

INTRODUCTION

Canon imagePROGRAF® printers are complete large-format printing systems that come with a suite of advanced software solutions to address the image manipulation, management, and workflow integration requirements that are unique to large-format applications. The inclusion of PosterArtist with an imagePROGRAF printer provides a start-to-finish workflow solution for many types of large-format printing environments. With PosterArtist, the user now has the ability to create, process, and print breathtaking large-format output.

Posters can be very effective at grabbing the attention of various prospects. 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 is an in-house design assistant.

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. PosterArtist provides these tools and 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 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 is a simple poster creation software for creating high-definition, professional-looking posters. It comes with 180 professionally designed templates and, within each, you're given the choice of changing the look of the template to fit your needs. PosterArtist 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 almost all 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.

PosterArtist 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.

This software program not only provides the means to create posters from templates, but it has features that turn the printer into a copier. The QuickCopy Enlargement feature easily lets a user import an image scanned with a Canon CanoScan® scanner to produce poster-sized copies of printed material. Once the image is scanned into PosterArtist it can be printed "as is" or be manipulated in the PosterArtist software, giving the user the ability to create a poster by adding text or other images in a poster template.

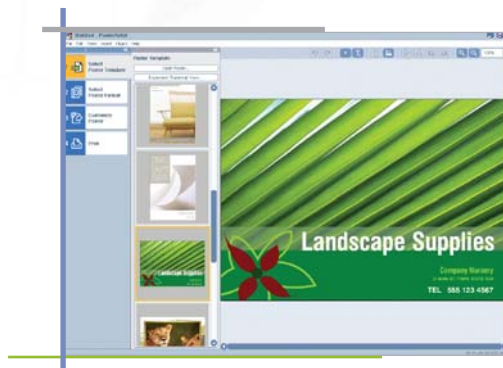
For the office user, the Page Capture component of PosterArtist gives the user flexibility when printing documents from applications such as Microsoft Office programs. With Page Capture, documents or images are brought into a thumbnail screen where the user can then simply drag-and-drop them into PosterArtist. 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.

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.

By knowing the features and functionality of PosterArtist, a user can become a designer and digital artist in no time. All this translates into big savings of time and money for the user. The next sections review some of the major features of the software.

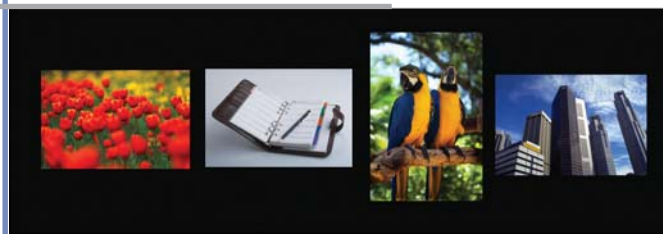
TEMPLATES—MORE THAN 175

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

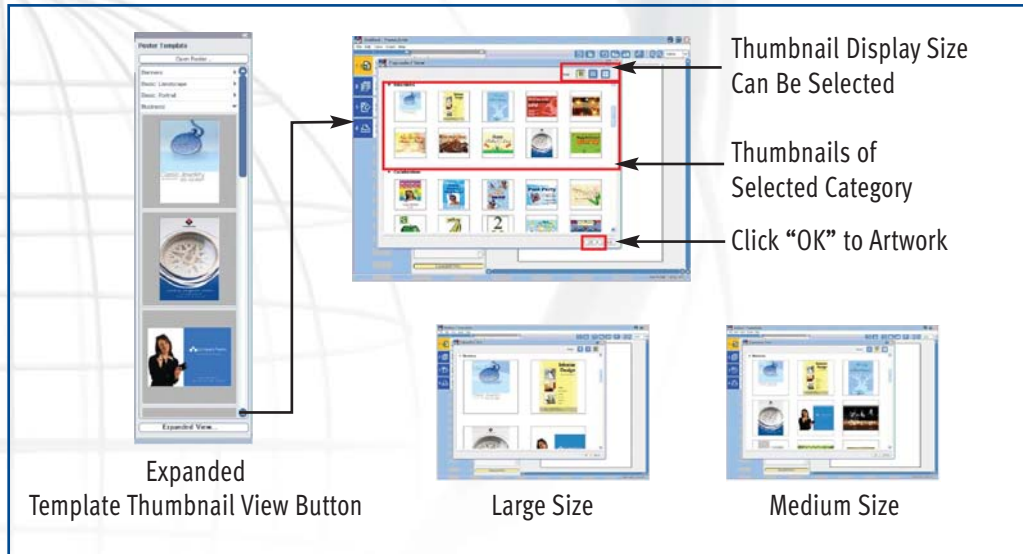


HIGH-RESOLUTION ROYALTY-FREE IMAGES—MORE THAN 1,500

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

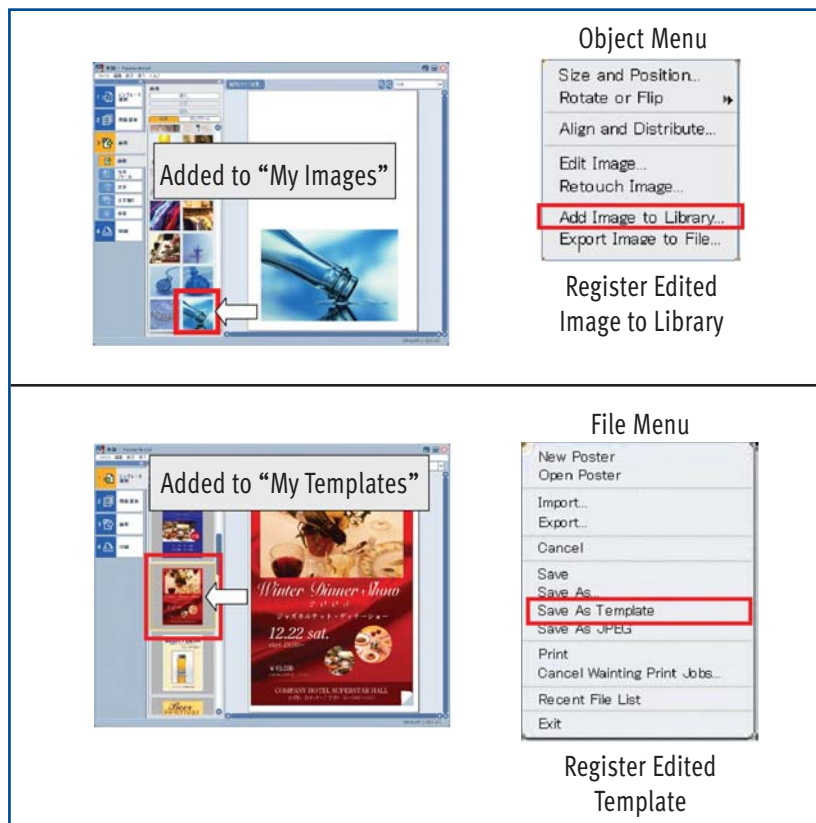


EXPANDED VIEW OF TEMPLATE THUMBNAILS



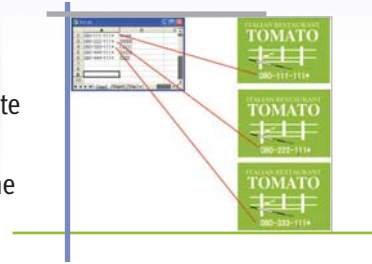
REGISTRATION OR USER'S OWN IMAGE AND USER-EDITED TEMPLATE

Images can be added to the Image Library in PosterArtist and templates that users edit can be saved and registered.



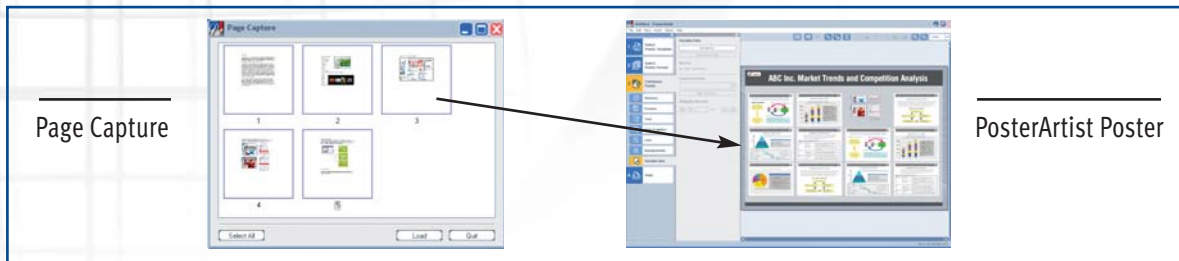
VARIABLE PRINTING FEATURE

This feature is designed to work in combination with a database to automatically substitute isolated text strings or images in each poster to be printed. The Variable Printing feature comes in handy when you're creating posters that require a change in an address or phone number. CSV and Excel formats are supported for databases.



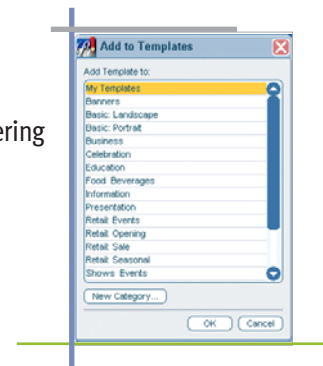
PAGE CAPTURE FEATURE

This feature is designed to take data from documents, spreadsheets, graphics, images, etc. created in office applications and load it into a PosterArtist poster through the process of drag-and-drop.



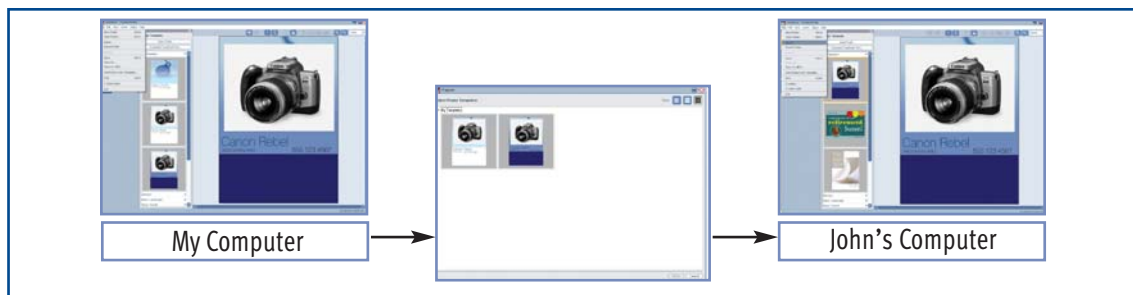
ARTWORK MANAGEMENT FEATURE

Within this feature there's the option of managing artwork for templates and images. You can register a template or an image in the image library for future use. There's the choice of registering an image or a template under a certain category.



IMPORT AND EXPORT FEATURE

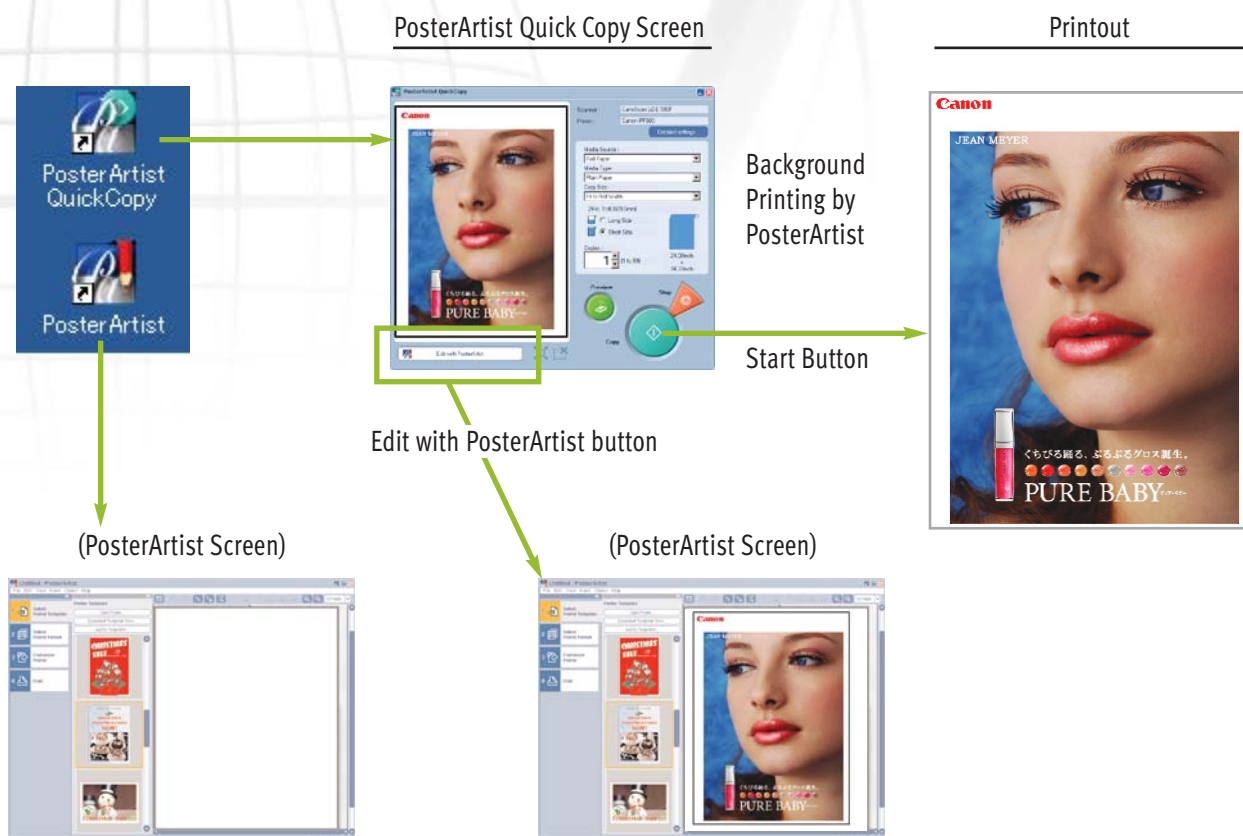
The data from the poster file is exported, keeping its template format and layout information with each component's part.



QUICKCOPY ENLARGEMENT FEATURE

In order to realize an easier method of creating posters, PosterArtist QuickCopy feature was added so the user can scan a hard copy using a CanoScan device to a large-format printer in the same way as making copies.

Other than making simple copies of scanned data to a large-format printer, PosterArtist QuickCopy also allows scanned data to be brought into PosterArtist as a component of the poster being created. In addition to the simple operations of enlarged copy features demanded highly in offices, scanned data can be loaded into the PosterArtist application for guidance to PosterArtist itself.



The inclusion of the PosterArtist software with an imagePROGRAF printer provides a start-to-finish workflow solution for many large-format printing environments. The features reviewed here are just a starting point of what this program can help accomplish within an organization. The possibilities with PosterArtist are endless, from the ability for the novice user to start creating posters immediately to the professional printer taking advantage of the built-in production features like variable printing. With PosterArtist, the user now has the ability to create, process, and print breathtaking large-format output easily and quickly.

To learn more about the features within PosterArtist, refer to our software manual or visit www.usa.canon.com and view the imagePROGRAF Gateway under Large-Format Printers.



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