



Canon: Make it possible with Canon

Listening Questions 1:

1. What was the name of the company before Canon?
2. What company supplied the lenses for Canon's early model cameras?
3. Why was the company's branding confusing?
4. When did the company change its name to Canon?

Listening Questions 2:

1. What was Canon's sales total in 2012?
2. Other than cameras, what products does Canon sell?
3. What is Canon's top market?
4. What percentage of Canon's sales were in Japan in 2012?

Transcript 1:

Canon Inc's history dates back to 1937 when it was called Precision Optical Industry Co., Ltd. The company was founded by Goro Yoshida, Saburo Uchida, and Takeo Maeda.

The company's early camera models used Nikkor lenses from Nippon Kogaku Kogyo, which eventually went on to become Canon's rival Nikon.

The company's operations were interrupted by WWII, but within a year of the end of the war, it was selling 2 models: the JII and the SII. Allied Occupation Forces complained that the branding was confusing as they used 'Canon' for cameras, 'Serenar' for lenses, and Precision Optical Industry for the manufacturer. Company President Takeshi Mitarai made the decision to change the company name to Canon Camera Co., Ltd in September 1947 and the lenses were finally branded as Canon in 1953.



Transcript 2:

Canon has grown into a large global company and in 2012, it had almost \$40 billion in sales and nearly \$2.6 billion in profit. Canon also had close to 197,000 employees worldwide.

Of course, Canon still sells cameras such as the EOS and PowerShot lines. In addition to cameras and camera accessories, the company sells printers, scanners, and copiers in addition to a variety of other devices.

Canon's sales are quite balanced between Europe, Asia/Oceania (excluding Japan), the Americas, and Japan. Europe is its top market as it accounts for 29.1% of the company's sales while Japan is the top individual country with 20.7% of sales.

In 2012, Canon ranked third behind IBM and Samsung for the most patents held in the US with 3,179.