

IN THIS ISSUE

A Message from the President

pg 2

Law firm Ice Miller Finds Cost-Per-Page Solution, Service are Key to Printing Success

pg 2

Speed, Quality Make HP Designjet 4000 Printer Ideal for the AEC and GIS Markets

pg 3

Columbus Road Show Unveils New HP Products to Ohio Customers

pg 3

Cannon IV Offers Software Installation Services to Customers

pg 3

Event Calendar

pg 4

CANNON IV FOSTERS AN INNOVATIVE “NO STRINGS ATTACHED” LEARNING ENVIRONMENT

More than eight decades ago a small, but determined group of Indianapolis women joined forces to shape a vision for a new type of learning environment...with teaching methods and curricula that fostered creativity and imagination. This vision became known as The Orchard School. It is now widely recognized as one of the city's most progressive and innovative private educational institutions.

If those original nine founding members walked through the doors of The Orchard School today, they would be spellbound. The innovation they championed continues to manifest itself in ways that were once unimaginable. One example is the recently launched “one-to-one” laptop computer program for fifth through eighth graders. With funding from noted local philanthropist Ruth Lilly and product/technical support from Cannon IV, students are free to move about the entire building while maintaining constant connectivity to the six Hewlett-Packard LaserJet 9065 multifunction printers purchased from Cannon IV in 2004.



“Cannon IV’s willingness to go the extra mile, has made all the difference.”

— Mark Kesling

According to Mark Kesling, director of technology for The Orchard School, “With Cannon IV’s support and guidance we have applied technology to essentially create a ‘no-strings-attached’ or wireless school. With the freedom to take their laptops virtually anywhere in the building and still have the ability to print and manage documents related to their assignments, The Orchard School has, for all practical purposes, become one giant classroom for teachers, students and staff.”

Cannon IV’s relationship with Orchard dates to 2002, when the company was retained to provide paper and

supplies for the school’s printers. The relationship has continually expanded. “Their honesty regarding the management of our inventory and responsiveness to our needs helped establish a good working relationship early on,” Kesling said. “Many aspects of our school are unconventional, including the need for top-quality copy and print equipment and services.”

The term, “unconventional,” may be an understatement. The Orchard School does not use standard textbooks. Its faculty creates customized curricula for each grade and core subject areas, which add up to a staggering demand for the internal production and management of documents. With nearly 600 students in preschool through eighth grade, reliable and flexible technology with responsive technical support is essential.

Prior to purchasing the Hewlett-Packard LJ9065mfps, technology director Kesling worked closely with Cannon IV’s Steve Shank Jr. to resolve



The HP LJ9065mfp prints and copies up to 65 pages per minute.

950 Dorman Street
Indianapolis, IN 46202

Monday through Friday
8:00 a.m. - 5:00 p.m.

To order by phone:

(317) 951-0500
or (800) 825-7779

To order by fax:

(317) 951-0600
or (800) 731-1164



www.cannon4.com



A Message from the President



A person shows what he is by what he does with what he has.

— author unknown

What a powerful, timeless message. As I write this, 3 months of 2005 have already passed and the first hints of spring are in the air. It is a time for optimism, a time to sow the seeds of new opportunities. That's true here at Cannon IV, and I hope it's true of your life, personally and corporately. We're prepared to strengthen your business and simplify your life with innovative new products and unparalleled service and support. By working together in a spirit of partnership and mutual respect, we believe even the highest of goals can be achieved.

Helping Our Community

The Cannon IV family remains passionate about the many needs throughout the communities we serve. We will continue our commitment to the Noble Center of Indiana and the Occupational Development Center of Bloomington, Illinois. Driven by the demands of our toner cartridge and other product recycling programs, we are able to employ more than 50 extremely dedicated and conscientious adults with special needs from these agencies who work alongside our own distribution center staff.

Superior Service + Skilled Support = Satisfied Customers

One of our hallmarks over the past 31 years has been an unwavering commitment to outstanding customer service and support. In 2005 we're embarking on an initiative to create an even higher standard of exceeding the expectations of our clients. We're working harder than ever to understand critical client needs, and matching them with the appropriate technology, services and supplies. Whether your business is located in Indiana, Ohio or Texas, you will continue to benefit by our experience, product offerings, delivery systems and emphasis on helping you produce and manage documents at the lowest possible cost.

It is our ongoing privilege to serve you. If you have any suggestions or questions for us, please feel free to contact your Cannon IV representative or go to the "Contact Us" section of our website, we would like to hear from you. Until next time...



- Cannon IV welcomes five new members to our team: Jim Rudy, Indianapolis, will sell our line of copiers and MFPs and Matthew Thomas, Indianapolis, will work in customer support. In the service department, David Williams (Dayton, OH), Robert Gallegos (Hammond, IN), and William Parkhurst (Lafayette, IN) will all offer outstanding service and support to our Cannon IV customers. Welcome!
- On April 1, 2005, the team at Cannon IV celebrated their 5th anniversary in their current headquarters building.
- The HP Laserjet 4345mfp made such a splash in the market that it is labeled as a "disruptive technology." This term describes a new innovation which eventually overturns existing technology in the same market. In this case, the HP Laserjet 4345mfp's low cost and powerful features make competing copiers seem overpriced.

Law firm Ice Miller Finds Cost-Per-Page Solution, Service are Key to Printing Success

When Cannon IV Printing Consultant Kirk Vasseur approached long-time customer Ice Miller recently with the suggestion to explore cost-per-page printing, it piqued the interest of Theresa Rork, Ice Miller's Desktop Services Manager. "I was interested in looking at a cost-per-page printing analysis to see if it would be cost effective for us," explained Rork. "The analysis told us that we do more printing than we thought (nearly 7 million pages per year) and a cost-per-page contract would help us achieve significant savings over the next three years."

The cost-per-page solution allows Ice Miller to pay a fixed amount. The cost includes printer supplies, service and preventive maintenance. Cannon IV uses specialized software to determine the monthly usage. "What sets Cannon IV apart from other cost-per-page offers is that customers are only charged for what they use, no matter how high or low the quantity," added Vasseur. Not only will this solution control costs, it will streamline the day-to-day management of Ice Miller's 150 printers. They will receive one invoice per quarter for all of their printing costs, Cannon IV will maintain an inventory of toner and replenish it when necessary.

Ice Miller is one of Indianapolis' largest law firms with additional offices in Chicago and Washington D.C. With 600 total attorneys and staff, the firm cannot have a printer out of order. "One of the reasons our relationship with Cannon IV works so well is that they understand the importance of printing for a law office, it's an integral part of what we do," said Rork. "We have constant deadlines that we must meet, so when a printer needs service, they are here within a couple of hours to fix the problem."



Theresa Rork and Help Desk Technician David O'Neill discuss features of the Hewlett Packard Laserjet 4200.

Rork also relies on Cannon IV's judgment when it comes to recommending the best printer for their needs. "Cannon IV has a keen knowledge of their products and I can rely on their recommendation. They look at our work environment and take into account the kind of printers we need. In addition, they help us determine if a printer is being under or over utilized and then help us make adjustments," added Rork.

The 10-year relationship between Ice Miller and Cannon IV is based on low-cost, reliable printing and top notch service. "The close contact that we have with Kirk and the Cannon IV staff, the service and the relationships go a long way -- they are a true partner," added Rork.

If you would like to learn more about how this solution could help save your company money and streamline the printing process, call Cannon IV at (800) 825-7779.



HP Laserjet 4345mfp



Speed, Quality Make HP Designjet 4000 Printer Ideal for the AEC and GIS Market

The Hewlett-Packard Designjet 4000 is the newest product in HP's line of large format printers. Designed for the architecture, engineering & construction (AEC) and graphical information systems (GIS) markets, the Designjet 4000 is powered by the new HP Double Swath technology. It offers high-speed color and black-and-white printing up to 42 inches wide, all with remarkable line accuracy, image quality, and remote printer management.



A Price that Really Performs

"The price, functionality and performance of this printer make it ideal for businesses in the AEC and GIS markets," says Jim Fall, Cannon IV Director of Strategic Planning. "Engineering, architecture and construction firms are just a few examples of businesses that would benefit tremendously from the Designjet 4000 because of their need for high quality and quantity large format printing."

- High performance
- Superior lines and images
- Remote printer management

Starting at \$9,400.00, the Designjet 4000 offers a new option for those in the market for high-quality large format printing. For more information about the HP Designjet 4000, please call a Cannon IV sales representative at (800) 825-7779.

Columbus Road Show Unveils New HP Products to Ohio Customers

On March 23, Cannon IV opened up its traveling showroom to central Ohio customers demonstrating the newest generation of Hewlett-Packard products during the Columbus Road Show. Business owners and managers, architects, engineers, construction firms, advertising and marketing agencies learned about the latest advances in comprehensive document management. The exhibition featured demonstrations by Hewlett-Packard and Cannon IV specialists and showcased products such as large format, multi-function, monochrome and color printers, as well as media and projectors.

The HP Designjet 4000 printer series and HP Laserjet 4345mfp were the stars of the show as Cannon IV's newest additions to its HP line of large format and multifunction printers. (Read about the Designjet 4000 in the HP



Jeff Jones, Cannon IV Vice President of Sales and Bill Fairweather, Cannon IV Sales Representative talk with Randy Wilcox, InfoLink.

Corner.) Show attendees were able to see HP's latest equipment in action as well as learn about total print management trends, challenges and solutions.

"This Road Show was a big success and gave Columbus-area customers an opportunity to see all the HP products in one location," said Jim Fall, Cannon IV Director of Strategic Planning. "Much like the product launch that took place at Cannon IV headquarters in December, we're finding that it's beneficial to customers to see many different kinds of equipment in one location so they can compare models and talk face-to-face to a Cannon IV or HP expert about their application and which product might best fit their needs."

Cannon IV Offers Software Installation Services to Customers

At Cannon IV, our core business is the sale and maintenance of printers, multifunction printers and copiers. Our success is based, in part, on our ability to decipher tomorrow's technology for our customers and help them get the most from their products. On the market today are various software applications that support the management of document production and distribution to increase efficiency and lower costs.

The ability to merge these new software technologies with your document printing/copying equipment is a key requirement to remain competitive. The range of software technologies and products in the printing and imaging world is increasing at a rapid rate. Oftentimes your busy staff doesn't have time to implement these new technologies



— and Cannon IV can help. We offer targeted, competitively priced services for companies who want to add these document production and distribution software applications to their infrastructure.

Hewlett-Packard's Web Jetadmin 7.8 is a Web-based printer management software used for remotely installing, configuring, and managing a wide variety of HP and non-HP network peripherals using a standard Web browser. Web Jetadmin facilitates the collection and distribution of data on what was printed at the device to support your need to know your printing

costs. Cannon IV engineers will support the installation and configuration of this software at your location. We'll also perform basic product training to ensure that your operations staff understands the software and its capabilities.

Additionally, Cannon IV provides installa-

tion support services for Hewlett-Packard's Digital Sending Software – DSS 3 and DSS 4 software – and Panasonic's Document Management System (DMS) applications. This digital sending software provides a more efficient way to manage the document workflow to improve business efficiency, reduce costs and send digital data securely. Our engineers will install the software applications and configure the components to integrate the installation into your environment. The software will be configured for e-mail, workflows, MFP, addressing, authentication and license activation. After the installation you can count on us for phone consultation and software support.

For more information on how Cannon IV can support your needs, call Cannon IV today at (800) 825-7779 or e-mail us at software.service@cannon4.com.



EVENT CALENDAR

Below is a list of Upcoming Shows where Cannon IV will be a participant:

April 14-16 2005

FDIC 2005 (Fire Department Instructors Conference)
The Indiana Convention Center & RCA Dome
Booth 5507
Indianapolis, IN

April 28 - 29 2005

Indiana University Purchasing Department Contract Supplier Show
Indiana University - Assembly Hall Basketball Arena
Bloomington, IN

April 29 2005

Technology Conference
Muskingum Valley Educational Service Center
Zanesville, OH

May 12, 2005

Fort Wayne BUSINESS EXPO 2005
Grand Wayne Convention Center
Fort Wayne, IN

May 17-20 2005

Texas Association of Government IT Managers (TAGITM) Annual Conference
Corpus Christi, Texas

June 2-4 2005

The Sign Business & Digital Graphics Show
Greater Columbus Convention Center - Halls C&D
Columbus, OH

Log on to www.cannon4.com for more information on upcoming events.

CANNON IV FOSTERS AN INNOVATIVE "NO STRINGS ATTACHED" LEARNING ENVIRONMENT

continued from page 1

two critical issues. The first was to seamlessly integrate Orchard's 450 computers, half of which were Apple MacIntosh. "After we made the decision to use HP printers, Cannon IV didn't blink an eye at the fact we used Macs," Kesling said. "They worked through it with us and before long all our workstations and laptops were up and running."

The second issue centered on the need to allow greater mobility for older students who meet in both standard classrooms and common areas throughout the building. Thus, the one-to-one laptop concept was born. Kesling said, "Cannon IV made these wireless laptop-to-printer connections seamless. With printers placed throughout the building, our students simply connect to the nearest printer."

According to Kesling, wireless connectivity and advanced document management requirements are just the latest examples of the growing integration of technology and education. The ultimate key to enabling this expanding interdependence to reach its potential, Kesling says, is good, old-fashioned product knowledge, service and support.

"Cannon IV's willingness to go the extra mile," says Kesling, "has made all the difference. They've put us first, they've listened, they've come to the school after hours for training and been very instructive. That's how they won our business and continue to do so." It's safe to say Orchard's founders would have approved of how their vision has evolved into the embodiment of a 21st century school since first taking root in 1922, for it continues to accelerate the education, creativity and ambitions of generations of young Americans.

Cannon IV's Showroom / Service Center Headquarters is located in Downtown Indianapolis just 2 blocks east of 10th Street and College Avenue.



PRINTERS | COPIERS | SERVICE | COMPUTER SUPPLIES

P.O. Box 441450
Indianapolis, IN 46244-1450

Now Serving

INDIANA

Bloomington
Ft. Wayne
Gary
Hammond
Indianapolis
Lafayette

OHIO

Akron
Canton
Cincinnati
Columbus
Dayton

TEXAS

Austin
Dallas
Houston
Lubbock

To receive an electronic version of this publication

Please email your request to fyi@cannon4.com



A CANNON IV QUARTERLY PUBLICATION **SPRING 2005**