



imagePROGRAF PRO-4000/2000

PRO SERIES

COMPETITIVE BRIEF



THE CANON ADVANTAGE

Welcome to the next generation of ultra-high-quality large-format printing! Ideal for professional photography and fine artwork, the imagePROGRAF PRO-4000 and PRO-2000 printers are designed to exceed expectations for image quality, color consistency, and productivity.

Empowered by a unique Canon-to-Canon workflow that links images captured with an EOS digital camera with an imagePROGRAF PRO Series printer, known as Crystal-fidelity, these printers can produce spectacular large-format prints that maintain all of the color, texture, contrast, and emotion captured in the original image.

The 44"-wide PRO-4000 and 24"-wide PRO-2000 large-format printing systems feature new technologies and innovations that provide the foundation for an extraordinary photography imaging solution that's available only from Canon!

- **NEW!** LUCIA PRO 11-color plus Chroma Optimizer ink system
- **NEW!** High-density 1.28" print head, with 18,432 nozzles and 27 sensors
- **NEW!** High-speed L-COA PRO processor
- **NEW!** Optional Multifunction Roll System, Canon's innovative media handling system
- **NEW!** Easy media handling—load rolls without touching the surface of the media
- **NEW!** Highly stable unibody design helps ensure precise ink placement on the media

The imagePROGRAF PRO-4000 and PRO-2000 large-format printing systems are designed for high-end photographers and artists obsessed with image quality. Unlike the competing printers from Epson and HP, these Canon large-format printers avoid unwanted errors and interruptions that would otherwise distract the user from their core creative process.

To gain a better understanding for how Canon imagePROGRAF enhances the creative process, ask your photography and fine art prospects the following questions:

How important is color accuracy?

If a client comes back to you, months after buying a print, and wants to buy another copy, is it important the colors in the reprint match the original? Of course it is. Canon's Color Calibration System helps ensure colors are accurate and makes calibration quick, easy, and reliable. Epson and HP make it a chore that takes time away from producing prints and working with clients.

Do you like having a choice of media ready to use?

The creative process is interrupted if the artist must stop to remove and switch media rolls. Canon's optional Multifunction Roll System enables two different types of media to be loaded and ready to use at the same time so there's no need to stop the creative process.

Do you waste media due to creases and wrinkled pages when loading paper?

On these PRO Series printers, media can be loaded without directly touching it with your hands. This avoids potential damage or creasing of the media. After loading, a Vacuum Air Feeder grips the media and keeps it uniformly flat as it moves through the printer.

Do you waste ink when switching between media types?

Photo Black ink is designed to optimize the image on glossy media, and Matte Black ink is for matte media. With Canon imagePROGRAF printers, both black inks are online at the same time so the artist doesn't need to worry because the printer automatically uses the correct ink depending on the type of media selected, eliminating the chance of wasting ink.

What if you run out of ink in the middle of a print?

The print can be ruined and ink and media will be wasted if the printer runs out of ink during a job. Canon imagePROGRAF printers have a Sub-Ink Tank System that helps avoid this problem because the system enables empty ink tanks to be replaced while the printer is printing and the system ensures virtually all of the ink in the tank can be used.

Do you love your Canon Camera?

For photographers who have invested in a Canon lens and camera, a Canon imagePROGRAF printer is a natural extension, one that enables them to harness the full potential of a seamless Canon-to-Canon process. Photographers and Fine Artists will choose the imagePROGRAF PRO-4000 and PRO-2000 because of the printers' ability to efficiently produce a dynamic range of rich colors, detailed gradients, outstanding image clarity, and optimum photographic expression across a versatile range of media.

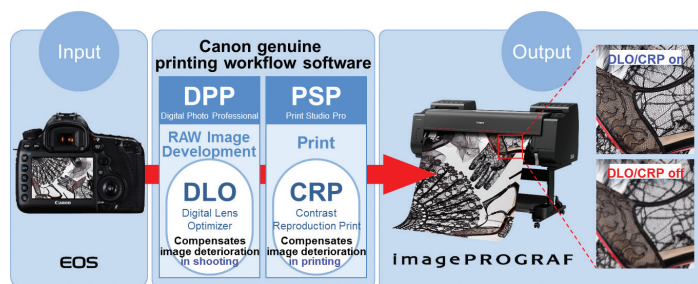


TOP REASONS THE PRO-4000 AND PRO-2000 PRINTERS WILL EXCEED YOUR CUSTOMER'S EXPECTATIONS

1. LINKED EOS CAMERA TO LARGE-FORMAT PRINT-ER SOLUTIONS

Only Canon offers photographers the remarkable benefits of a seamless EOS camera to large-format print solution.

Crystal-fidelity is the system that links an EOS camera with an imagePROGRAF PRO-4000 or PRO-2000 printer to ensure the structure, clarity, and texture of the original photos are maintained and printed with the highest level of accuracy and efficiency.



2. LUCIA PRO 11-COLOR PIGMENT INKS PLUS CHROMA OPTIMIZER INK SYSTEM

The LUCIA PRO 11-color ink system features an all new ink formulation with increased pigment density for richer color expression plus Chroma Optimizer for uniformity of light reflection. This unique ink system helps enable a broad color gamut with finer detail in dark areas and improved gloss uniformity while reducing graininess and bronzing.



3. THE PRO PRINT HEAD

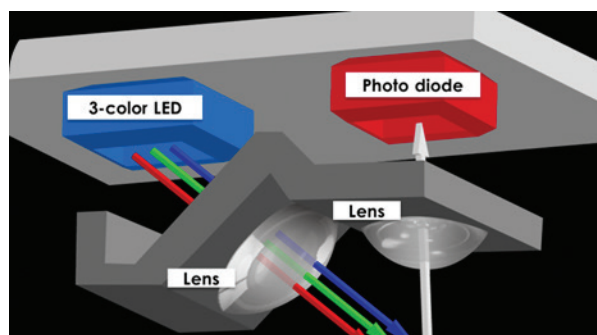
Canon's new 1.28"-wide print head, with 18,432 nozzles, 27 temperature sensors, and a non-firing nozzle detection system helps ensure control and precision for the highest possible print quality. Upon clog detection the sensors stop use of the non-ejecting nozzle and use another nozzle to compensate for the clogged one. This helps reduce ink waste and the need to activate self-cleaning mode. To reduce the occurrence of clogs altogether, the sensors are temperature controlled to ensure the ink is maintained at the proper viscosity for optimal and consistent ink droplet placement.

4. BUILT-IN COLOR DENSITY SENSOR AND COLOR CALIBRATION SYSTEM

Color output is optimized by Canon's built-in Color Density Sensor and calibration system. This capability is vitally important to professional photographers and graphic artists because it means these printers can reproduce colors reliably and consistently over time.

Canon's color calibration system is simpler and easier to use than the competition. With Canon's built in Color Density Sensor, a calibration for one media type is used to make adjustments on the other Canon supported media—unlike Epson and HP that require a spectrophotometer, and repeat calibrations for each type of media or print mode.

The calibration process is completed in just 10 minutes!



5. INNOVATIVE MEDIA HANDLING SOLUTIONS

Canon's refined media loading system enables a roll of media to be loaded into the printer without directly touching the media with your hands. Simply set the media in the roll holder and lightly rotate the flange to enable the leading edge of the media to be automatically fed. This helps avoid potential damage or creasing of the media upon loading.

The optional Multifunction Roll System is a versatile media handling system that enables either a second roll of media to be loaded on the printer or the unit can be configured as a bi-directional media Take-up unit.



Printer shown with optional Multifunction Roll System.

6. VERSATILE CONNECTIVITY THAT MAXIMIZES MOBILITY

PRO Series printers are equipped with a variety of connectivity options including:

- Wi-Fi enabled
- GB Network ready
- Print directly from a USB drive
- Canon's Direct Print & Share solution facilitates cloud file sharing
- USB 2.0 High Speed port

This combination of connectivity options simplifies on-site installation and increases the user's degree of freedom when operating the printer.

7. HIGH-SPEED IMAGE PROCESSING

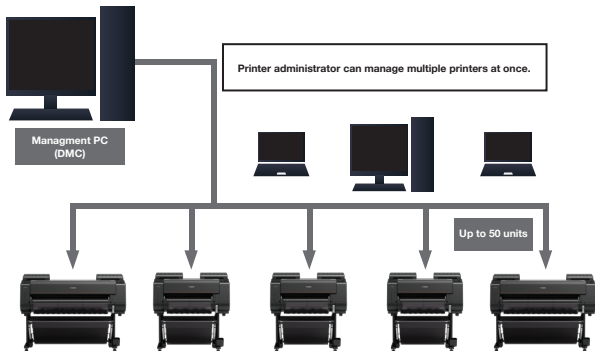
The 3-chip L-COA PRO processor is built to handle high-resolution, high-volume print data at incredibly high speeds to help enable faster output with exceptional quality.



8. FLEET-WIDE PRINTER MANAGEMENT

Canon offers users with multiple imagePROGRAF printers comprehensive solutions for fleet-wide color calibration and printer management.

- Device Management Console (DMC) enables users to monitor, control, and calibrate printers from one location.
- Average color difference between printers has a delta of less than 2.0. ($\Delta E_{00} < 2.0$).



9. SOFTWARE AND WORKFLOW SOLUTIONS INCLUDED

Canon's PRO Series printers are available with software and workflow solutions that further enhance the user's productivity and the range of print applications that can be produced.

- Print Studio Pro: Offers features that streamline your printing workflow
- Media Configuration Tool: Helps manage print settings and media information
- Quick Utility Tool Box: Provides quick access to printer management tools
- Print Plug-in for Microsoft Office: Print in large format from Microsoft® Office applications
- PosterArtist Lite: Easily create posters from an archive of templates and clip art
- Accounting Manager: Tracks ink and media costs

10. SPACE-SAVING, COMPACT DESIGN

The width of the imagePROGRAF PRO-4000 and PRO-2000 printers is narrower than the comparable HP and Epson printers.

Printer Make and Model	Media Output Width	Printer Width
Canon imagePROGRAF PRO-4000	44"	62.7"
Epson SC-P9000 SE	44"	74"
HP Z3200	44"	69.7"
Canon imagePROGRAF PRO-2000	24"	43.7"
Epson SC-P7000 SE	24"	54"
HP Z3200	24"	49.7"

11. SUB-INK TANK SYSTEM: AVAILABLE ONLY FROM CANON!

The Sub-Ink Tank System acts as an ink reservoir for the printer, working to remove all of the ink in the tank before having to replace it—helping eliminate any wasted ink and decreasing your cost per print! The empty tanks can then be replaced on the fly, without stopping the printer and ruining the print. This is extremely useful during your long print jobs.

FEATURES AND ADVANTAGES

WHAT MAKES THESE CANON imagePROGRAF LARGE-FORMAT PRINTERS DIFFERENT THAN THE COMPETITION?

Feature	Advantage	Canon PRO-4000 PRO-2000	Epson* SC-P9000 SE SC-P7000 SE	HP* Z3200 (24" and 44")
Seamless Camera-to-Printer Workflow	Links a digital camera with the printer to output images that maintain the clarity and texture of the original photos.	YES	NO	NO
11 Pigment Inks Plus a Clear Coat to Improve Gloss Uniformity	Delivers a wide color gamut, reduces graininess and bronzing	YES	NO	YES
Color Density Sensor	Canon's Color Density Sensor optimizes color output and simplifies the calibration process	YES	NO	NO
Color Calibration Tool	Enables consistent output across all devices	YES	NO	NO
Wi-Fi® Connection**	Enables operator to access the printer more easily	YES	NO	NO
Device Management Console (DMC)	Monitor, control, and calibrate printers from one location	YES	NO	NO
Cloud File Sharing***	Enables sharing of files and printing from the cloud	YES	NO	NO
Hard Drive	Maximizes the amount of print data that can be stored on the printer	320 GB	OPTIONAL	80 GB
Borderless Printing	Print to the edge, with no margin	YES	YES	NO
Multifunction Roll System	Load a second roll of media for longer continuous printing, or configure as a bi-directional media Take-up unit with the printed image rolled in or out	OPTIONAL	NO	NO
Sub-Ink Tank System	Enables ink tanks to be replaced without stopping the printer. Reduces costs because virtually all of the ink in the tank can be used	YES	NO	NO
Front-Loading Media with Auto Feed Function	Rolls can be loaded smoothly without touching the media	YES	NO	NO

* Epson and HP specifications were taken from epson.com and hp.com 2016.

** Wireless printing requires a working network with wireless 802.11b/g or 802.11n capability. Wireless performance may vary based on terrain and distance between the printer and wireless network clients.

*** You must sign up separately for your cloud account. Your cloud account is subject to the third-party cloud provider's terms and conditions. Neither Canon Inc. nor Canon U.S.A., Inc. represents or warrants any third-party product, service, or feature referenced hereunder.

COMPETITIVE COMPARISONS: 44"-WIDE MODELS

Make and Model	Canon PRO-4000	Epson* SC-P9000 SE	HP* Z3200
Print Speed ft ² /hr	185 ft ² /hr	90 ft ² /hr	183 ft ² /hr
Width	44"	44"	44"
Footprint (H x W x D)	46" x 62.7" x 30.2"	48" x 73.5" x 26"	41.2" x 69.7" x 27.2"
Number of Colors	11 + 1	10 + 1	11 + 1
Max. Resolution (dpi)	2400 x 1200	2880 x 1440	2400 x 1200
Photography Solutions	Print Studio Pro PRO Gallery Print (Q4)	No	No
Color Calibration	Yes	Optional	Yes
Color Density Sensor	Yes	No	N/A
Fleet-Wide Color Management	Yes	No	No
Remote Device Management	Yes	No	No
Wi-Fi Connection***	Yes	No	No
Print from USB	Yes	No	No
Software and Workflow Solutions	Accounting Manager, Quick Utility Toolbox, Media Configuration Tool, PosterArtist Lite, Print Plug-In for Office, Direct Print & Share†	N/A	Embedded HP Web Server, HP Color Center, HP Printer Utility, Accounting Manager
Ink Name	LUCIA PRO	UltraChrome HDX	HP Photo
Ink Type	Pigment	Pigment	Pigment
Color Set	C, M, Y PC, PM, GY, PGY PBK, MBK R, B, + CO	C, M, Y LC, VLM, LK, LLK, PK or MK O, G	M, Y LC, LM, Gy, LGy Pk, MBK B, G, R, + GE
Gloss Optimizer (Clear Coat)	Yes	No	Yes
Two Media Roll Configuration	Optional	No	No
Take-Up Unit	Optional	Optional	No
Hard Drive	320 GB	Optional (320 GB)	80 GB
Total Number of Print Head Nozzles	18,432	3,600	12,672
Ink Supply	160/330/700 ml	150/350/700 ml	130 ml
Sub-Ink Tank System	Yes	No	No

* Epson and HP specifications were taken from epson.com and hp.com 2016.

** Includes Multifunction Roll System.

*** Wireless printing requires a working network with wireless 802.11b/g or 802.11n capability. Wireless performance may vary based on terrain and distance between the printer and wireless network clients.

† Direct Print & Share comes embedded with the imagePROGRAF large-format printers and is also available as a free download at <http://usa.canon.com/downloads>. You must sign up for the Google™ service separately. This service is subject to Google's terms and conditions. Based on Google's current services. Subject to change at Google's discretion.

Speed Comparisons Mechanical Print Time Only
PRO-4000: SCID N5, standard mode on heavyweight coated paper
SC-P9000 SE: SCID N5, quality mode on heavyweight coated paper
Z3200: Fast mode on coated paper

COMPETITIVE COMPARISONS: 24"-WIDE MODELS

Make and Model	Canon PRO-2000	Epson* SC-P7000 SE	HP* Z3200
Print Speed ft ² /hr	174 ft ² /hr	79 ft ² /hr	183 ft ² /hr
Width	24"	24"	24"
Footprint (H x W x D)	46" x 43.7" x 30.2"	48" x 54" x 26"	41.2" x 49.7" x 27.2"
Number of Colors	11 + 1	10 + 1	11 + 1
Max. Resolution (dpi)	2400 x 1200	2880 x 1440	2400 x 1200
Photography Solutions	Print Studio Pro PRO Gallery Print (Q4)	No	No
Color Calibration	Yes	Optional	Yes
Color Density Sensor	Yes	No	Yes
Fleet-Wide Color Management	Yes	No	No
Remote Device Management	Yes	No	No
Wi-Fi Connection***	Yes	No	No
Print from USB	Yes	No	No
Software and Workflow Solutions	Accounting Manager, Quick Utility Toolbox, Media Configuration Tool, PosterArtist Lite, Print Plug-In for Office, Direct Print & Share†	N/A	Embedded HP Web Server, HP Color Center, HP Printer Utility, Accounting Manager
Ink Name	LUCIA PRO	UltraChrome HDX	HP Photo
Ink Type	Pigment	Pigment	Pigment
Color Set	C, M, Y PC, PM, GY, PGY PBK, MBK R, B, + CO	C, M, Y LC, VLM, LK, LLK, PK or MK O, G	M, Y LC, LM, Gy, LGy Pk, MBK B, G, R, + GE
Gloss Optimizer (Clear Coat)	Yes	No	Yes
Two Media Roll Configuration	Optional	No	No
Take-Up Unit	Optional	No	No
Hard Drive	320 GB	Optional (320 GB)	80 GB
Total Number of Print Head Nozzles	18,432	3,600	12,672
Ink Supply	160/330/700 ml	150/350/700 ml	130 ml
Sub-Ink Tank System	Yes	No	No

* Epson and HP specifications were taken from epson.com and hp.com 2016.

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Speed Comparisons Mechanical Print Time Only
PRO-2000: SCID N5, standard mode on heavyweight coated paper
SC-P7000 SE: SCID N5, quality mode on heavyweight coated paper
Z3200: Fast mode on coated paper

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