



PRM-113-21

September 28, 2021

To: Canon U.S.A., Inc. Premier Partner Resellers

Subject: Announcement of the New imagePROGRAF GP Series

The Large Format Solutions Division is excited to announce the expansion of the award winning imagePROGRAF line with a new series of printers: The **GP Series**, which are the World's First Large Format Printers with Fluorescent Pink Aqueous Pigment Ink. This new series consists of the 24" GP-2000 and the 44" GP-4000 models -10-colors plus Fluorescent Pink Ink, as well as two new 5-color plus Fluorescent Pink Ink models, the 24" GP-200 and the 36" GP-300 printers.

The imagePROGRAF GP Series has obtained the world's first "PANTONE Calibrated license for the PANTONE PASTELS & NEONS GUIDE coated" containing the highly demanded fluorescent and pastel colors. Canon has also acquired PANTONE FORMULA GUIDE Solid Coated Calibrated licensing, which expands the choice of color specification and ensures output results match the exact color viewed in the Solid Coated Guide by the designer. The GP-2000/4000 models achieve 99% coverage of "PANTONE FORMULA GUIDE Solid Coated" and 97% coverage of "PANTONE PASTELS & NEONS GUIDE coated" which is used in a wide range of applications such as printing and design.

Canon's unique "Radiant Infusion" technology layers the newly developed Fluorescent Pink Ink with the other inks on the paper surface during printing, creating bright and soft color reproduction. Fluorescent Pink Ink can also be used to print in specific areas such as text and objects to enable fluorescent color expression that makes those areas stand out. If the user doesn't need the Fluorescent Pink Ink in his or her creative piece, the user can decide to not print with this ink. These GP Series printers offer the largest color gamut ever for an imagePROGRAF printer, enabling one to output spot and logo colors that are traditionally difficult to print with previous Canon or competitive devices.

The GP Series produces vivid neon colors that will help businesses Reimagine the way they Print and to keep up with the trends of the growing population. Millennials and Gen Z are setting the tone by purchasing retail items with vibrant neon, pastels and fluorescent colors. With the demand of this population, the GP series will allow businesses to respond with creating high impact graphic posters, and signage that can be displayed in various markets. These visually stimulating graphic posters attract the consumer's eye with these eye-popping vibrant colors, and in turn affects the consumers purchasing habits.

The ink set for the GP-2000/4000 models include: Fluorescent Pink, Green, Red, Orange, Violet, Matte Black, Black, Gray, Cyan, Magenta and Yellow pigment inks. The new Fluorescent Pink Ink allows the reproduction of graphic posters and signage, expanding the color gamut for designers to replicate the exact colors for their business needs and branding. Available in 160 ml, 330 ml or 700 ml ink tanks.

Features of the GP-2000/4000:

- Expanded color gamut-reproduction of graphics with widest color gamut ever for an imagePROGRAF printer
- Color calibration provides high color stability
- Intelligent Media Handling: automatic roll loading and also detects length, width and type of media
- Optional Multifunction Roll System
- Borderless Printing
- Media Configuration Tool
- Sub-Ink tank system
- Wi-Fi connectivity
- Wide Variety of Creative & Workflow Solutions
- Supports wide range of RIP software

Target Markets:

- Print for Pay
- Proofing
- Design Offices & Departments
- Entertainment Industries
- Advertising Companies

The GP-200/GP-300 are 5-color large format printers which include Fluorescent Pink Ink in addition to Matte Black, Black, Cyan, Magenta and Yellow. The compact design of these printers allow them to easily fit in the small confinements of a classroom or company office without taking up valuable work space.

Features of the GP-200/300:

- Compact Design
- Direct USB Thumb Drive
- 500 GB Hard Drive
- Secure Print capabilities
- Borderless printing
- Sub-Ink tank system
- Wi-Fi connectivity
- Creative & Workflow Solutions

Target Markets:

- Retail Stores
- Education
- Grocery Stores
- Marketing & HR Departments

The GP Series is equipped with PosterArtist Lite, Canon's easy to use software creates high quality, professional posters. Loaded with customizable templates and an expansive gallery of images, this software can be used to create graphic posters ideal for retail, hospitals, stores and hotels. The newest edition of PosterArtist (PC only, optional) includes an abundance of new content that make poster designing and printing more dynamic than ever before. For this software edition Canon has partnered with third party photo stock companies to expand the available options to include thousands of high resolution, ready to use images. The array of poster templates highlights the Fluorescent Pink ink.

Creative Workflow Solutions

- PosterArtist Lite (PC only)
- PosterArtist (Available for purchase, PC only)
- Professional Print & Layout (GP-2000/4000 only)
- Free Layout Plus (PC only)
- Accounting Manager
- Media Configuration Tool
- Direct Print Plus (PC only)
- Device Management Console
- Printer Driver Extra Kit
- Quick Utility Toolbox

The GP Series comes with a one-year warranty, and Canon will make eCarePAK services available.

Pricing for the GP Series models are as follows:

<u>Item Number</u>	<u>Description</u>	<u>MSRP</u>
5249C002AA	GP-200	\$3,295
5251C002AA	GP-300	\$5,295
5255C002AA	GP-2000	\$3,495
5253C002AA	GP-4000	\$5,995

For more information on these products please visit the [PartnerNet](#).

The GP Series will be available to order as of October 1st and shipping will be mid-November.

Thank you for your continued support and good selling!

Sincerely,

CANON U.S.A., INC
Sam Yoshida
Executive Vice President and General Manager
Business Information Communications Group