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CANON'S NEW DIGITAL WORKFLOW CD-ROM SUPPORTS PHOTOGRAPHERS TRANSITIONING FROM FILM TO DIGITAL IMAGING

LAKE SUCCESS, N.Y. July 25, 2003 — Canon U.S.A., Inc., a subsidiary of Canon Inc. (NYSE:CAJ) will begin distributing its new EOS Digital Workflow Guide CD, a working photographer's tutorial of the digital imaging process, at the Professional Photographers of America's (PPA) IMAGING USA exhibit in Las Vegas, July 27-29.

Canon created the CD as a reference guide for working photographers that are considering shifting from film to digital imaging as well as newly converted digital shooters interested in learning more about their evolving workflow routines. The CD features step-by-step workflow explanations; interviews with 11 top digital photographers within their fields; more than 50 video clips that share various workflow insights; EOS digital image galleries; photographer profiles; and a workflow glossary.

"The purpose of this CD is to provide transitioning photographers with a practical overview of digital photography in a 'real-world' application — from capture to output," said Yukiaki Hashimoto, senior vice president and general manager of the Consumer Imaging Group at Canon U.S.A., Inc. "Through our explanations and the photographers' images and commentary, we hope to make viewers more comfortable with the virtually boundless imaging potential offered by the digital workflow process."

The Digital Workflow Process section of the CD is where users can gain some perspective on the digital workflow process. The content is arranged in nine steps, Pre-Shoot; Shoot; Transfer; Process, Browse & Edit; Initial Back-Up; Optimization, Storage & Archiving; and Output.

Canon engaged eleven highly accomplished photographers from a variety of fields and asked them to help create the most realistic workflow portrayal possible. In the Photographer Profiles section of the CD, viewers can access video clips, image samples and background information, including information about each photographer's personal workflow. These featured photographers include Barbara Bordnick; Greg Gorman; George Lepp; James Nachtwey; Denis Reggie; Seth Resnick; Michel Tcherevkoff; Stephen Wilkes; Scott Alexander; Rick Billings and Rod Evans.

A critical subject to any digital photographer is color management. In the Color Management section of the CD, viewers can access a substantial amount of information written to de-mystify the methods used to ensure accurate and consistent color throughout the digital photography process. Canon worked with color management expert Andrew Rodney to create this section of the presentation.

Additionally, the CD includes a product showcase featuring bullet points on the EOS-1Ds, EOS 1D and the EOS-10D with links to Canon's full-information websites. There is also a section on the CD that discusses the impact of digital imaging on working photographers businesses.

Besides distribution in Canon's booth at the PPA Imaging USA trade show, the CDs will be mailed out to Canon Professional Service (CPS) members and registered EOS digital SLR owners. In addition, the CD will be inserted into upcoming issues of Rangefinder and PEI magazines. Canon will honor requests from photographers within the United States for the EOS Digital Workflow Guide CD via the website at www.usa.canon.com/eosdigitalworkflowcd although quantities are limited.

Canon U.S.A., Inc. delivers consumer, business-to-business, and industrial imaging solutions. The Company is listed as one of Fortune's Most Admired Companies in America, and is ranked #43 on the Business Week list of "Top 100 Brands." Its parent company Canon Inc. (NYSE:CAJ) is a top patent-holder of technology, ranking second overall in the U.S. in 2002, with global revenues of \$24.5 billion. Canon U.S.A. employs more than 10,000 people at over 30 locations. For more information, visit www.usa.canon.com.

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