PRM-175-16
December 15, 2016

To: Canon Office Imaging and Office Products Dealers

Subject: Preliminary Introduction of imageRUNNER ADVANCE 4500 Series

Canon U.S.A., Inc. is pleased to provide preliminary information on an upcoming addition to the imageRUNNER ADVANCE product family, the imageRUNNER ADVANCE 4500 Series. The imageRUNNER ADVANCE 4500 Series brings reliable performance and the impressive third generation imageRUNNER ADVANCE feature set to low- to mid-volume office environments requiring black-and-white printing in a compact size.

The series consists of the following models:
- imageRUNNER ADVANCE 4551i: Up to 51 ppm (BW, Letter)
- imageRUNNER ADVANCE 4545i: Up to 45 ppm (BW, Letter)
- imageRUNNER ADVANCE 4535i: Up to 35 ppm (BW, Letter)
- imageRUNNER ADVANCE 4525i: Up to 25 ppm (BW, Letter)

The imageRUNNER ADVANCE 4500 Series will replace the existing imageRUNNER ADVANCE 4200 Series. These legacy imageRUNNER ADVANCE models will remain available until stocks have been depleted.

Overview
The imageRUNNER ADVANCE 4500 Series models are designed as reliable, durable products that can easily integrate with Canon's holistic business solutions. When designing this product, a strong emphasis was placed on ease of use and personalization, increased scan speeds with a single-pass duplexing automatic document feeder (standard on imageRUNNER ADVANCE 4551i/4545i models, optional on imageRUNNER ADVANCE 4535i/4525i models), service and cost efficiency, and a focus on authentication and solutions integration.

The target markets for the imageRUNNER ADVANCE 4500 Series are small- to mid-size offices that require black-and-white printing in a compact size as well as departments within large enterprises. The imageRUNNER ADVANCE 4500 Series models are well suited for fleet environments as these systems, combined with other imageRUNNER ADVANCE models, provide a strong solution with consistent usability. As part of the imageRUNNER ADVANCE platform, these models are designed to integrate with Canon server, serverless, and cloud solutions to help streamline business workflows and optimize business processes.

Additional information on the key enhancements and features of the imageRUNNER ADVANCE 4500 Series can be found in the sales and marketing materials available on ISG Central.

Schedule and Availability
The imageRUNNER ADVANCE 4500 Series will be available for ordering and shipping in January. At that time, details on pricing and sales support programs will be made available.

Service documentation including the Service Guide and the Service Revenue/Profit Calculator are now available on ISG Central at www.isgcentral.cusa.canon.com. The Service Guide is also available on Canon's e-Support Center.

Service authorization training is now available. For details on service authorization, please visit the training section of Canon's e-Support Center at http://www.support.cusa.canon.com. Details regarding service authorization training can also be found in the Service Guide.

The Third Generation imageRUNNER ADVANCE - What's New Web-based sales training has been updated to include a module on the imageRUNNER ADVANCE 4500 Series. The module introduces sales reps to the imageRUNNER ADVANCE 4500 Series by exploring key positioning differentiators, target markets, and key product sales points.

Canon has created a diverse set of collateral and sales tools in an effort to support your sales efforts. These are available for download at www.isgcentral.cusa.canon.com. Note that collateral and sales tools will be accessible once service training authorization has been completed.

The following materials are available to support your sales efforts:

- Third Gen imageRUNNER ADVANCE Handbook
- imageRUNNER ADVANCE 4500 Series Handbook
- Spotlight Videos
- Canon Enterprise Solutions Video
- imageRUNNER ADVANCE Platform Brochure

- imageRUNNER ADVANCE 4500 Series Brochure
- Launch Presentation
- Competitive Presentation
- Enterprise Product Line-up Poster
- Operator Manuals
- Product Images and Logos
- Solved Materials
- And more!

The early availability of sales materials and service training gives your organization the opportunity to be well-prepared for the announcement of this highly anticipated product family so that you can have a strong start to your sales activity.

The imageRUNNER ADVANCE 4500 Series and the continued expansion of the third generation imageRUNNER ADVANCE platform further extend Canon's strength in offering holistic business solutions through a combination of innovative technology, extensive services, and the platforms in which to deliver these solutions. We are confident that these new additions to our product offerings will strengthen Canon's position as a leading business solutions provider.

Thank you for your continued efforts.

Sincerely,

CANON U.S.A., INC.

Toyotsugu Kuwamura
Executive Vice President and General Manager
Business Imaging Solutions Group