

EVENT RELEASE



For Immediate Release

Canon shows how BUSINESS CAN BE SIMPLE at its **Simplicity@Work Show**

KUALA LUMPUR, 23 May 2006 – Canon, a leader in digital imaging solutions and technology, shows how “**Business Can be Simple**”, as it officially opens its two-day **Simplicity@Work** product show to the public and corporate world today.

“Business can and should be simple, which is why here at Canon, we want to show the customers that there are many ways to simplify the processes with Canon’s business solutions,” says Canon Marketing Malaysia’s President and Chief Executive Officer, Liew Sip Chon.

“We want to show how Malaysian companies can run their business daily with Canon’s solution and it’s as simple as A-B-C,” stressed Jeremy Lee, Canon Marketing Malaysia’s Assistant Director of Business Imaging Solution Division.

The **Simplicity@Work** product show synergistically coincides with Canon’s regional campaign, which focuses on the central theme and its tagline of ‘**Business Can Be Simple**’.

“Our customers want solutions that are quick, simple and easy to understand and use. From start to end, the process only takes 15 minutes and the outcome truly delights the customers,” says Herman Lundquist, Senior Marketing Manager of the Business Imaging Solutions Regional Division headquartered in Singapore.

The two-day product show is open to public from 12pm – 6pm on the 23rd and from 10am – 6pm on the 24th May, at the Mayang Sari Grand Ballroom, JW Marriott Hotel.



The **Simplicity@Work** showcases Canon's latest array of innovative solutions, which makes day to day business easy and simple.

To show how simple business can be, Canon has arranged for seminars lead by Herman Lundquist, Senior Marketing Manager of the Business Imaging Solutions Regional Division. The seminars will show offices how to manage documents in the simplest way, as well as how to make informed decisions while purchasing devices without getting confused by the jargons, among many others.

Canon's Business Imaging Solution Division (Malaysia) staged **Simplicity@Work**, to launch the world's first 12-ink, gallery quality, 17-inch large format printer called iPF5000 and also the iPF500 and iPF600 from the imagePROGRAF series, which addresses customers need for easy and cost efficient solution. SMEs will also find similar values in the new iR7105 and iR7095 from the imageRUNNER series, which is truly a blessing to their business.

In the same vein of keeping business simple, Canon formed new smart partnerships with appointed partners from different segments, namely Grand Tech for IT & graphic, Plot Tech for CAD, Foto Daya for photo, Trinet for proofing and AIT for print solution segments to simply serve its customers better.

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