

Where creating a poster is right at your fingertips



Posters can be a very effective means for grabbing attention.

A poster can be used in various areas, not just outside the business but within it as well. Many companies utilize posters as the front line for their marketing campaign. They're a means of getting a point across in a very bright and visual manner as well as communicating with clients in a professional and effective way. From corporate HR departments creating employee event posters, to teachers at schools creating event signage, to hospital administrators looking to issue time-sensitive informational signage in a lobby, Canon PosterArtist 2007 is an in-house design assistant.

PosterArtist 2007- Create a Poster in 4 Easy Steps

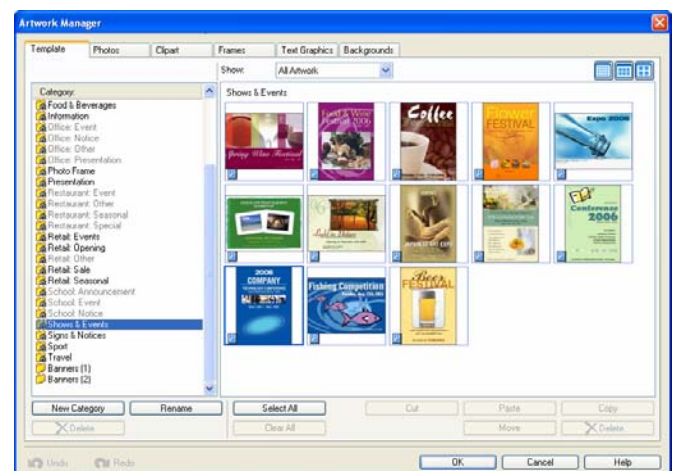
PosterArtist 2007 with an imagePROGRAF printer provides a start-to-finish workflow solution for many types of large-format printing environments. With PosterArtist 2007, the user now has the ability to create, process, and print breathtaking large-format output.

PosterArtist 2007 is a simple poster creation software for creating high-definition, professional-looking posters. It comes with more than 175 professionally designed templates and, within each, you're given the choice of changing the look of the template to fit your needs.

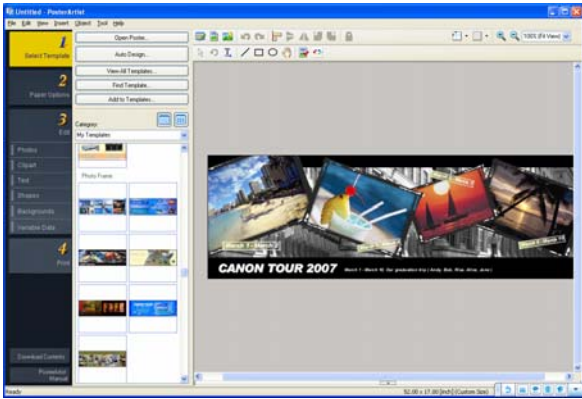
PosterArtist 2007 helps users of all levels create and design professional-looking posters, banners, and signage with extreme ease and without the need to purchase expensive drawing software. With the wide choice of clip art and images, you can easily replace current images with different ones provided in the template. All it requires is selecting the image and clicking on the one you want. The templates provided hit many markets, ranging from food service to retail to large corporations. No matter what's being displayed, there are templates that will fit all different needs such as sales, trade shows, presentations, closings, recitals, and much more. The user is given the ability to choose the size and feel, and create the look and message all within one application.

TEMPLATES—MORE THAN 175

- Education
- Business
- Celebrations
- Food and Beverage
- Retail
- Shows and Events
- Sports
- Travel
- And much more

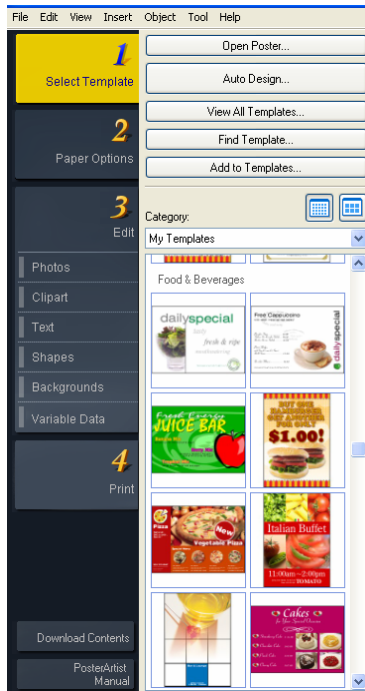


PosterArtist 2007- Create a Poster in 4 Easy Steps



PosterArtist 2007 provides tools that can be learned easily by anyone familiar with standard Microsoft® Office tools. Moreover, it doesn't require knowledge of advanced graphic design tools such as Adobe® Photoshop® or QuarkXPress™. With step-by-step instructions, PosterArtist 2007 makes creating large-format posters as simple as:

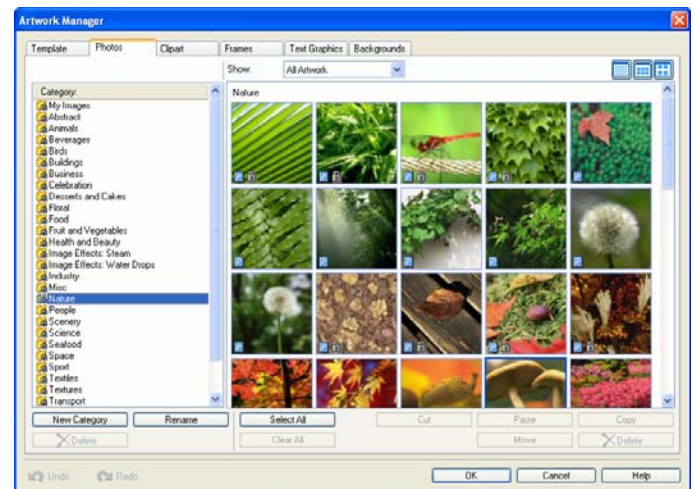
- Selecting a style
- Creating your poster or large-format printout
- Processing the job
- Printing the final output



PosterArtist 2007 gives the user the ability to use not only the images within its library but also lets the user bring in his/her own images, such as digital camera pictures or company logos. Features are provided for enhancing and editing images such as auto color correction, monochrome, sepia hue adjustment, soft focus, back-light correction, and much more. These features are easy to use and designed to give the novice user the ability to quickly make changes

HIGH-RESOLUTION ROYALTY-FREE IMAGES—MORE THAN 1,500

- Floral
- Travel
- Shapes
- Birds
- Food
- Scenery
- Business
- And much more

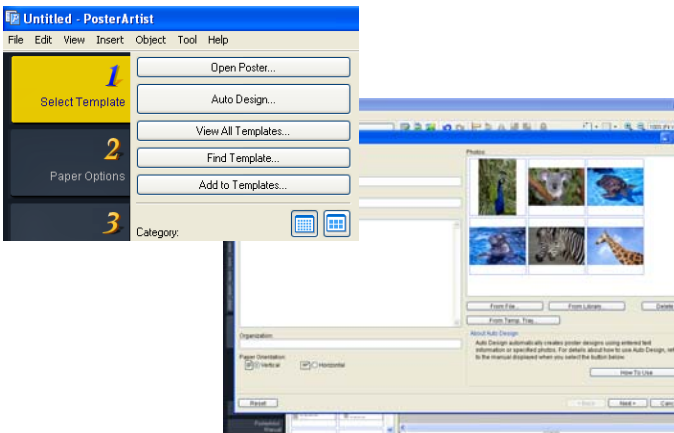


Enhanced Functions for PosterArtist 2007

The new PosterArtist 2007 Auto Design feature combines the Dynamic Layout Engine (an automated layout tool that determines the positioning of elements such as images and text) with built in professional design expertise. This is a combination of the client's design ideas and preferences incorporated into a database of color palettes and templates developed by professional designers. The combination of these two elements creates a selection of posters with an optimum color scheme and layouts. Users with limited design expertise and/or production skills can easily create quality posters by harnessing the professional human expertise incorporated into PosterArtist.

With Auto Design, the user inputs the following data to create a template:

- ① *Design Image*
- ② *Title*
- ③ *Subtitle*
- ④ *Content*
- ⑤ *Images*



Auto Design Feature

Ambient Light Adjustment feature with Kyuanos

The Ambient Light Adjustment feature compensates for colors before printing in accordance with the specified viewing environments to ensure precise reproduction. A print can be adjusted to look favorable for the lighting conditions of a certain room based on settings specified before printing.

The Ambient Light Adjustment feature requires information on ambient light. PosterArtist 2007 provides two options to generate this information:

For novice users: Print out a lighting check chart from PosterArtist 2007 and view under the lighting conditions where the poster will be displayed. This is an easy way to gauge ambient lighting conditions without having specific tools or experience.



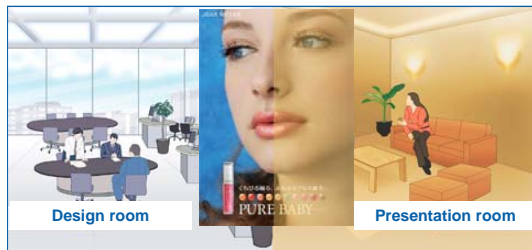
Lighting Check Chart

For professional users: Take an accurate light measurement using a spectrophotometer and specify the ambient light conditions based on the measurement data.

Ambient Light Adjustment feature with Kyuanos

Kyuanos is a color management system developed by Canon that is incorporated into the Ambient Light Adjustment feature. Kyuanos not only enhances the image quality but also has an expanded color space with high bit numbers and high resolution to ensure clearer, more vivid color reproduction with improved gradation.

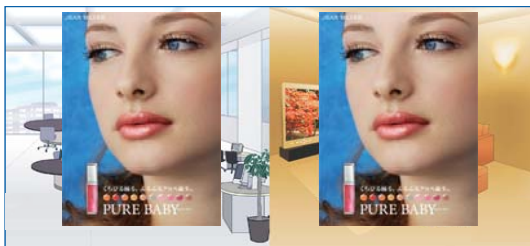
Ambient Light Adjustment Feature



Color difference due to ambient light conditions



Kyuanos



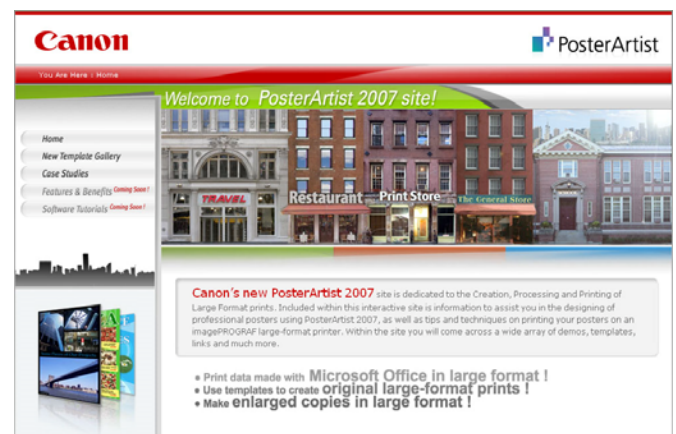
Advantage of Kyuanos (Ambient Light Adjustment)

Compatibility with SVG file format

PosterArtist 2007 is now compatible with the general purpose graphics file format SVG (Scalable Vector Graphics). Now PosterArtist 2007 allows the designer to add his/her own clipart into PosterArtist 2007.

PosterArtist 2007 Weblink

Canon's new PosterArtist 2007 site is dedicated to the Creation, Processing and Printing of Large Format prints. Included within this interactive site is information to assist you in the designing of professional posters using PosterArtist 2007, as well as tips and techniques on printing your posters on an imagePROGRAF large-format printer. Within the site you will come across a wide array of demos, templates, links and much more. Update your template library by downloading the latest templates from the site.



www.usa.canon.com/posterartist

Security Settings within PosterArtist

For PosterArtist 2007 security settings are incorporated into open templates providing restrictions on templates and sample images.

Use of content may be restricted as follows:

- Use import and export functions to distribute content with restrictions attached.
- Set restrictions such as an expiration date for images or templates at the time that artwork is being registered into PosterArtist
- Note that once applied, security settings for valid periods and editing restrictions cannot be reversed.

Icons that indicate content restrictions-

Clock Icon – effective period applies

Expired Icon – effective period has expired and image is now 50% gray

X icon – Editing restrictions apply



Setting Expiration date for new image

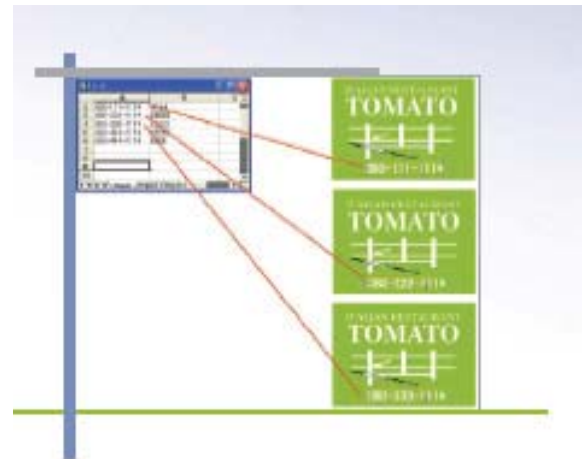
(Example – Necessary to use in case an image has legal rights pertaining to the usage of image after a set date)

Page Capture Feature

For the office user, the Page Capture component of PosterArtist 2007 gives the user flexibility when printing documents from applications such as Microsoft Office programs. With Page Capture, documents or images are brought into a thumbnail screen where the user can then simply drag-and-drop them into PosterArtist 2007. The user can also choose the order or size of the files they're placing in the poster and add text. This function provides a simple way to create presentations from material already created.

Variable Data Feature

In addition, Canon has given users the ability to add variable data to their output. A user can now take one poster and link it to a database to change a specific section of the poster such as a name and address. This feature opens up a whole new area for the personalization of signage. This feature is also a huge time-saver when compared to the old way of having to reopen a poster manually, change the data, and reprint the poster.



PosterArtist Markets

The posters that we come across on a daily basis require lots of time and effort to develop. In most cases, a business must turn to outsourcing for designing and printing large-format projects, or in some cases, the business chooses to invest in expensive design software and the time needed to teach their employees to learn these applications. Many large-format users have little graphic arts experience and have had limited access to professional-grade artwork.

Posters ideas for your Market

Hospitals -

- Charts showing each outpatient physician's area of specialty
- Charts for vision testing
- Guides to consultations and examinations
- Guides to initial consultations, insurance, etc.
- Illustrations describing disease prevention and treatment
- Maps showing dispensaries
- Notices of lectures and seminars
- Decorations for children in pediatric wards
- Charts showing outpatient physicians' areas of specialty/schedule

Transportation -

- Guide maps in stations and airports
- Train or plane service information
- Tourist guides and tour posters
- Local area maps and guides to historic sites
- Accommodation guides
- Guides to local specialty products and souvenirs
- Guides to transportation such as buses, taxis and car rental services
- Promotional posters for service products

Shops –

- Special pricing comparisons with competing stores
- Notices on new products and incoming shipments
- Lists of services
- Guides to weekend events around the store location or within the store
- In-store maps, floor guides and evacuation route maps
- Employee of the month posters
- Posters for sales campaigns

Schools –

- Posters for field day, concerts, and fairs
- Enlarged prints of timetables and number charts
- Study Guides
- Posters of geographical regions
- Research Presentations
- Enlarged prints of artistic work
- Enlarged prints of teaching and reference materials

Poster ideas for your Market

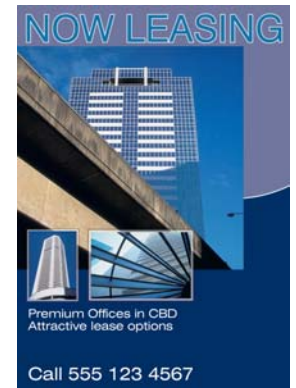
Offices -

- Presentation materials
- Explanations of new products
- Project management charts and sales results charts
- Exhibition panels
- Target / slogan posters
- Sales/campaign notices
- Cafeteria menus and health care announcements
- Sales notices



Hotels-

- Venue guide maps, evacuation route maps
- Restaurant guides
- Local tourism guides
- Special fee plans
- Event guide posters
- Specialty product and souvenir posters
- Greeting notices
- Interior decoration



Factories-

- Process management charts, supervision charts and production line layout diagrams
- Parts inventory tables and shipment lists
- Warning notices for hazardous locations and/or materials
- Quality and yield displays
- Production frontrunner notices
- Event and recreational posters
- Canteen menus and nutritional balance charts
- ISO-related notices
- Parts management charts
- Awareness banners

