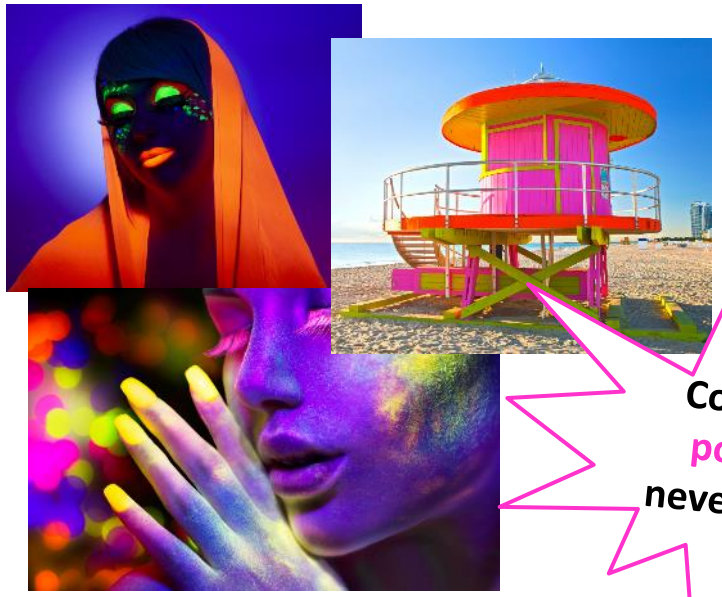
BELIEVE.
BUILD. WIN. 2021

Introduction to the Canon imagePROGRAF GP Series

Canon

Expanding the imagePROGRAF Line

A NEW series of printers: The GP Series are the *World's First Large Format Printers with Fluorescent **Pink** Aqueous Pigment Ink!*



The imagePROGRAF GP Series offers high value-added output for graphics applications

Color that **pops** like never before!

10-color plus Fluorescent Pink Ink

- 24” GP-2000
- 44” GP-4000

5-color plus Fluorescent Pink Ink

- 24” GP-200
- 36” GP-300

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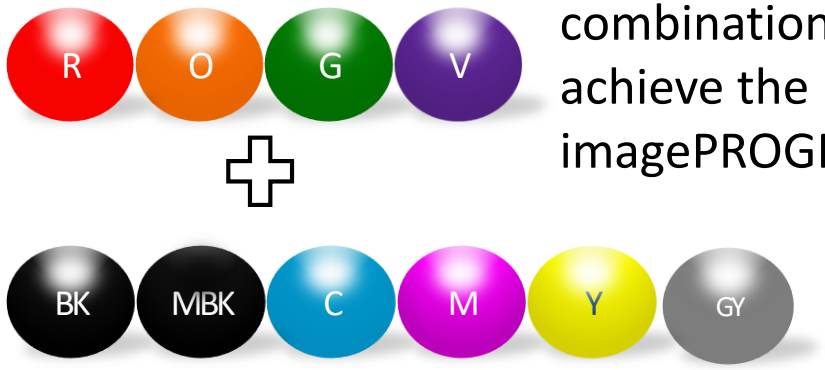
GP-2000/4000 Ink Configuration



The newly developed **Red**, **Orange**, **Green** & **Violet** ink combination helps expand the range of color reproduction to achieve the largest color gamut in the history of the imagePROGRAF line-up

Black, **Matte Black**, **Cyan**, **Magenta**, **Yellow**, Gray

Fluorescent **Pink** Ink
Increase Color Gamut + Fluorescent Pink Color

- ✓ 10-Color Plus Pigment Based Fluorescent Pink Ink
- ✓ These printers support *Radiant Infusion* for Vibrant, Eye-Popping Output
- ✓ Widest Color Gamut of any imagePROGRAF Printer
- ✓ Available Ink Tank Sizes of 160ml, 330m, and 700ml

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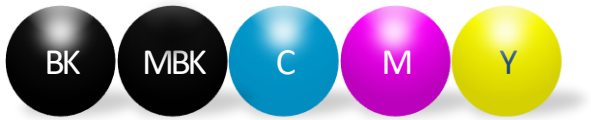
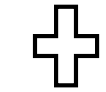
GP-200/300 Ink Configuration



Black, **Matte Black**, **Cyan**, **Magenta**, **Yellow**



Fluorescent **Pink** Ink

- ✓ 5-Color Pigment Based Plus Fluorescent Pink Ink
- ✓ These printers support *Radiant Infusion* for in-house production of large format prints with increased appeal and visibility
- ✓ Available Ink Tank Sizes of 130ml and 300ml

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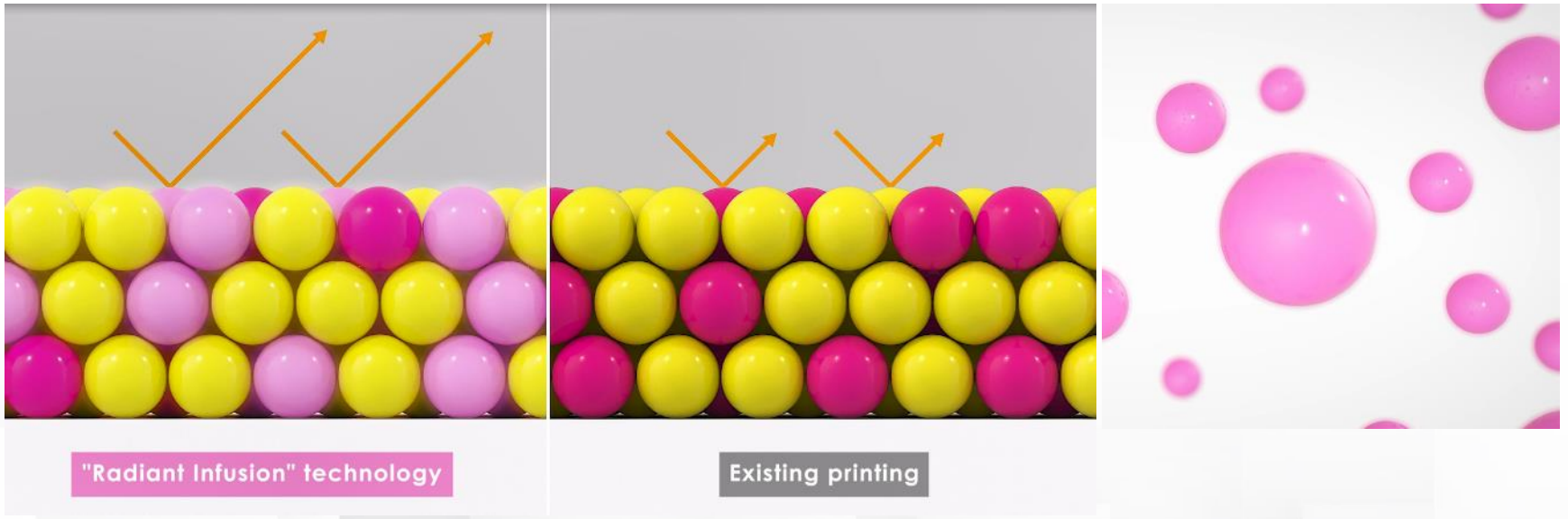
Radiant Infusion Technology

"Radiant Infusion", a unique Canon technology, layers the Fluorescent Pink Ink with other inks on the paper surface during printing, to create bright and soft color reproduction.

- ✓ This allows for the printing of high color graphics that support the expansion of a business's printing capabilities.
- ✓ These GP Series inks can replicate the colors that represent one's corporate brand that can be difficult to reproduce on a conventional inkjet printer.
- ✓ The Radiant Infusion technology is integrated into PosterArtist Lite software to allow users to create high impact posters easily.



Positioning of the New GP Series

PRO Series

Innovative photo quality.
Highest level of black and glossiness required for photo art.

11 Color + Chroma Optimizer

Highest image quality achieved with imagePROGRAF

Best Photo Quality Model

8 Color

Achieves high-speed printing while maintaining high image quality

High Productivity Model

GP Series

New standard for graphic posters.
Unique ink set in the marketplace.

10 Color + Fluorescent Pink Ink

High PANTONE coverage has been achieved with Fluorescent Pink Ink

Ultra Wide Color Gamut, largest in imagePROGRAF line

5 Color + Fluorescent Pink Ink

Compact units with Fluorescent Pink Ink

Premium Poster Model

TZ/TX/TM/TA Series

Achieving both high productivity and usability required for CAD and high color poster output.

5 Color

Offering production to entry level devices for optimal performance

TZ	TX	TM	TA
CAD Production Model	CAD High-End Model	CAD Mid-Range Model	CAD Entry Level Model

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Market Opportunities

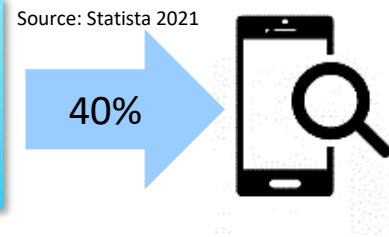
Segment	Compatible Products	Target	Application	Printer User	Assumed Workflow (App)	
					Production	Outputs
Photo	PRO (24 " +)	Art/Photographer Photography Schools	Fine Art, Photo	Artist Photographer	Adobe Photoshop Adobe Lightroom	Canon PPL Photo RIP
		Professional Lab	Production photo	Specialist Operator		
	PRO (17 " -)	High-Level Amateur	Home user prints	General User		
Design / Advertising	GP 10 colors + Fluorescent Pink	Printing Company	Designs	Print Operator Proof Operator	Adobe Illustrator Adobe InDesign	Proof RIP/PFP User RIP Canon Driver
		Advertising and Design Publisher Advertising photographer	Print Proof	Designer DTP Operator Commercial Photographer		
Poster/POP		Print For Pay Print Center	High-Quality Poster (Advertising)	Print Operator		
	GP 5 colors + Fluorescent Pink	Retail Restaurants and hotels Entertainment	In-House Poster (Advertising)	Sales Promotion Production Manager In-House Designer General User	PosterArtist Adobe Illustrator MS Design Application Adobe Photoshop	Canon Driver
		General companies Office Schools Government offices	In-House Poster (For announcement)	In-House Designer General user		

Market Trends

Environment surrounding posters and graphics - U.S. consumer actions influenced by poster ads

- ✓ 40% of people who see a poster goes to the product's website

Source: Statista 2021



Color is a key determinant of people when making purchasing decisions:

- ✓ Approx. 85% of people choose products based on color*
- ✓ Consumers unconsciously make judgments in the first 90 seconds when they see a product

Poster Creation Sites/Software:

- ✓ Increasing in popularity as more people are choosing to bring these services in-house. The demand for a simple poster creation software is high.

New Resurgence of Fluorescent Colors:

- ✓ Number of vertical graphics applications have the need for fluorescent colors. (pop art, wall décor, fashion/apparel, celebrations, influencers/Gen Z, etc.)

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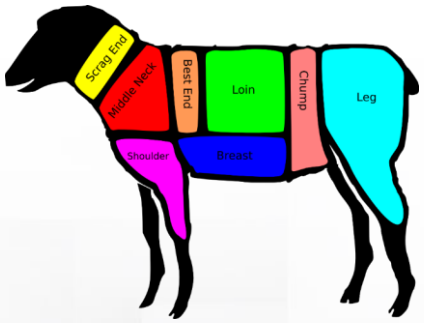
*Source: Evinex 2020

Color In Our Daily Lives

Color is very much prevalent in print design, to create décor such as:

- ✓ Colorful Birthday Cards
- ✓ Party Themes
- ✓ Sweet 16 Parties
- ✓ T-Shirt Designs
- ✓ Badges
- ✓ Calendars
- ✓ Posters
- ✓ Canvas
- ✓ Packaging



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GP-2000 & GP-4000 Models

10-Color plus Fluorescent Pink Ink Models

GP-2000

24 inch

- Intelligent Media Handling
- Color Calibration
- Software RIP Compatibility

PANTONE Digital Color

Highest level in the industry

PANTONE FORMULA GUIDE solid coated coverage

First in the industry

Calibrated for PANTONE PASTELS & NEONS GUIDE coated

GP-4000

44 inch

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*PANTONE™ and other Pantone trademarks are the property of Pantone LLC.

Features

The new GP-2000 and GP-4000 large-format printers are developed with proven Canon technologies. These models are versatile production printing devices equipped with the high productivity features you've come to expect from imagePROGRAF including:

Hardware

- ✓ Intelligent Media Handling
- ✓ Color Calibration
- ✓ High Capacity 500 GB Hard Drive
- ✓ USB Thumb Drive Printing
- ✓ Wi-Fi Connectivity
- ✓ Sub-Ink Tank System
- ✓ Optional Multifunction Roll Unit

Suite of Creative and Workflow Software

- ✓Professional Print & Layout
- ✓PosterArtist Lite (PC only)
- ✓Device Management Console
- ✓Free Layout Plus (PC Only)
- ✓Accounting Manager
- ✓Third Party RIP Support

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Calibrated for Pantone Color

The GP-2000/4000 models can achieve 99% coverage of “PANTONE FORMULA GUIDE Solid Coated” and can achieve 97% coverage of “PANTONE PASTELS & NEONS GUIDE Coated.”

The colors that the designer intended are reproduced in the output.

GP-2000
GP-4000

Industry highest level

Calibrated for *PANTONE FORMULA GUIDE solid coated*

First in the industry

Calibrated for *PANTONE PASTELS & NEONS GUIDE coated*

PANTONE® Digital Color

GP-200
GP-300

First in the industry

Calibrated for *PANTONE PASTELS & NEONS GUIDE coated*

Calibrated for *PANTONE FORMULA GUIDE solid coated*

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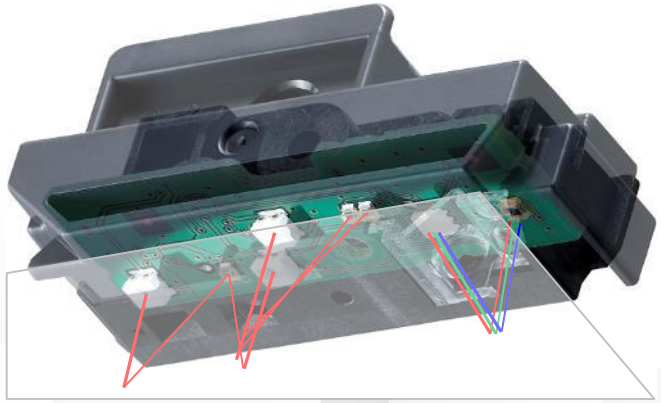
*PANTONE™ and other Pantone trademarks are the property of Pantone LLC.

Color Calibration

The built-in color density sensor calibrates the printer to the optimal color settings.
This reduces color differences resulting from print head replacement and environmental factors such as humidity.

- ✓ Minimizes color differences between multiple printers
- ✓ A calibration for one media type is reflected in adjustments for other Canon media
- ✓ Calibration process is complete within 10-15 minutes

Built-in Multisensor



- ✓ Easy operation, Less time consuming
- ✓ Stable color reproduction
- ✓ Compatible with network environment

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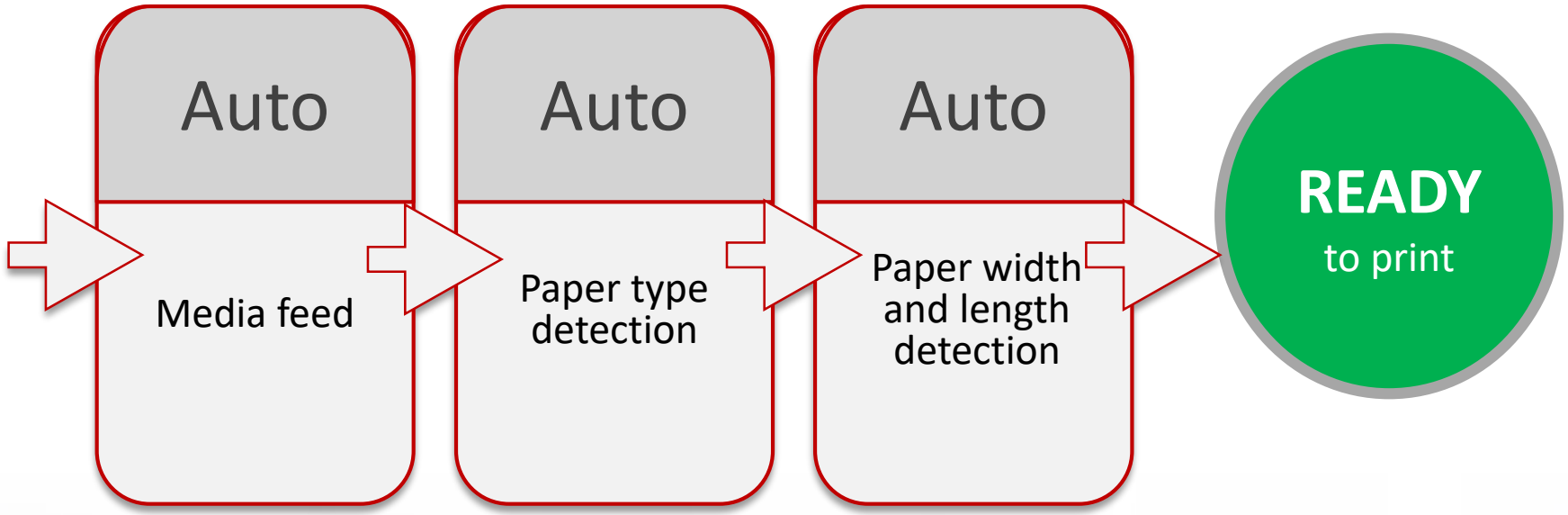
Intelligent Media Handling

- ✓ Automatic media loading after sliding roll into printer.
- ✓ Automatic type, width, and length detection.
- ✓ Reduces operator intervention.



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Optional Multifunction Roll System

Dual Roll Media Handling

- ✓ Auto switches depending on media type and size
- ✓ High-volume continuous printing with the same media type

Can be used as a Take up unit

- ✓ Media can be rolled image in or out
- ✓ Streamlines printing workflow

Print surface inside
➞ Cutting

Print surface outside
➞ Lamination

No Weight Needed!

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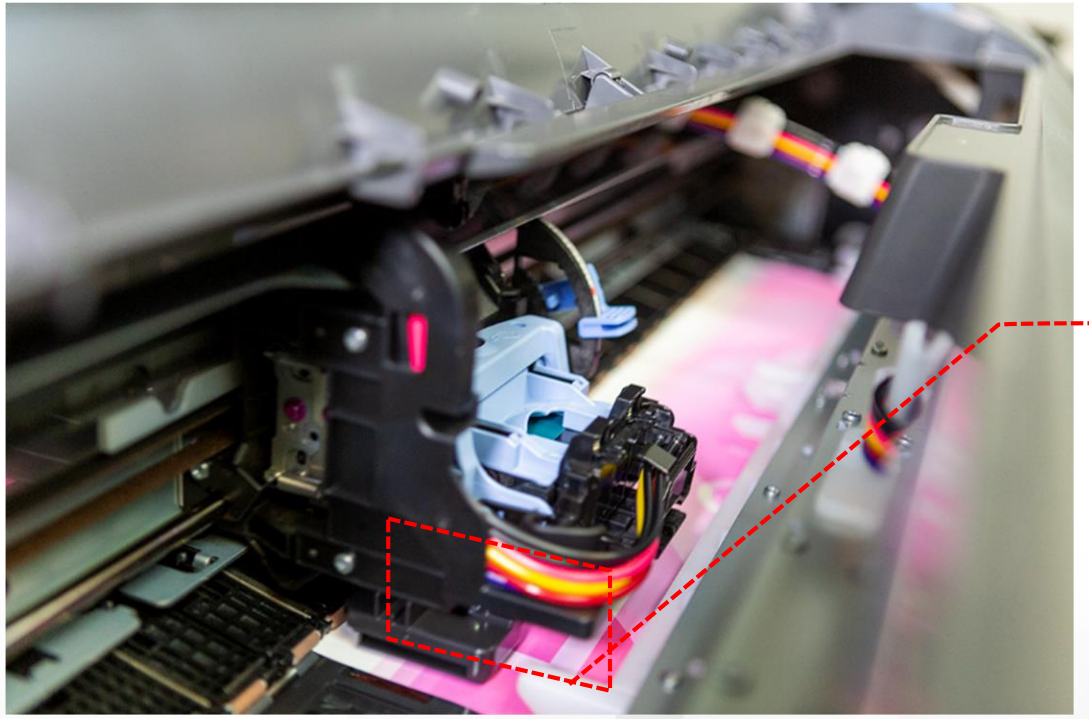
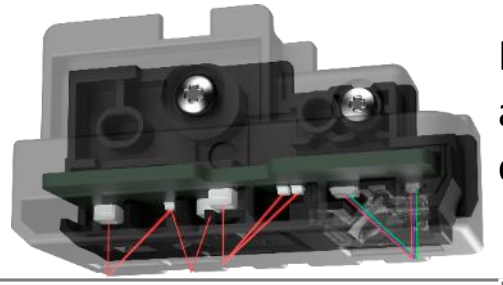
Borderless Printing Capabilities

Easily create borderless prints in a variety of sizes; 3 sided borderless printing as well for smaller images on wider roll sizes

Borderless printing can be achieved on all roll widths





Evolution of multisensor algorithm to detect the edge of paper

By improving margin accuracy

Print just inside the edge of the paper

("Slightly-outside" printing is also possible)

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USB Thumb Drive Printing

USB Thumb Drive Printing

Easy direct printing in large sizes without use of a PC.

HDD on board

Supported file formats

JPEG PDF

Multipage PDF also supported

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RIP Support

Printing workflow with RIPs that suit different needs and purposes

Support for major software RIPs in the fields of graphics such as poster, color, and proof output

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GP-200 & GP-300 Models

5-Color Plus Fluorescent Pink Ink Models

GP-200

24 inch

- Compact Design
- Fully-front operation for flush wall installation
- Built-in hard drive enables direct printing from USB drive

GP-300

36 inch

PANTONE® Digital Color

Calibrated for PANTONE PASTELS & NEONS GUIDE coated

Calibrated for PANTONE FORMULA GUIDE solid coated

First in the industry

Canon

*PANTONE TM is a registered trademark of Pantone LLC in the United States and other countries.

Features

The new GP-200 and GP-300 large-format printers are configured upon proven Canon technologies. These models are versatile printing devices equipped with the high productivity features you've come to expect from imagePROGRAF including:

- ✓ Compact Design
- ✓ A High Capacity 500 GB Hard Drive
- ✓ USB Thumb Drive Printing
- ✓ Suite of Creative and Workflow Software
- ✓ Wi-Fi Connectivity
- ✓ Sub-Ink Tank System
- ✓ Touch Screen Operation Panel
- ✓ Borderless Printing

<u>Suite of creative and workflow software</u>

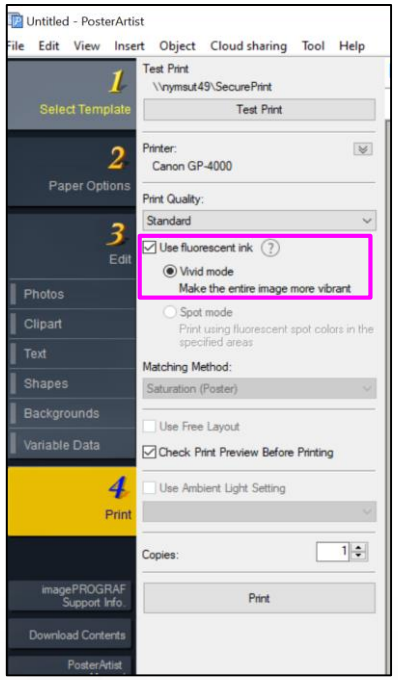
- ✓PosterArtist Lite (PC only)
- ✓Device Management Console
- ✓Free Layout Plus (PC Only)
- ✓Accounting Manager

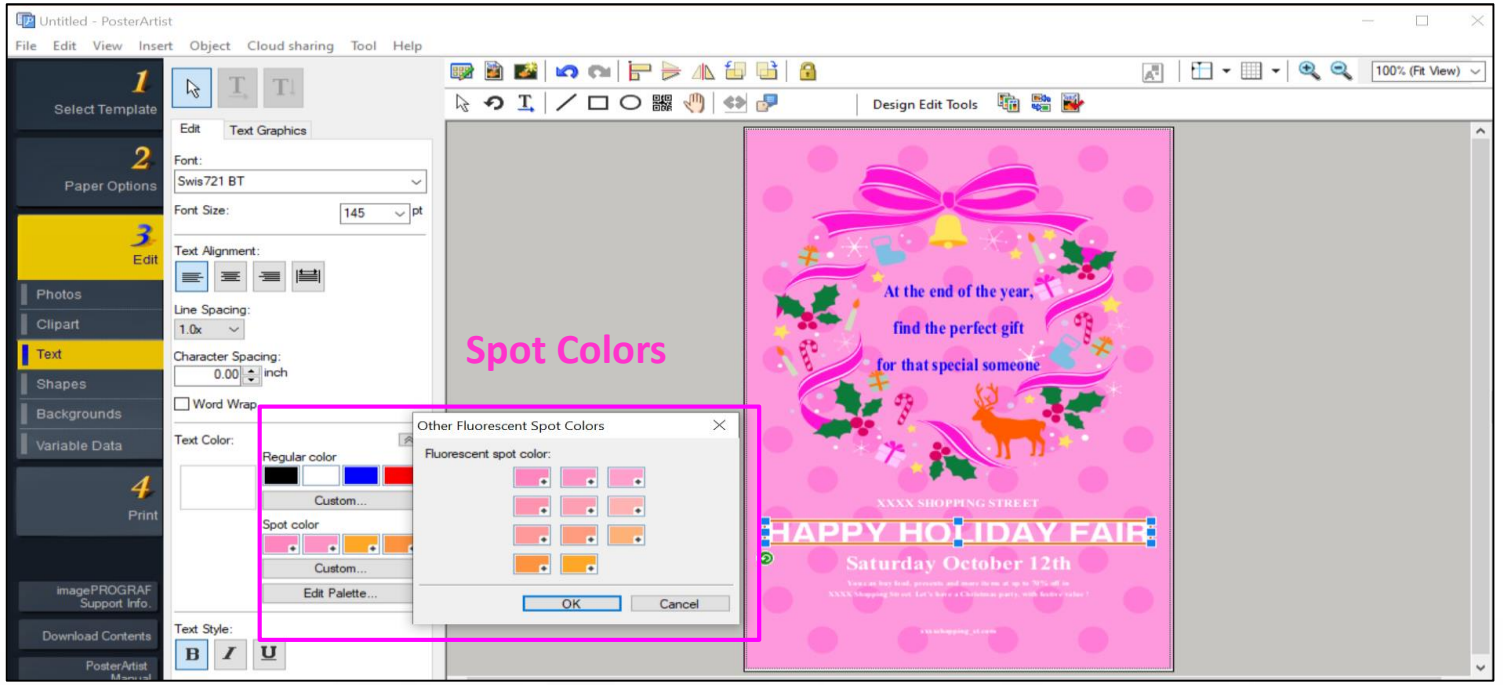
Canon

PosterArtist: Vivid and Spot Color Modes

Easily create professional eye-popping poster using Vivid mode to make the entire image more vibrant or Spot Color mode, to produce colors in specified areas within the poster design these will enable the use of the Fluorescent Pink ink for high-quality poster output.

Vivid Mode





By differentiating the contrast between the fluorescent color and the background, you can create a neon-like light that cannot be expressed with normal colors, for vibrant expressive color.

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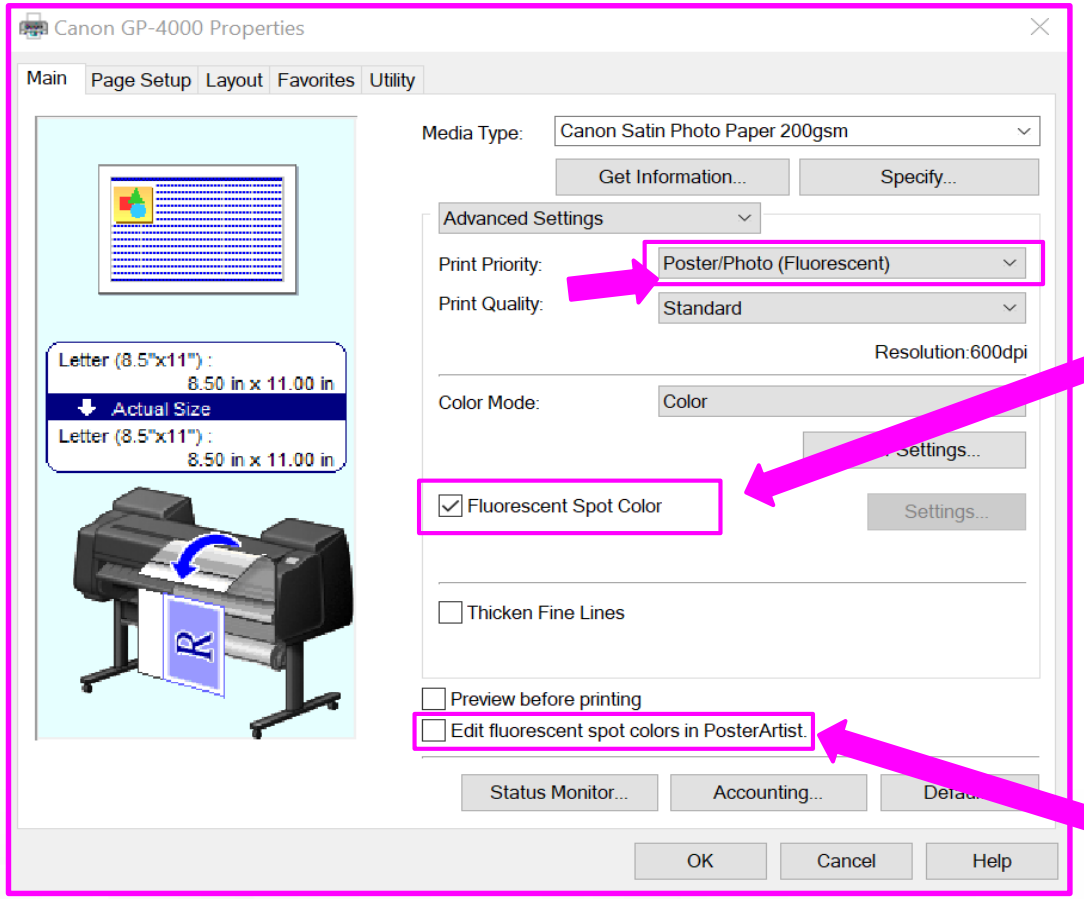
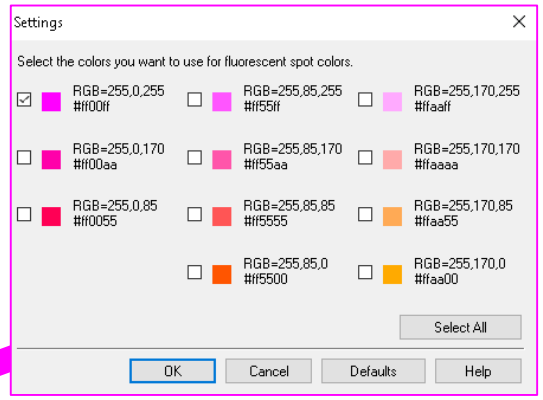
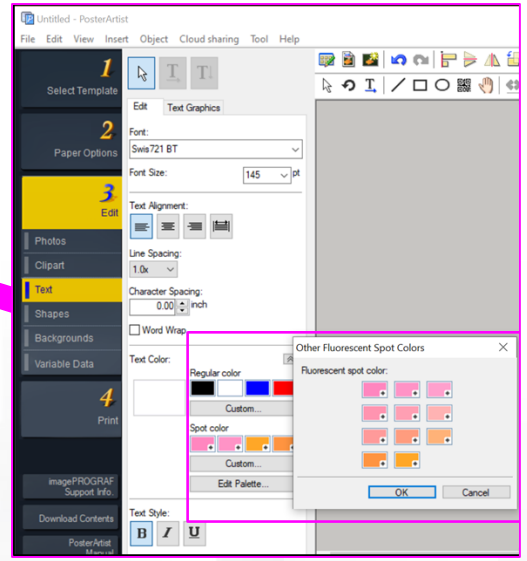
Printer Driver







The Printer Driver has the ability to choose between using the Fluorescent Pink Ink or not to use it.

You can also use the “Spot Color “ mode by checking the “Edit Fluorescent spot color” box.

The user can also edit Spot Colors using PosterArtist software (version 3.4 must be loaded on your PC).

GP-2000/4000 Competitive Comparison

The only water-based inkjet device on the market with a *Fluorescent Channel* !

EPSON
SureColor 7570/9570

Orange | Green | Violet

Water-Based Devices

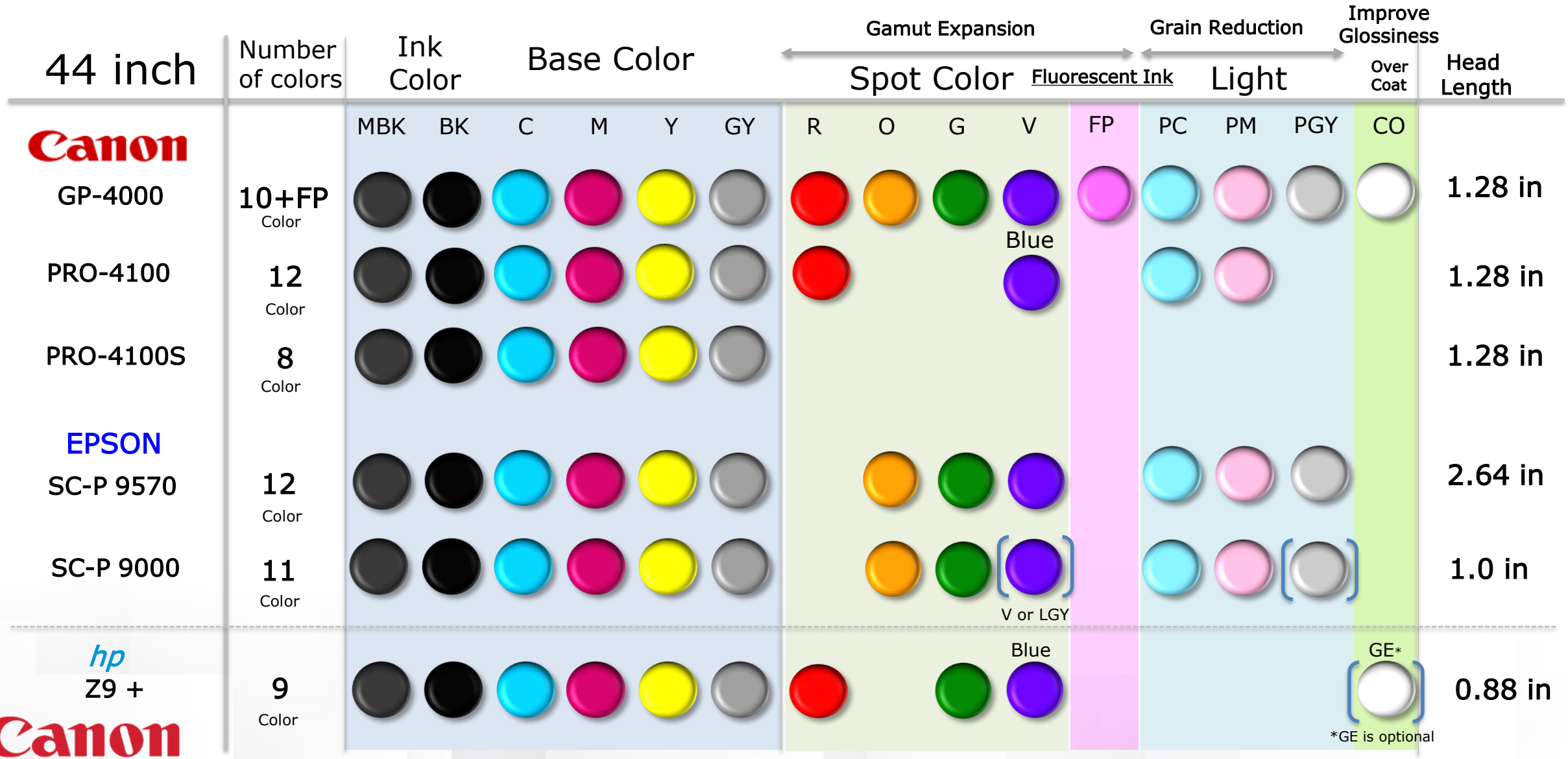
hp
DesignJet Z9⁺

Red | Green | Blue

No Real Competition

Canon

GP-2000/4000 Competitive Comparison



GP-200/300 Competitive Comparison

24 inch	Number of Colors	Ink Color	Base Color				Glossy Paper Compatible Photo	Fluorescent Ink	Spot Color	Head Length
Canon			MBK	C	M	Y	BK	FP		
GP -200	5 + FP Color									1.07 in
TM -200	5 Color									1.07 in
EPSON										
SC-T 3270	5 Color									1.33 in
SC-T 3450	4 Color									1.33 in
hp									R	
Z6	6 Color									0.88 in

Canon