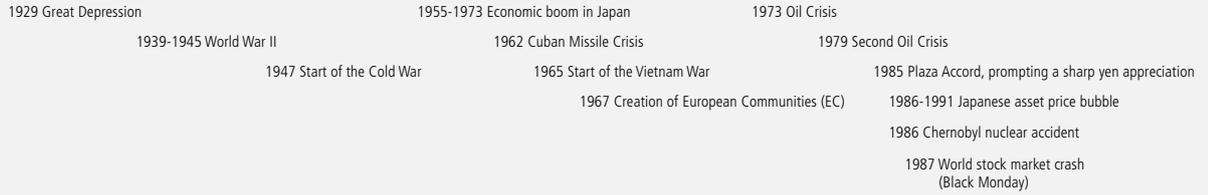


# A History of Value Creation at Canon

Since its founding in 1937, Canon has grown by moving with the times, refining its enterprising spirit and proprietary technology, while also seeking to create new value to satisfy the expectations of customers and society.

Outlined below is a history of innovation at Canon, from its venture start-up origins to today.

## Major events with global social and economic impact



## 1930s-40s

Aiming to develop the world's best cameras

### Business development landmarks

**1933**  
 Precision Optical Instruments Laboratory established to pursue development of high-quality, domestically produced cameras

**1937**  
 Precision Optical Industry, Co., Ltd. established

## 1950s-60s

Promoting globalization and diversification

**1955**  
 Branch office opened in New York



**1957**  
 Canon Europa set up in Switzerland as sole European distributor

**1965**  
 Canon U.S.A., Inc. established

**1967**  
 "Cameras in the Right Hand, Business Machines in the Left" used as 30th anniversary slogan to promote diversification

**1968**  
 Canon Amsterdam N.V. (now Canon Europa N.V.) established

## 1970s-80s

Promoting diversification, second inauguration of company

**1970**  
 Canon Inc., Taiwan established as first overseas manufacturing facility

**1972**  
 Physotec GmbH (now Canon Giessen GmbH) set up in Germany as first manufacturing site in Europe

**1988**  
 In 51st year of operations, second inauguration of company announced, corporate philosophy of *kyosei* established

## Development of products with social value

**1936**  
 Introduction of Hansa Canon, Japan's first domestic 35-mm focal-plane-shutter camera. Model makes significant impact on the Japanese camera industry and contributed to post-war camera development



**1940**  
 Development of first indirect X-ray camera made in Japan for early detection of TB (leading cause of death at that time)



**1961**  
 Launch of Canonet, a low-priced model with internal automatic exposure mechanism, achieves record sales. Sparks the "electric-eye" camera boom enabling anyone to enjoy photography



**1964**  
 Launch of Canola 130, the world's first 10-key electronic calculator, marks Canon's entry into business machines. The 10-key format goes on to become the de facto standard



**1968**  
 Canon enters the plain-paper copier (PPC) market with the introduction of the Canon NP System, a proprietary electro-photography technology that achieves high sensitivity and long service life. In 1970, Canon launches the NP-1100, Japan's first domestically produced PPC

**1976**  
 Launch of the AE-1, the world's first SLR camera featuring a built-in microcomputer. Offering full automation for flawless photographs and a low price anticipating the post-oil crisis slump, the AE-1 is a global hit



**1978**  
 Launch of PLA-500FA, the world's first mask aligner with a laser-based automatic alignment system, five-inch wafer capability in advance of the trend towards larger wafers, and automatic substrate feed-in mechanism contribute to gains in semiconductor manufacturing productivity

**1982**  
 Introduction of the PC-10/PC-20, the world's first personal copying machines featuring replaceable cartridges. Introduction of cartridge system realizes easy maintenance and miniaturization that enables copiers to be used at home, contributing to expansion of copier market



**1984**  
 LBP-8 launched as the world's smallest, lightest laser printer. Contributes to the realization of desktop publishing



**1985**  
 Launch of BJ-80, world's first inkjet printer using high quality, fast, and quiet, Bubble Jet technology



**1987**  
 Introduction of EOS autofocus SLR cameras with interchangeable EF lenses using a fully electronic mount. Contribute significantly to the spread of SLR cameras  
 Introduction of CLC-1, the world's first full-color digital copying machine, marking the start of the high-resolution, full-color copy era

## Consolidated Net Sales

Japan Americas Europe Asia and Oceania Overseas\*  
 \* Net sales figures outside Japan prior to 1971 consolidated in "Overseas" category.



**Total Net Sales**  
¥3,951.9 billion

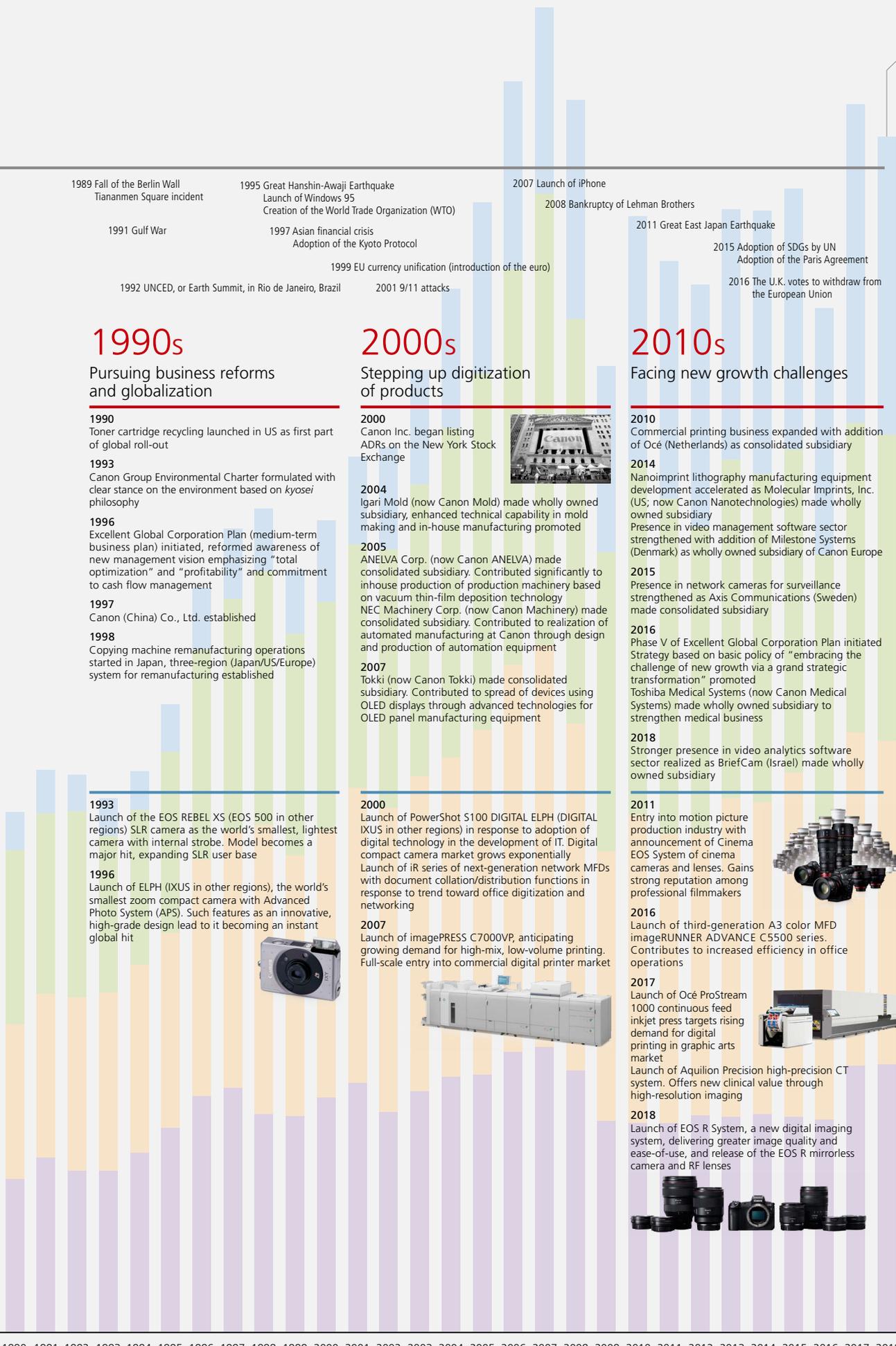
(Billions of yen)  
4,000

**Asia and Oceania**  
¥990.5 billion  
(25.1%)

**Europe**  
¥1,015.4 billion  
(25.7%)

**Americas**  
¥1,076.4 billion  
(27.2%)

**Japan**  
¥869.6 billion  
(22.0%)



1989 Fall of the Berlin Wall  
Tiananmen Square incident

1991 Gulf War

1992 UNCED, or Earth Summit, in Rio de Janeiro, Brazil

1995 Great Hanshin-Awaji Earthquake  
Launch of Windows 95  
Creation of the World Trade Organization (WTO)

1997 Asian financial crisis  
Adoption of the Kyoto Protocol

1999 EU currency unification (introduction of the euro)

2001 9/11 attacks

2007 Launch of iPhone  
2008 Bankruptcy of Lehman Brothers

2011 Great East Japan Earthquake

2015 Adoption of SDGs by UN  
Adoption of the Paris Agreement

2016 The U.K. votes to withdraw from the European Union

## 1990s

Pursuing business reforms and globalization

- 1990** Toner cartridge recycling launched in US as first part of global roll-out
- 1993** Canon Group Environmental Charter formulated with clear stance on the environment based on *kyosei* philosophy
- 1996** Excellent Global Corporation Plan (medium-term business plan) initiated, reformed awareness of new management vision emphasizing "total optimization" and "profitability" and commitment to cash flow management
- 1997** Canon (China) Co., Ltd. established
- 1998** Copying machine remanufacturing operations started in Japan, three-region (Japan/US/Europe) system for remanufacturing established

- 1993** Launch of the EOS REBEL XS (EOS 500 in other regions) SLR camera as the world's smallest, lightest camera with internal strobe. Model becomes a major hit, expanding SLR user base

- 1996** Launch of ELPH (IXUS in other regions), the world's smallest zoom compact camera with Advanced Photo System (APS). Such features as an innovative, high-grade design lead to it becoming an instant global hit



## 2000s

Stepping up digitization of products

- 2000** Canon Inc. began listing ADRs on the New York Stock Exchange
- 2004** Igari Mold (now Canon Mold) made wholly owned subsidiary, enhanced technical capability in mold making and in-house manufacturing promoted
- 2005** ANELVA Corp. (now Canon ANELVA) made consolidated subsidiary. Contributed significantly to inhouse production of production machinery based on vacuum thin-film deposition technology
- NEC Machinery Corp. (now Canon Machinery) made consolidated subsidiary. Contributed to realization of automated manufacturing at Canon through design and production of automation equipment
- 2007** Tokki (now Canon Tokki) made consolidated subsidiary. Contributed to spread of devices using OLED displays through advanced technologies for OLED panel manufacturing equipment



- 2000** Launch of PowerShot S100 DIGITAL ELPH (DIGITAL IXUS in other regions) in response to adoption of digital technology in the development of IT. Digital compact camera market grows exponentially
- Launch of iR series of next-generation network MFDs with document collation/distribution functions in response to trend toward office digitization and networking

- 2007** Launch of imagePRESS C7000VP, anticipating growing demand for high-mix, low-volume printing. Full-scale entry into commercial digital printer market



## 2010s

Facing new growth challenges

- 2010** Commercial printing business expanded with addition of Océ (Netherlands) as consolidated subsidiary
- 2014** Nanoimprint lithography manufacturing equipment development accelerated as Molecular Imprints, Inc. (US; now Canon Nanotechnologies) made wholly owned subsidiary
- Presence in video management software sector strengthened with addition of Milestone Systems (Denmark) as wholly owned subsidiary of Canon Europe
- 2015** Presence in network cameras for surveillance strengthened as Axis Communications (Sweden) made consolidated subsidiary
- 2016** Phase V of Excellent Global Corporation Plan initiated Strategy based on basic policy of "embracing the challenge of new growth via a grand strategic transformation" promoted
- Toshiba Medical Systems (now Canon Medical Systems) made wholly owned subsidiary to strengthen medical business
- 2018** Stronger presence in video analytics software sector realized as BriefCam (Israel) made wholly owned subsidiary

- 2011** Entry into motion picture production industry with announcement of Cinema EOS System of cinema cameras and lenses. Gains strong reputation among professional filmmakers



- 2016** Launch of third-generation A3 color MFD imageRUNNER ADVANCE C5500 series. Contributes to increased efficiency in office operations

- 2017** Launch of Océ ProStream 1000 continuous feed inkjet press targets rising demand for digital printing in graphic arts market
- Launch of Aquilion Precision high-precision CT system. Offers new clinical value through high-resolution imaging



- 2018** Launch of EOS R System, a new digital imaging system, delivering greater image quality and ease-of-use, and release of the EOS R mirrorless camera and RF lenses



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