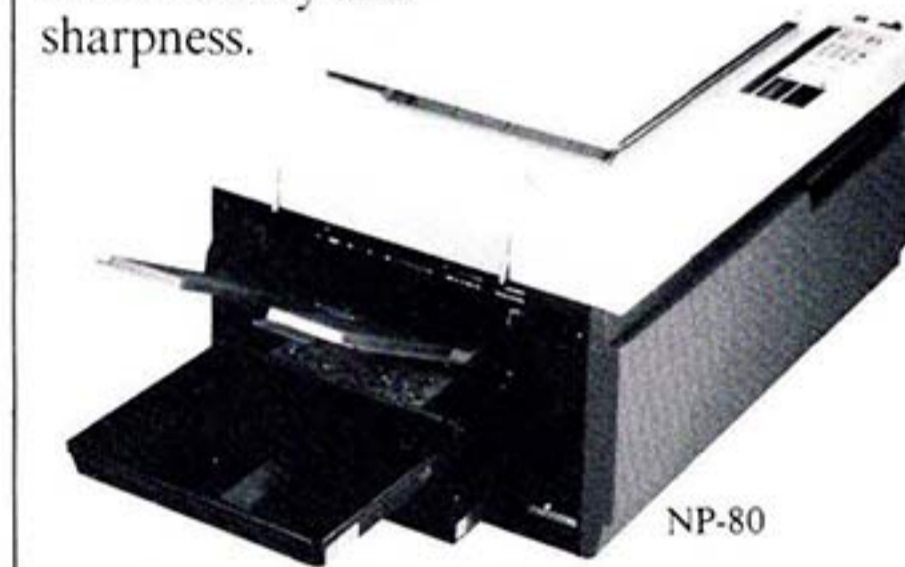
NP-8500 high-speed copier/duplicator. The Image Retention System uses a second drum to remember the image of the original so that as many as 100 copies may be made from a single exposure, producing more copies faster while using less energy. The NP-8500 system, along with the NP color copier, are new products which significantly expand the Canon line and which promise Canon a prominent position in the market for large-volume and sophisticated copiers.

In the same year, Canon again made copier history by introducing the Age of Micronics. The Canon NP-80 copier



NP-80's Sensor Control Panel

ushered in a new era of copier design inspired by further Canon breakthroughs in optical and electronic research. Canon combined the advantages of the NP plain paper process with a space-age micro-computer control system that monitors and diagnoses the entire copying process, from paper insertion through image developing to the final production of copies with unprecedented clarity and sharpness.



NP-80

Entering the 1980s, Canon innovations continue to lead the copier industry. The Canon NP-200 gives our customers tangible advantages over existing copiers. It's about the size of a standard office typewriter, yet it delivers big-copier features like 11" x 17" copy size, 20 letter-size copies per minute output and the added efficiency and economy of plain paper copying.

Canon's new and exclusive Toner Projection Development System makes the NP-200 the world's smallest monocomponent copier capable of copying onto plain paper up to 11" x 17"—and that means sharper, more legible copies with unmistakably improved halftone reproduction and crisp definition of black areas, all at truly low cost.

Micronics technology, the Image Retention System and the Toner Projection Development System demonstrate clearly how Canon's original research has led to a new age of copier quality and convenience. As Canon research continues, these great advances will form the basis for future models.

Canon offers its sales organization the most extensive line of plain paper copiers in the industry. Other Canon copiers include the advanced NP-6300 business copier, which produces up to 33 copies per minute, offers an Automatic

Document Feeder that handles up to 40 originals and provides micro-computer self-diagnostics to monitor the entire copying operation. Canon's NP-5500 reduction copier offers corporate and professional users the convenience of converting ledger to legal and letter size, legal to letter size and computer print-out to letter size copies. The high-performance NP-1824 copies newspaper-page-size originals to meet the special requirements of customers throughout the communications industry.

Canon has greatly contributed to the decentralization of the office copying facility with the NP-80, a medium-volume plain paper copier capable of producing 32 letter-size copies per minute with no warm-up time, and the NP-30, a compact and economical low volume copier that brings micronics technology to smaller companies.

Canon copiers have quickly established a position of leadership in the worldwide copier industry. Today, roughly 50% of the plain paper copiers in the world make direct or indirect use of Canon technology. As the trend continues toward self-sufficient work stations and decentralization of the copying facility Canon's remarkable growth will continue... bringing the benefits of Canon convenience, quality and reliability to workers and businesses everywhere.



Canon's full line of plain paper copiers meets any copying demands.

The NP-L7 introduced an entirely original copying process in America. Today, more compact and convenient copiers, such as the NP-200, are changing the way copying's done in the office.

Calculators & Systems

Since Canon introduced the first electronic 10-key desktop calculator back in 1964, each year has seen the introduction of new Canon calculators with more advanced features, a wider range of applications and more convenient keyboard operation—all to provide increased benefits to both our corporate and individual calculator customers. Canon's extraordinary success in this volatile market results from the unique Canon combination of an ongoing commitment to research, technological sophistication and proven expertise in engineering and manufacturing.

In 1970, Canon introduced the world's first hand-held printing calculator. Co-developed with Texas Instruments, the Canon Pocketronic featured solid-state circuitry and a thermal tape printing system.

Canon's expertise in every aspect of calculator technology and design is also evident in the models of the popular desktop series, all of which combine advanced electronic capabilities with the convenience of a simple adding machine keyboard. These desktop calculators share the special features and fatigue-free operation



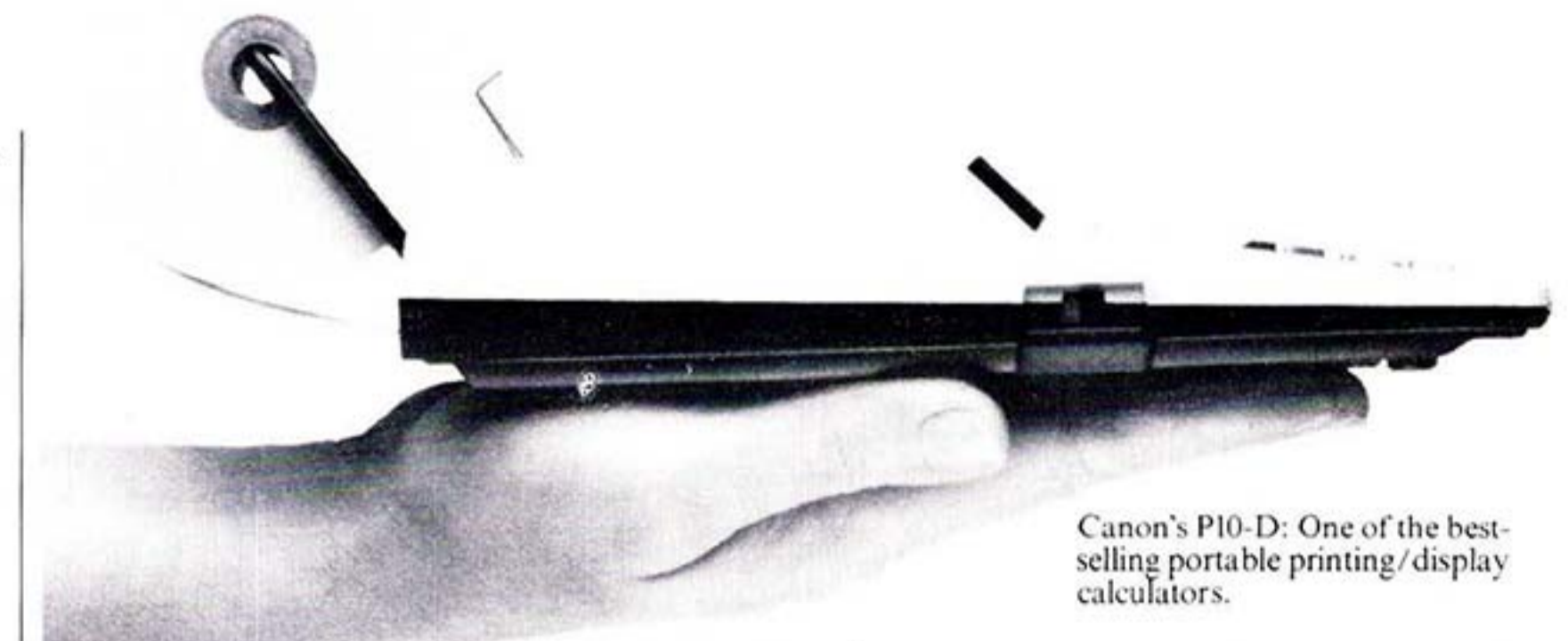
Canon's advanced keyboard designed for fatigue-free operation.

that make them unique in their class for precision, operating comfort and reliability. Canon shook the calculator market in 1976 with the introduction of the P-1010, which used a Canon CMP-1 printer element. Canon's commitment to the desktop calculator market is demonstrated by



CP1214-D

the company's modern business machines manufacturing plant for the popular CP series at Costa Mesa, California. This



Canon's P10-D: One of the best-selling portable printing/display calculators.

advanced production facility is expanding steadily to meet the growing demands of North American corporate and industrial customers.

Independent calculator research has also led to desktop computers for a wide variety of special applications. Canon introduced the AX-1 and BX-1 desktop



BX-1 Desktop Computer

computers at the close of the 1970s; these two models bring the advantages of distributed data processing to many fields, with specialized software available for real estate, accounting, insurance and financial applications.

In 1978, for example, Canon's pioneering technology led to the Canon P10-D, still one of the best-selling portable printer/display calculators in the U.S. 1979 saw the introduction of two new



P5-D

P7-D

portable printer/display calculators even smaller in size than the P10-D: the P7-D and P5-D PalmPrinters—sized perfectly

for traveling, yet with the convenience of plain paper printing. Canon's card-sized calculators, like the LC-61T, are remarkable achievements in miniaturization which bring the calculator to an entirely new level of portability.



LC-61T

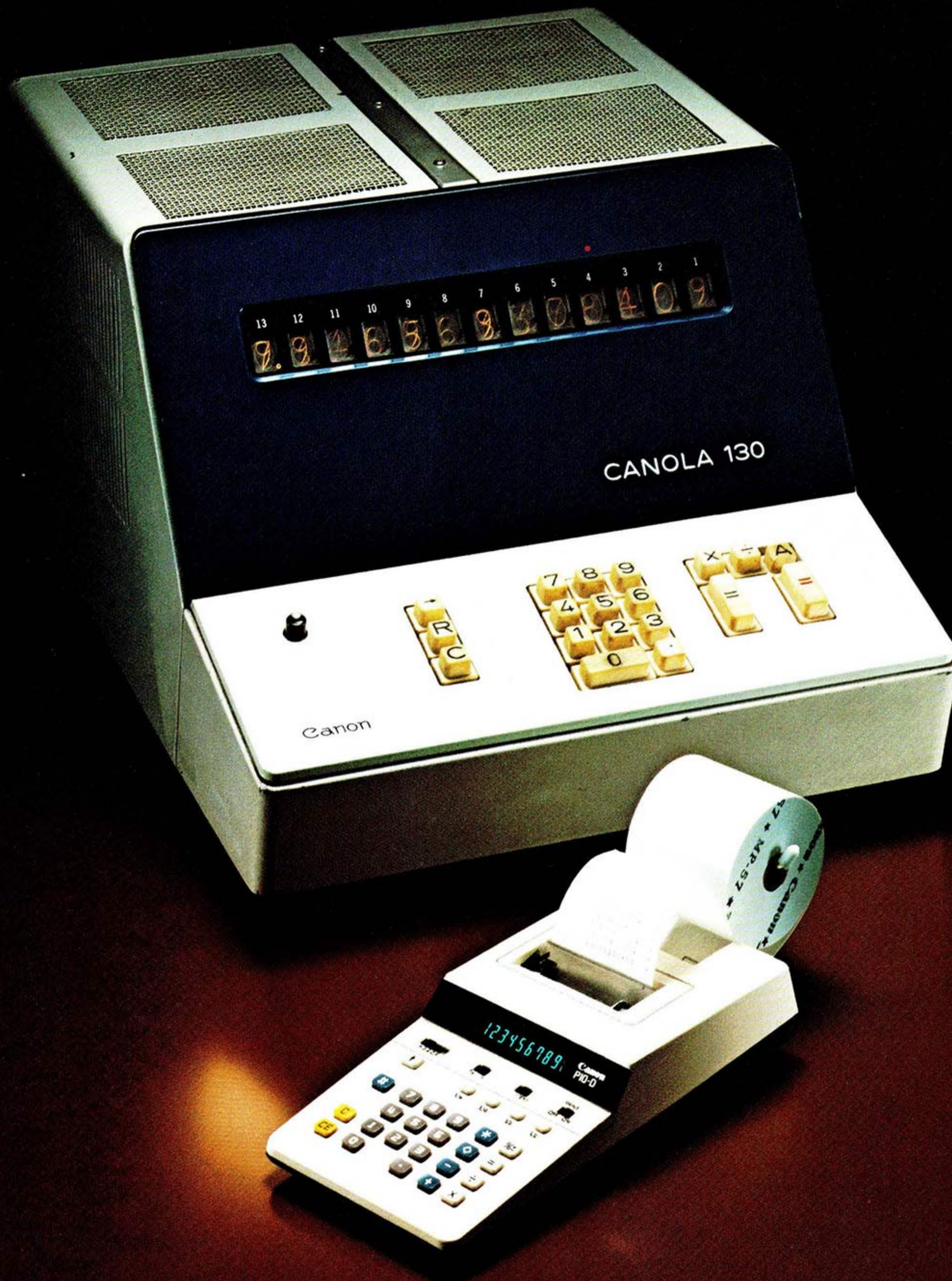
Another great advance by Canon is the introduction of the remarkable SP1260-D. The world's first combination of desktop printer/display calculator functions with voice synthesis. The SP1260-D actually announces each digit as it is



SP1260-D

entered, announces results and can even recall previous calculations. The first calculator of its type in the U.S., the SP1260-D, offers an entirely new dimension to calculating in business and education, and provides the handicapped with new opportunities.

Canon's immense adaptability has enabled the company to move quickly from transistor, to IC, to LSI and VLSI technology. As this fast changing market continues to grow and diversify, Canon will grow and diversify with it. By letting calculators and computers do what electronics do best, we free people to do the things people do best—and that's the idea behind Canon.



The Canola 130 was the world's first 10-key electronic calculator. Today, the P10-D is a portable-size machine that prints calculations—and one of the best-selling machines in its class.

Optics

Canon's expertise in optics extends far beyond consumer photographic equipment to include television broadcasting and closed circuit television lenses, professional 16mm film camera equipment, specialized precision optical instruments for microelectronics, industrial and medical applications.

The broadcasting industry witnessed a demonstration of Canon superiority at the 1980 Winter Olympic Games, when Canon broadcasting lenses were used by ABC-TV cameras. Of the 110 broadcasting cameras on hand, three out of four were equipped with Canon lenses. A wide range of Canon lenses is used every day in the studio for electronic news gathering, and by professional productions for every type of production.



Canon's Scoopic 16MS continues to serve the on-location needs of professional filmmakers.



CF-60Z

Canon research has led to revolutionary medical cameras which aid in the examination and diagnosis of conditions in the human eye. Our Non-Mydriatic



PLA-500FA



LSF-500

laser beam scan. Other Canon instruments, such as the LSF-500 Laser Scanning Flatness Tester, provide their own substantial contributions to the production of semi-conductors vital for today's electronics technology.

Micrographics

Canon's complete system of advanced micrographic equipment represents a logical outgrowth of Canon research in the fields of optics, electronics, mechanical and chemical engineering.

Of primary importance to Canon's micrographics picture today are the widely accepted 370 Series Reader/Printers with front projection screen and clear-copy printing mechanism that delivers horizontal or vertical letter-size pages and large 11" x 14" copies in seconds. Its unique flexibility and special features have



Canorama Printer 370

led to major CP-370 sales in many areas, including the purchase of more than 350 systems by the U.S. Postal Service. The Canon CP-370 accepts both microfiche and roll microfilm, with eight interchangeable drop-in lenses to provide a magnification range from 18.5X to 72X, making it practical for almost every application.

The new Canon NP-Matic 600, a plain paper reader/printer for quick, large-scale reproduction of engineering drawings, patent information and other documents, accepts both aperture card input and 35mm roll film and



NP-Matic 600

features micro-computer control for increased accuracy and reliability. The Canon NP450-II is a reader/printer with special features for engineers. And Canon's unexcelled Rotary Filmers, the



Rotary Filmer 300 DDS

300DDS and the economical 230BX42X, serve the specialized need for high speed record keeping and information processing in the financial and business communities



Rotary Filmer 230 B-42X

Canon will continue to be a prominent force in the micrographics industry throughout the coming decade. As the only manufacturer offering a complete line of micrographic equipment exclusively through a dealer structure, with a nationwide network of skilled independent professionals ready to help customers at the local level, Canon provides micrographic equipment especially attractive to people who demand a reliable and coherent information system.

Special Products & Components

The benefits of Canon's original research extend outside Canon, to be realized in many industrial, professional and humanitarian applications.

Precision Canon manufacturing techniques have created a family of components, including sub-tractional DC motors, magnetic pickup heads, fiber optics and magnetic card readers, which are used by other electronics companies to give their products the same superb reliability and performance Canon products have long demonstrated.

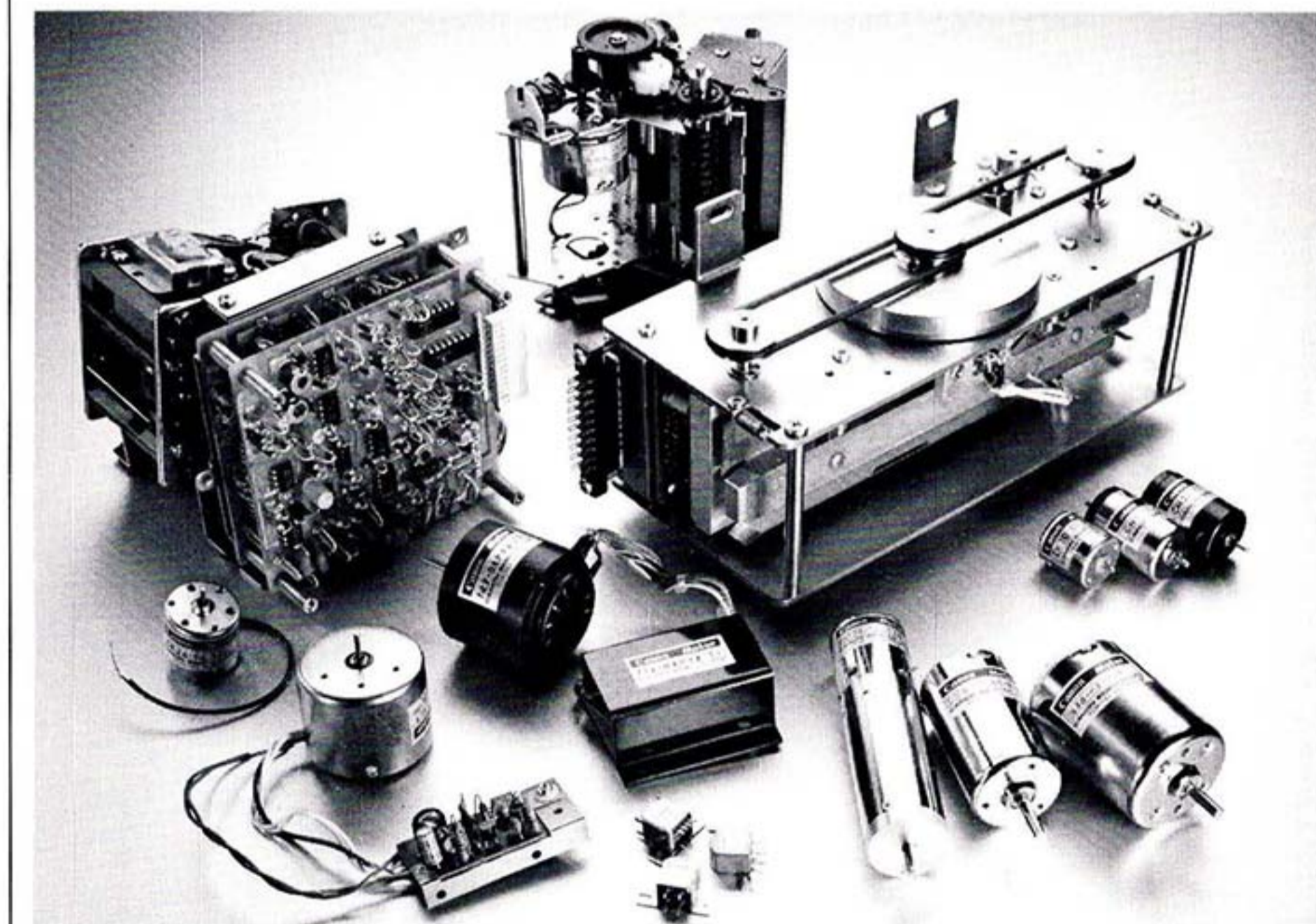
A splendid example of Canon benefits in the medical and humanitarian field is the Canon Communicator. Developed for use by people with speech impediments, motor handicaps, and/or deafness disabilities, it combines a simply-designed keyboard with a smooth, rapid tape printer that transcribes the user's message. The Communicator conveniently straps on the arm, providing a lightweight, compact, portable system which enables hand-



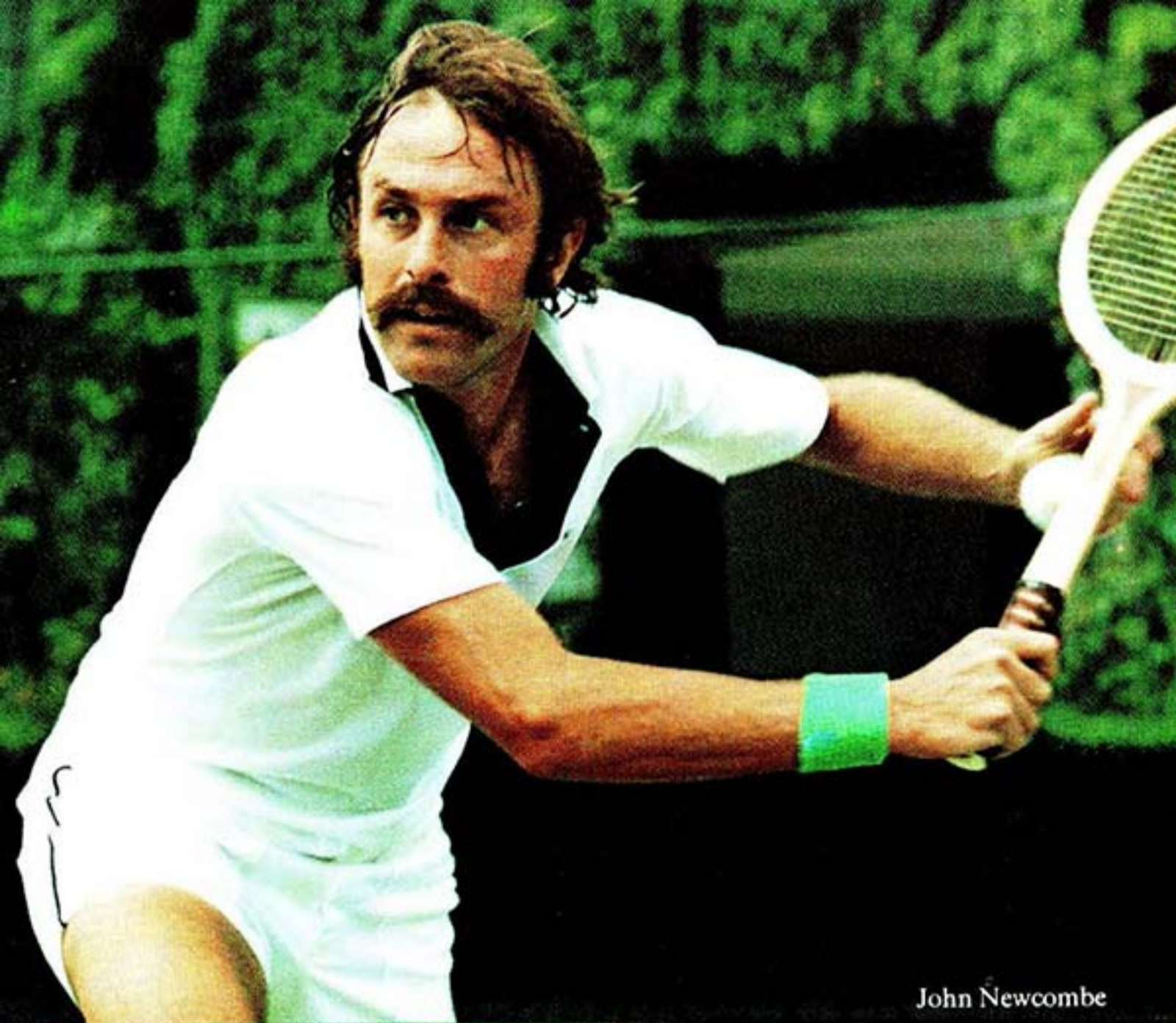
The Canon Communicator.

icapped people to more fully realize their potential for self-expression.

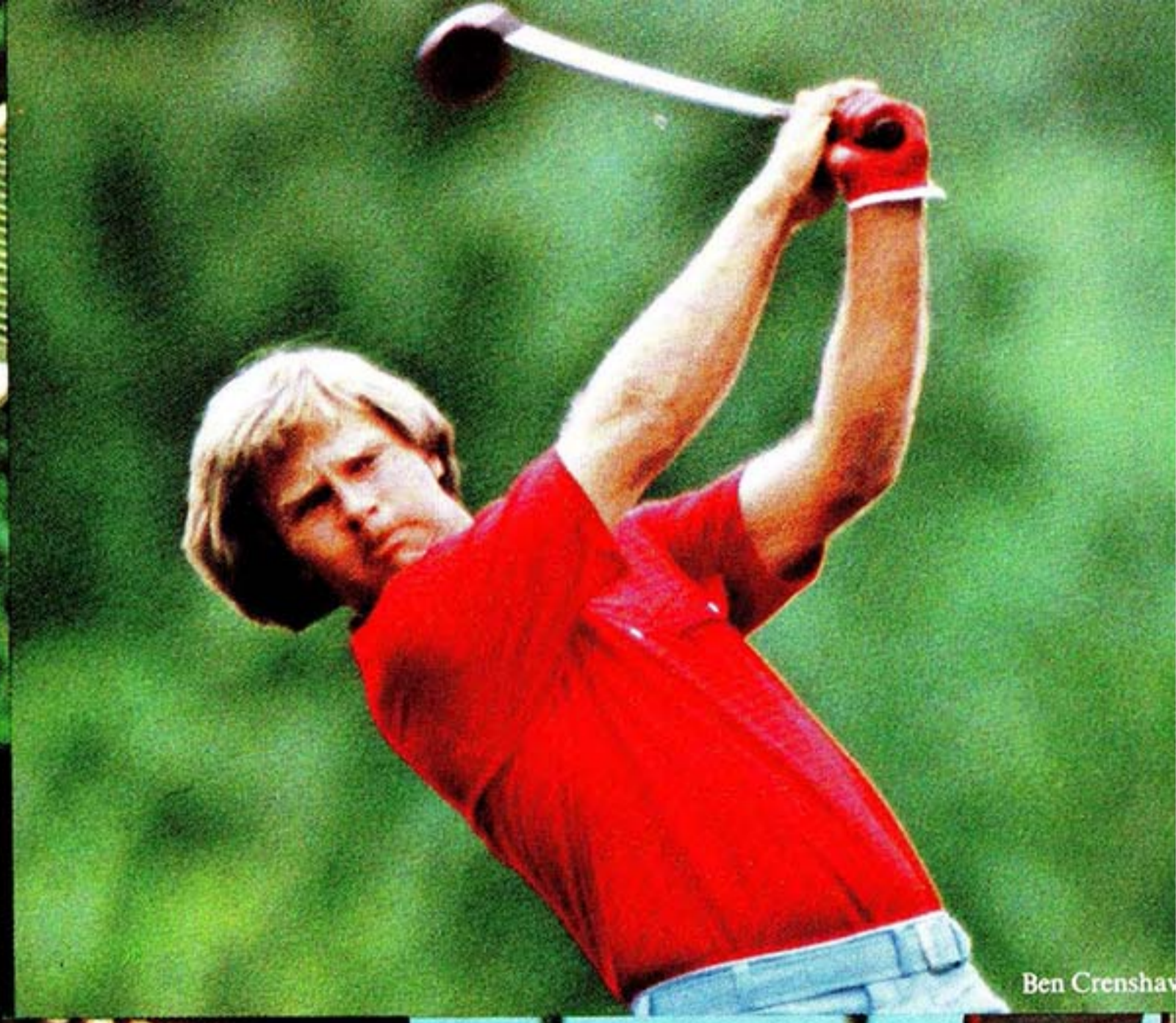
The Canon Communicator has been used effectively in schools, hospitals, rehabilitation centers and research institutes in the United States, Canada, Europe and other areas. Excellent results in both individual and group situations promise great benefit for the many thousands around the world afflicted with serious communications disorders.



Canon's wide variety of components include magnetic card readers, DC motors and magnetic heads.



John Newcombe



Ben Crenshaw



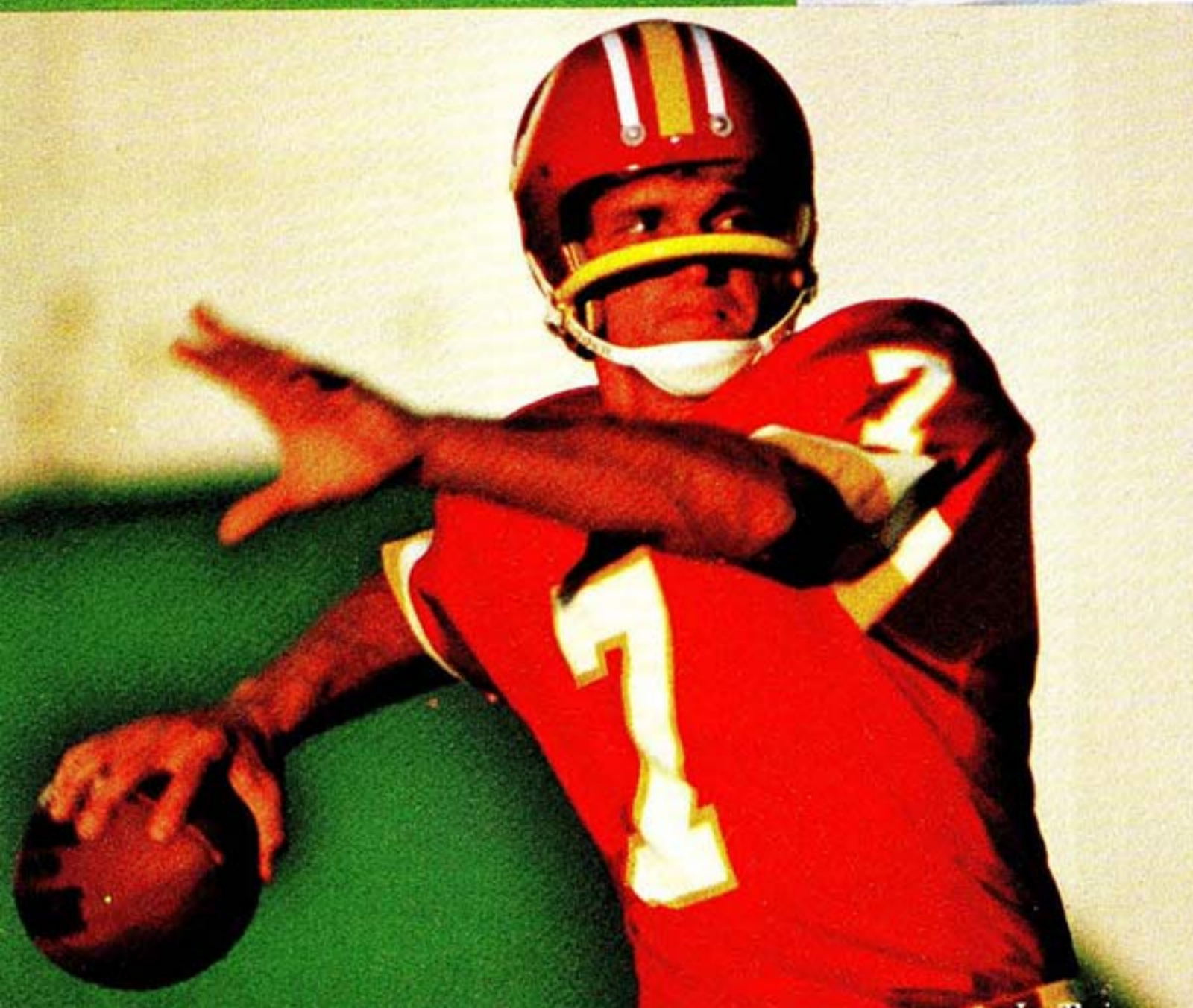
Bob Sharp



Peggy Fleming



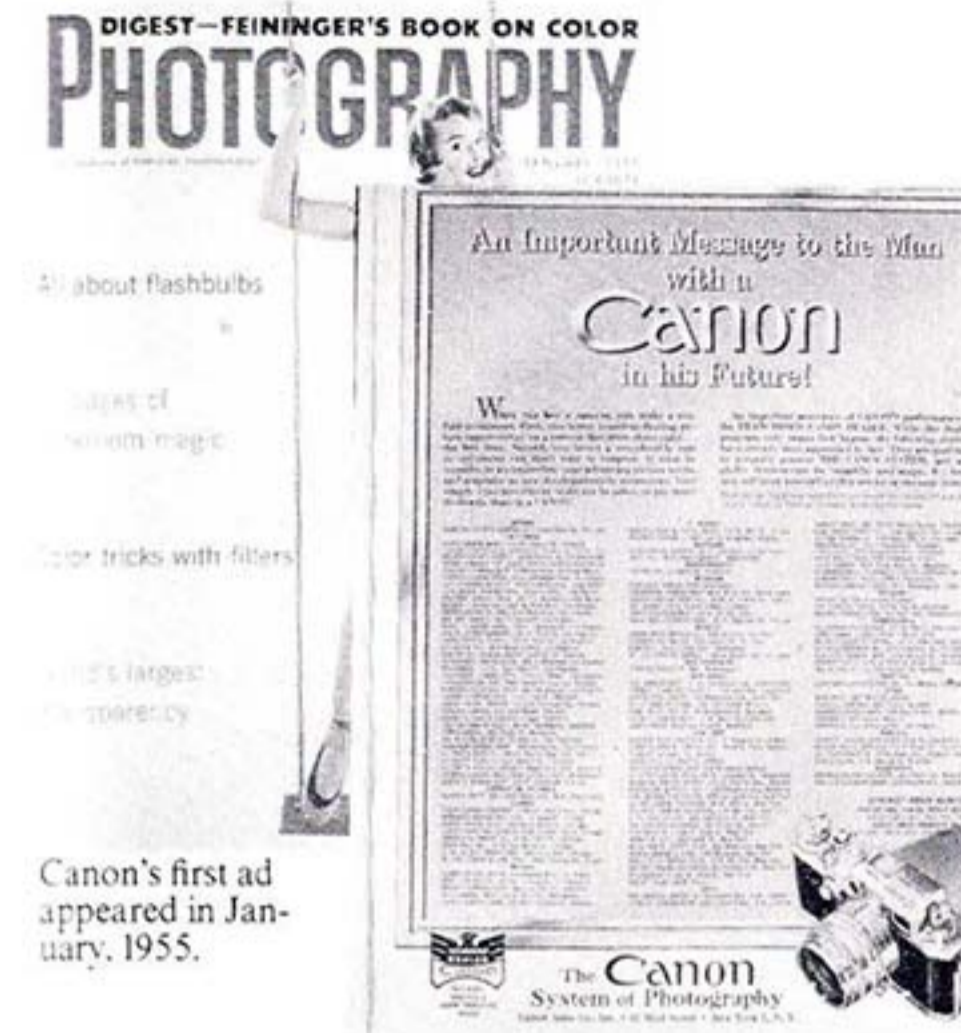
Jean-Claude Killy



Tracy Austin



Canon Marketing



Canon's first ad appeared in January, 1955.

So much of Canon's creativity is devoted to products in the field of communications, it is little wonder that Canon is very effective at marketing—communicating the advantages of Canon products to prospective Canon customers.

Canon marketing achieves maximum impact through precise identification of the market, careful and talented composition of creative materials, and judicious selection of materials. From the beginning, Canon advertising and sales promotion has focused on innovation and quality. By skillfully bringing the Canon message to millions, Canon's communications people have greatly forwarded the awareness and appreciation of Canon products. Each year, Canon marketing efforts receive several awards for excellence from the communications industry.

Early Canon advertisements appeared in *Life* magazine, *Fortune* and other consumer publications. Canon products gained a foothold in the American market...and the company began its

climb to the top. Through the fifties and sixties, advertisements concentrated on the features of Canon cameras which had won them a growing constituency of professional and amateur customers. Canon calculators were successfully introduced in one of the most competitive markets ever known. In 1973, a three-page gatefold ad for the F-1 camera system was awarded first prize in international competition judged by U.S. agency presidents and the president of the American Association of Advertising Agencies. In 1974, the story of Canon's research to find which keyboard configurations were most comfortable for the human hand gained the interest of readers in *Time*, *Newsweek*, and major business publications.

Then in 1976, Canon made history by becoming the first SLR camera manufacturer to promote its product on network television, launching a massive advertising campaign complemented by an epic corporate ad in *The Wall Street Journal* which revealed the scope of Canon products from the new AE-1 camera to copiers and calculators.

Never before had so many millions of Americans been exposed to advertising for a quality 35mm camera. The impact of the Canon AE-1 television commercials and full color ads in national consumer magazines literally created a new market in the U.S. People who were content with simple snapshot cameras were suddenly made aware of a more sophisticated alternative, and they responded.

Canon's revolutionary camera marketing approach called for commercials which would employ endorsements from top sports personalities...champions in their own fields who had the admiration,

trust and respect of the affluent young sports fans who were prospective Canon camera users. Tennis star John Newcombe gave his endorsement in the first spot, showing that even he could take pictures as easily as a professional photographer because the Canon AE-1 was "so advanced, it's simple." The ingenious cam-



campaign was an enormous success. As the *Journal* reported, "When customers began asking their retailers for 'that camera I saw on TV, other manufacturers scurried to buy television time too.'" Canon's step proved to be a major stimulus for the entire camera industry—and a striking example of Canon's marketing ability.

The historic Canon advertising campaign begun in 1976 has continued, led by corporate advertising in *The Wall Street Journal*, a classic sign illuminating Times Square and striking ideas to promote new products in Canon's many growing product lines. Advertising for Canon cameras has kept the same theme, with an ongoing commitment to the exciting, attention-getting world of sports. Canon spokespersons now include John Newcombe, race driver Bob Sharp, skater Peggy Fleming, skier Jean-Claude Killy, tennis prodigy Tracy Austin and football quarterback Joe Theismann. Each day, these seasoned champions win new customers for Canon.



Canon introduced revolutionary calculators with strong explanatory ads.



Canon's first NP Series plain-paper copiers were introduced with this ad.



This prize-winning advertisement brought the insights of a professional photographer to the market for the Canon F-1.



Official
35mm Camera
of the 1976
Olympic
Games

And Canon reinforces its championship image by association with first-rate teams, arenas and events: Canon has gained great consumer recognition as the Official Camera of the 1976 Montreal Olympics and as Official Camera of the 1980 Winter Olympic Games in Lake Placid, New York. At all events, Canon is proud to contribute by helping to record sports history. Canon also sends personnel and equipment



to the games to provide technical assistance and emergency repair service to photographers, keeping our continuing commitment to the world of sports: Official Camera of World Championship Tennis, Official Supplier of Calculating Instruments to the Pan American Games, Official Camera of Madison Square Garden, and Official Camera of the New York Yankees and Atlanta Braves.

Today, Canon is surprising the camera industry again, with an exciting campaign for the "Sure Shot" automatic focusing camera. In 1984, Canon will have the distinction of being the Official Camera of the Los Angeles Olympics.

Canon copier advertising and promotion campaigns in recent years have emphasized Canon's micronics copier technology, with special attention given to the new NP-200 and its innovative Toner



Projection Development System. Calculator advertising campaigns have increased the widespread demand for Canon's P10-D portable printer/display and its two companion models, the P7-D and P5-D PalmPrinters.

But Canon's marketing efforts aren't limited to what most of us see on television and in magazines. Specialized promotions communicate the benefits of Canon's desktop computer systems, broadcast and industrial optics and micrographic equipment to the people who need these advanced Canon products most. Canon advertising in trade magazines, participation in trade shows, the production consumer displays and many other activities follow through on the Canon sales message and help make Canon's one of the world's most effective marketing organizations.

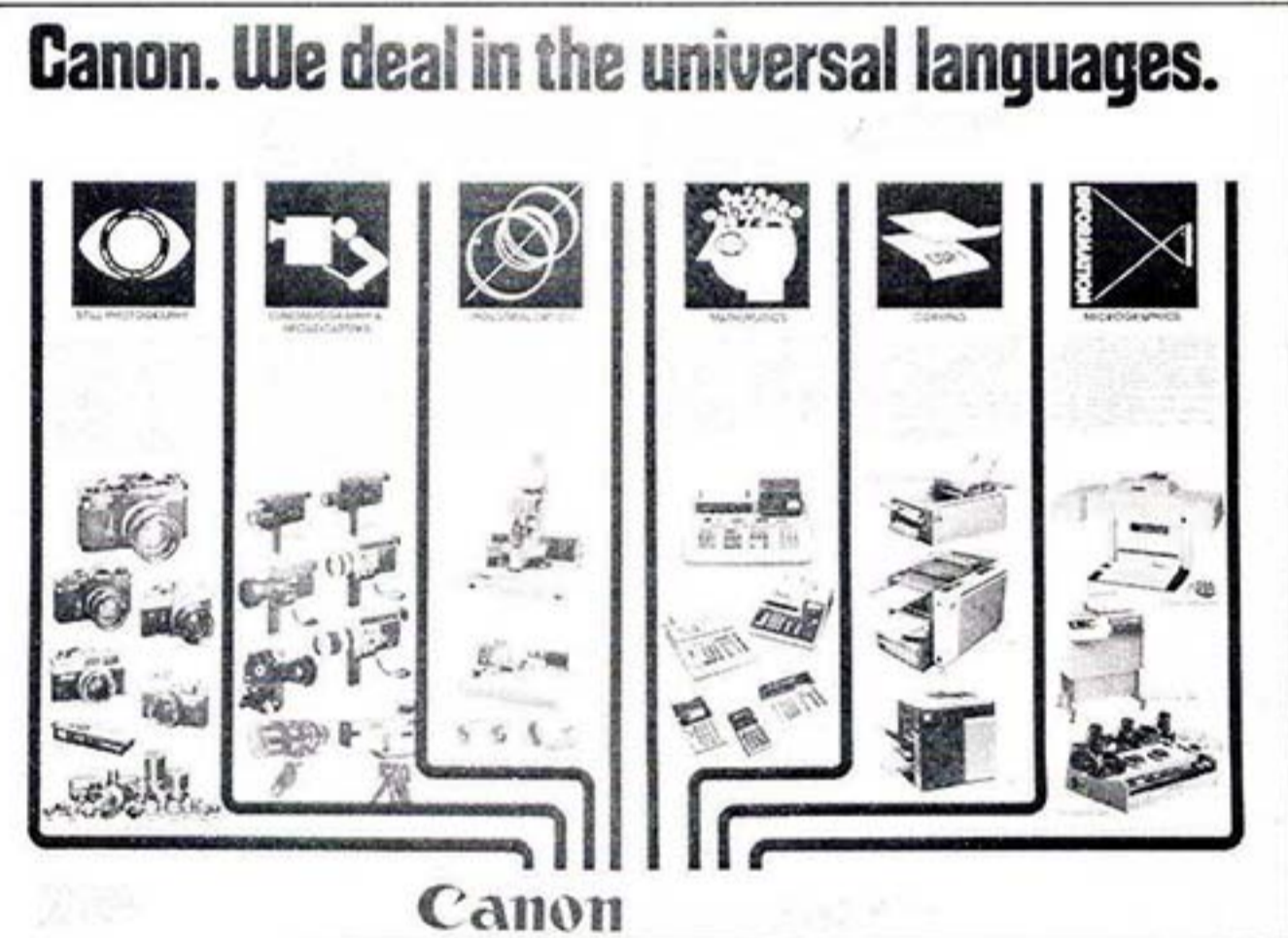
Effective communications bring the Canon message to millions of people... encouraging them to enjoy the extra measures of personal freedom which fine Canon products afford.



Canon television commercials featuring calculators and copiers.



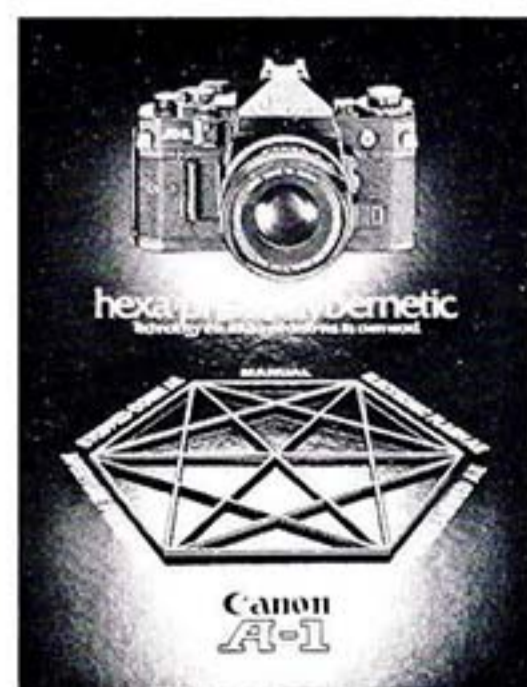
Canon Institutional advertising of sports affiliations.



Canon institutional advertising spread in *The Wall Street Journal*.



Introduction of the AE-1.



Introduction of the A-1 "hexa-photo-cybernetic" camera.



Unique advertising of two unique calculators: P10-D and Palm Printer.



Direct response campaign featuring the NP-200 copier.

Canon Makes News

A unique corporate philosophy, one of the fastest corporate track records in the world and exciting Canon products attract the attention of leading journalists in America's most influential newspapers and magazines. Canon is looked to for its progressive thinking in corporate management, informed opinions on international commerce, and dramatic advances in technology.

Canon is exciting. And with new ideas, continued growth and more new products, Canon will be even more exciting in years to come.



Canon slates \$17 million blitz

Canon U.S.A. is more than doubling last year's \$7,000,000 copier ad budget to back the debut of its NP-200 copier, a machine that the company hopes will garner a 10% share of the convenience copier market by 1985.

"Canon slates \$17 million blitz."

The company has budgeted \$17,000,000 for copier advertising this year, with \$10,000,000 slated for the NP-200. The machine relies on its light weight, compact size and automated functions as its primary selling weapons against Xerox and Savin, the leading competitors in the \$3.5 billion convenience copier market.

From: ADVERTISING AGE:
January 21, 1980

The U.S.A.: Canon Fodder?

By JOHN HOLUSHA

Back in the mid-1970's, as they were preparing to introduce a new line of relatively low-cost, simplified 35-millimeter cameras, the executives of Canon Inc. decided to aim for no less than a major widening of the American market for high-quality cameras.

They got it. Using heavy television advertising and aggressive price-cutting made possible by technical advances, Canon marched from the ranks of the also-rans to the industry sales leader. In the process, it transformed the 35-millimeter camera from a specialist's tool to an adult toy usable by just about anyone. The national market has swelled from about 700,000 units in 1975 to more than two million last year.

One of the principal strategists of Canon's assault was Fujio Mitarai, the 44-year-old president of Canon U.S.A. and a nephew of Canon's chairman, Takeshi Mitarai.

The younger executive "can push the button and get things done," said Herbert Keppeler, editorial director of *Modern Photography* magazine. "The other Japanese companies operating here just can't move as quickly."

"We wanted people to know our camera was not so complicated and not so expensive," the younger Mr. Mitarai said in an interview. "We kept the growth rate of the camera the same as Xerox's."

"The U.S.A.: Canon Fodder?"

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It was advances in electronics that permitted almost complete automation and the elimination of 300 expensive parts that underlay the 35-millimeter camera strategy, Mr. Mitarai said. And, he adds, it is the substitution of fiber optics for lenses and mirrors in its copying machines that Canon is counting on to give it an edge in that field. Canon was the first maker of copier machines to develop a plain-paper copying process completely different from Xerox's...



behind the company's marketing comes from the laboratory. "The fundamental ideas come from the engineering group," he said. "But we involve the marketing people at an early stage." Twice a year, he said, Canon sales and marketing executives from around the world gather in Tokyo so the technicians can show off their latest wares.

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Nevertheless, Mr. Mitarai admits the copier business, which exists in the shadow of Xerox's 50 percent share, may be more difficult. "We are directly competing with Xerox's 50 percent share, may be more difficult."

"We are not going to take on Xerox directly," he said. "There are two segments of the copier market—the high-speed copiers that can produce more than 40 copies a minute and the convenience copiers that produce less. The American companies have dominated the high-speed market, but they have not done so much in convenience copiers. So that's what I'm looking for, a market segment not dominated by Xerox and IBM."

From: NEW YORK TIMES:
March 30, 1980



Japanese Industry in the New Decade.

...During his 32 years as company president, Mitarai had introduced a modification of the traditional seniority system: Canon employees were promoted on the basis of merit and ability rather than personal ties or seniority rules, as the case in many Japanese firms.

"Our personnel policies reflect a unique combination of the traditional lifetime employment system and the Western merit promotion system," he explained. "They are a part of what we call the 'Canon Spirit' that has helped us grow internally and externally in Japan and overseas. We owe our current leadership in photo products, business machines and optical equipment to this spirit," he added.

Mitarai said that as cost and competitive pressures build up on companies during the current decade, there will be greater emphasis on increasing individual productivity in all Japanese industry. The stress on increased productivity may cause more companies to adopt a Canon-style merit-promotion system in the future.

"People will work harder when they know that their efforts will be recognized," the Canon chairman said. "Teamwork is still very important and essential to any company's success. But individual achievement must also be encouraged and applauded."

From: FORTUNE: August, 1980



Xerox, here we come

By Kathleen K. Wiegner

Unlike many Japanese businessmen, who find it distasteful to discuss their competitors in anything but the most oblique terms, Canon President Ryuzaburo Kaku is happy to let you know how his company was able to crack Xerox' virtual stranglehold on the market for copiers. "Xerox was too confident," says Kaku flatly. "It was the only company making a plain-paper copier, and it only made expensive models to make more money. That gave us a place to enter with a less expensive machine."

Such bluntness helps explain why Canon has become one of Japan's premier companies in the last decade...it has grown into a \$1.2 billion (sales) diversified precision-instrument outfit. With a 25% share of the world market for high-quality cameras, it is the world's largest camera manufacturer. Now, as Xerox and others are learning, Canon is putting its considerable muscle to work in the rapidly expanding market for office equipment. Since Canon exports 70% of its product, that muscle is certain to be evident in the U.S. market....

From: FORBES: March 31, 1980



Can Canon copy its camera coup?

One company's technology clearly dominates the market for copying machines that turn out duplicates on ordinary paper—and it is not the "Big X." More than half of the 2 million plain-paper copiers sold worldwide last year, including such brands as Savin, Sharp, and Saxon, are based at least in part on technology licensed from Canon Inc.

Yanagi's opinion may not be quite as far-fetched as it first appears. Canon machines already account for nearly 20% of current sales worldwide, for example, although they have less than 10% of the U.S. market. And Fujio Mitarai, president of Canon U.S.A. Inc., whose sales last year now top \$250 million, "confidently" expects a gain of at least 10% in 1980.

At that price, with those features, says Melvin Johnson, a consultant at Quantam Research Corp., which tracks high-technology markets, "Canon's got a market-leading product." If the thing is available, "Another market researcher figures that the market is so mechanically simple that it could be sold at retail prices as low as \$100 to \$150. The price, after equipment used for the research, there's a big margin." Johnson says, "I'm just saying that 'Canon' is a good deal of research, and if everything moved still, he thinks that 'Canon' might have a chance at capturing a big share of the U.S. market."

From: BUSINESS WEEK: January 28, 1980

"Can Canon copy its camera coup?"

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From: BUSINESS WEEK: January 28, 1980

"Sales of Simplified 35mm Cameras Soar As Electronic Technology Keeps Rolling"

...Manufacturers aren't content to sell by word of mouth, so they are staging lots of promotion campaigns. One of the most aggressive is Canon's campaign aimed at sports photographers. The company has representatives at nearly every major sporting event in the U.S., giving photographic advice and repairing cameras that break. If they can't fix a camera (they will try to fix any brand), Canon cameras are available for loan. If it rains, the representatives distribute umbrellas with the Canon logo. If the sun is shining, they give away hats. The company also sponsors an auto-racing team.

"Sports is the key to our success," says Keiji Nagata, Canon U.S.A.'s advertising manager. "American people are very sports-oriented. It's a good way to familiarize them with our name."

From: THE WALL STREET JOURNAL: September 18, 1979

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(516) 488-6700

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Fujio Mitarai
Robert Delson

Officers, Canon U.S.A., Inc.

Takeshi Mitarai, M.D., Chairman
Fujio Mitarai, President
Hirotoshi Kagami, Vice President & General Manager, Service Division
Lester Prover, Vice President & General Manager, Camera Division

Robert Delson, Secretary
Takashi Kojima, Assistant Treasurer
Kazuya Ohyama, Director & General Manager of Product Planning & Marketing
Haruo Murase, Director & General Manager of Copier Division

Mitsuru Tamai, Director & General Manager of Calculator & Systems Division
Norman Moloshok, Assistant Secretary
Seymour Liebman, Assistant Secretary
Takeo Takahashi, Assistant Secretary



Dr. Mitarai with staff of Canon U.S.A. New York headquarters.

Subsidiaries

- | | | |
|---|--|---|
| <p>Canon Optics & Business Machines Canada, Ltd.
3245 American Drive, Mississauga, Ontario L4V1N4
(416) 678-2730
Fujio Mitarai, President
Haruo Odagawa, Executive Vice President
Donald A. Phillips, Vice President & General Manager, Consumer Product Division
Edwin K. Weir, Secretary</p> | <p>Astro Office Products, Inc.
841 East Artesia Blvd. Carson, Cal. 90746
(213) 770-6010
Fujio Mitarai, Chairman
Norimasa Nishigane, President</p> | <p>Metropolitan Calculator Systems, Inc.
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Fujio Mitarai, Chairman & President
Chris McCann, Executive Vice President</p> |
| <p>Canon Business Machines, Inc.
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(714) 979-6000
Fujio Mitarai, President
Kenzo Seki, Executive Vice President
G. Douglas Michie, Vice President, Administration
Yoshio Katayama, Secretary</p> | <p>Ambassador Office Equipment, Inc.
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(312) 345-4100
Fujio Mitarai, Chairman & President
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(612) 331-8901
Fujio Mitarai, Chairman
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Shigeru Hayashi</p> | <p>Dallas Branch
11311 Stemmons Freeway Suite One Dallas, Tex. 75229
(214) 620-2641
Jerry Hunsanger</p> | <p>Washington, D.C. Branch
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Shinji Tatewaki</p> |
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Offices & branches, Canon U.S.A., Inc.