

WELCOME

WELCOME TO THE CANON EXPERIENCE FOR THE DIGITAL SHOW 2013!

In the spirit of No One Sees It Like You, we have prepared a complete showcase of Canon's products and services, as well as inspiration and information to help you achieve more than you ever thought possible with your imaging. This year's stand is 375 square metres of the latest gear from Canon including DSLR, compact and video cameras, EF lenses, inkjet printers and photoPICO canvasses, photoboards and HD photobooks.

Our exciting news is the upcoming launch of Canon's online image management service – an easy way to manage, share and do more with your entire image collection, in one place. You can learn more about it on the stand and register your interest to be one of the first to trial the new service ahead of its official launch. Sign up and help us design the service that's best for you!

Inspiration abounds at the show this year with rare opportunities to learn from some of the Canon Masters – the best of the best in their field – speaking in the Canon Theatre across the three days. The learning doesn't stop there either, with daily presentations from the Canon Academy staff. These will whet your appetite to take your skills further. Don't miss out on the Canon Academy Photo Walks and see how easy it is to do more using the brand new EOS 70D DSLR camera!

And what better way to take your creativity higher than with Photo5 Live? Canon's most creative photo competition is being brought to life just for visitors to the show with great prizes on offer.

Please take your time to read the full details and other inspiring content in the following pages. Enjoy the show and we look forward to seeing you at the stand!

Best wishes,
Jason



Jason McLean

Director - Canon Consumer Imaging, Canon Australia



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NO ONE SEES IT LIKE YOU
 DIGITAL SHOW 2013 13-15 SEPTEMBER

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MEET THE OTHER GUY

Over the last 10 years, Guy Sebastian has become one of Australia's most successful singer-songwriters. But there's more to this creative soul than

meets the eye. When he's not getting creative with a guitar or piano, chances are you'll find Guy getting creative with a camera.

"I THINK ABOUT WHAT'S GOING ON BEHIND THE CAMERA NOW MORE THAN WHAT'S HAPPENING IN-FRONT OF IT."



GUY'S GEAR

Guy uses Canon equipment to capture the unique way he sees the world. He uses a range of different

Canon EF lenses and switches between his 5D Mark III and 7D to bring his creative vision to life.



ABOVE | 5D Mark III | 7D | EF 16-35mm f/2.8L | EF 50mm f/1.4 | EF 50mm f/1.2L | EF 85mm f/1.2L | EF 70-200mm USM II f/2.8L | Macro Ring Flash

A CANON COLLABORATION

It's exciting times at Canon with Guy joining the team as our new brand ambassador. Keep an eye out for Guy in the coming months where

he'll give you a behind the scenes look at the lenses he uses to get creative.

Canon

no one sees it like you

PAUL JURAK THE KAYAK CAMERAMAN

AFTER A BATTLE WITH TESTICULAR CANCER, PAUL JURAK SET OUT IN A KAYAK ON THE WATERS OF LAKE BURLEY GRIFFIN NEAR HIS CANBERRA HOME IN AN EFFORT TO REBUILD HIS BODY AND MIND. ALONG THE WAY HE DISCOVERED A TALENT FOR NATURE PHOTOGRAPHY.



A plumber and gasfitter by trade, Paul had a passion for black and white photography in his youth that went by the wayside when the demands of family life and career kicked in. That is, until a physically and emotionally devastating round of chemotherapy led to a most unexpected outcome.

"I was in my third cycle, known as the hammer week, and while I was sitting in the chair I noticed an advertisement for 50% off all sea kayaks. I had always wanted a sea kayak so, as I was driving home that afternoon, I decided to swing by the shop. I ended up purchasing two so my boys could paddle with me."

Soon, Paul was out on the water twice daily, watching the sunrise and sunset.

"The idea was that the kayak would be an ideal way for me to rebuild my body and mind. I had never paddled a kayak prior to this and very quickly I discovered how stunning it is to be on the water looking out – rather than in."

He started snapping shots of the beautiful scenes he was seeing with his phone, but soon realised that he needed a camera that could both deliver a good shot and withstand the elements.

"The Canon PowerShot D20 has been an outstanding camera. I've been using it for 18 months and I'll take anywhere from 50 to 200 shots a day. It's amazing, I'm shooting in low light conditions, most of my shots are taken before sunrise but the image quality is excellent. The environment

I'm in is so harsh too, I'm surrounded by water, fog, wind and swells, beach sand, silt and sometimes I find the camera rolling around on the floor of my kayak."

The images Paul produces with the D20 are so visually striking that the most common question people ask him is if they are Photoshopped. "What I see through the lens is what I load onto my computer and I am very proud that none of my photos are digitally enhanced or altered," he says.

"Photography and kayaking are opposite ends of the spectrum, yet they complement each other so well. For me each sunrise and sunset has its own unique signature. The spectrums are sublime and often I am treated to the most amazing natural light show. Why would you not want to experience that?"

Paul has recently self-published a book of his images, Kayakcameraman. Prints of his work are also available for purchase via his website; kayakcameraman.com





CANON MASTERS

CANON'S MASTERS ARE AT THE VERY TOP OF THEIR GAME. MEET SOME WHO ARE FEATURED SPEAKERS AT THE DIGITAL SHOW, TALKING ABOUT WHAT THEY LOVE MOST AND DO BEST.

IMAGE | Bagan Sunrise | 300mm, f/11, 1/320sec, 200iso © Mike Langford. Canon Master.

GRAHAM MONRO WEDDING & PORTRAIT PHOTOGRAPHER

"I have always loved photography. It's all I've ever wanted to do. It started as a hobby, my dad Jim gave me my first camera when I was eleven years old and I joined the camera club at St. Ives High. After school I travelled around Australia for a few years then came back to Sydney and assisted fashion and advertising photographers. I was an editorial photographer for the first 20 years of my career, also working in advertising and design."

Graham Monro has been a renowned portrait and wedding photographer for the past ten years. His business, 'gm photographics', is one of the leading Portrait and Wedding studios in Australia, based in Sydney with five photography teams covering weddings in New York, Sydney and Singapore, as well as privately commissioned portraits, home studios and location shoots.

gmphotographics.com.au

GRAHAM'S CAMERA BAG

"I started using Canon in 1984 because Canon give the best support to professional photographers. As a young guy starting out they trusted me and lent me fantastic gear and big lenses. I thought I'd gone to heaven. I've been with Canon ever since."

RIGHT | Untitled | 70mm, f/4, 1/8000sec, 640iso, EOS 5D Mark III
FAR RIGHT | Untitled | 35mm, f/20, 1/250sec, 400iso, EOS 10s Mark III
BELOW LEFT | Untitled | 85mm, f/4.5, 1/100sec, 400iso, EOS 5D Mark II
BELOW RIGHT | Untitled.
 © Graham Monro, Canon Master.



TOP LEFT | Mt Hagen Sing Sing | 35mm, f/13, 1/125sec, 100iso, EOS 5D Mark II
TOP RIGHT | Afghanistan | 35mm, f/1.4, 1/8sec, 3200iso, EOS 5D Mark II
BOTTOM LEFT | Bondi sandstorm | 6.1mm, f/4.5, 1/125sec, 100iso, PowerShot G10
BOTTOM RIGHT | Kathmandu | 35mm, f/14, 1/30sec, 1600iso, EOS 5D Mark II
 © Stephen Dupont, Canon Master.

STEPHEN DUPONT DOCUMENTARY PHOTOGRAPHER

"I was born in Sydney, Australia, in 1967. Over the past two decades, I've produced a large body of visual work; haunting photographs of fragile cultures and marginalised peoples. I try to capture the human dignity of my subjects, with intimacy – often in some of the world's most dangerous regions."

Stephen Dupont's work has earned some of photography's most prestigious prizes, including a Robert Capa Gold Medal citation from the Overseas Press Club of

America; a Bayeux War Correspondent's Prize; and first places in the World Press Photo, Pictures of the Year International, and the Australian Walkleys. In 2007 he was the recipient of the W. Eugene Smith Grant for Humanistic Photography for his ongoing project on Afghanistan. He currently lives in Sydney, dividing his time between assignments and long-term projects in the field. Dupont is also an artist and documentary filmmaker.

stephendupont.com

STEPHEN'S CAMERA BAG

"I like the feel and design of Canon cameras. The image quality is amazing and as I move more into filmmaking, I really love the video results from the EOS 5D Mark II. It's totally cinematic and looks like 35mm film. There is nothing out there that comes close to this!"

KRYSTLE WRIGHT EXTREME SPORTS PHOTOGRAPHER

Driven by a passion to capture the most unique perspective not yet thought of, Krystle Wright is a pioneering photographer from Australia who is accelerating the awareness and visibility of the world's most extreme sports and athletes.

On a continual quest to challenge herself and others mentally and physically, Krystle consistently brings attention to the demanding adventures and landscapes that the public is rarely fortunate enough to be exposed to.

wrightfoto.com.au



TOP | Eggpoacher over Uluu.
RIGHT | Paradise tree.
© Jackie Ranken. Canon Master.



JACKIE RANKEN FINE ART PHOTOGRAPHER

"I have been a photographer for over 30 years and now live in Queenstown, New Zealand with my husband and fellow photographer, Mike Langford (Canon Master). I have been privileged enough to be awarded Master Photographer status multiple times in both New Zealand and Australia."

Jackie Ranken is dedicated to living a full creative life, exploring who she is, increasing

her skill base and expressing herself through photography. She specialises in classic black and white landscape photography, where the 'fine art print' is the most important end result of the photographic process.

Jackie runs the Queenstown Centre for Creative Photography, where she teaches photography and fine art printing.

jackieranken.co.nz

JACKIE'S CAMERA BAG

"In 2001 I switched and became a Canon Digital shooter and have not looked back. The EOS 5D Mark II is a joy to use. All the important creative controls are easy to access, which makes the crafting of an image in-camera so much more enjoyable."

TOP LEFT | Untitled | 24mm, f/4, 1/1250sec, 320iso, EOS 5D Mark II
TOP RIGHT | Untitled | 24mm, f/2.2, 1/1250sec, 1600iso, EOS 5D Mark III
BOTTOM LEFT | Untitled | 24mm, f/2.2, 1/1250sec, 1600iso, EOS 5D Mark II
BOTTOM RIGHT | Untitled | 70mm, f/3.2, 1/2500sec, 500iso, EOS 1D Mark IV
© Krystle Wright. Canon Master.



ABRAHAM JOFFE CINEMATOGRAPHER

Abraham is an advanced diver/underwater cameraman and has worked as such on several series. His work with David Ireland (Wildlife Man) included filming in the Solomon Islands, East Timor, and all around Australia. Wildlife Man is syndicated internationally and screened in the US on Discovery HD. He has a great passion for storytelling and filmmaking in the real world. He also owns and operates Untitled Film Works, a small production company

in Sydney specialising in weddings, events and commercials.

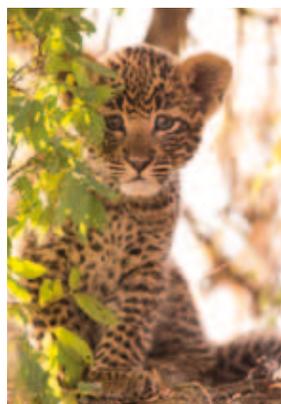
Abraham spearheaded the DSLR video revolution in the wedding market, shooting the first multi cam DSLR weddings in Australia. His company Untitled Film Works is regularly booked for both celebrity and international weddings.

In 2012 Abraham and his team won a record 7 Australian video producers awards at the national awards in

Melbourne including the coveted *Wedding Highlights of the Year* award 4 years in a row. Abraham is shooting a number of wilderness projects in 2013/14 with production in the Arctic, Botswana and East Africa.

untitledfilms.com.au

RIGHT | Untitled | 14mm, f/2.8, 15sec, 1600ISO
FAR RIGHT | Untitled | 600m, f/5.6, 1/100sec, 1600ISO,
BELOW | Untitled | 600mm, f/8, 1/400sec, 100ISO.
© Abraham Joffe. Canon Master.
All photos shot on the EOS 5D Mark III



TOP LEFT | Untitled.
TOP RIGHT | Untitled.
BOTTOM LEFT | Untitled.
BOTTOM RIGHT | Untitled | 31mm, f/3.5, 1/160sec, 400ISO, EOS 5D Mark III
© Richard L'Anson. Canon Master.

RICHARD I'ANSON TRAVEL PHOTOGRAPHER

Richard I'Anson is a freelance photographer who has built a career on his twin passions for travel and photography. Over the past 30 years he has travelled the world, amassing a substantial and compelling collection of images of people and places – in more than 85 countries on all seven continents – for clients, book projects and distribution as stock imagery.

Richard received his first camera as a gift from his parents when he was 16 and has been infatuated with photography ever since. After studying photography, film and television at Rusden State College in Melbourne, Australia, he worked in a camera store and minilab before going freelance in 1982. I'Anson is a Master of Photography with one gold bar awarded by the AIPP (Australian Institute of Professional Photography).

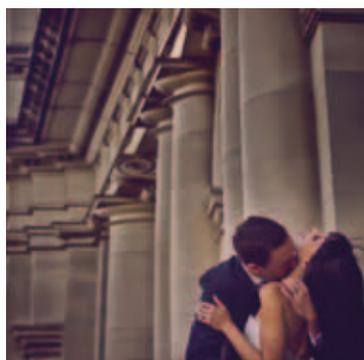
richardianson.com

DARREN JEW

NATURE & WILDLIFE

Darren has photographed the planet's landscapes and wildlife from Antarctica to Zambia over his 30-year career – on mountain peaks, desert plains and beneath the ocean's surface.

darrenjew.com



MORE
CANON MASTERS

GEORGES ANTONI

FASHION & ADVERTISING

Georges is part of a new guard in fashion photography. His polished aesthetic is a signature style all his own. His creative flair for concept creation and execution result in stunning images that are a little bit different, a little unworldly, and always impressive.

georgesantoni.com

YERVANT

DESTINATION WEDDINGS

Based in Melbourne, Yervant has become an international icon in the field of wedding photography with his signature style often being used as a benchmark.

yervantphotography.com

JONAS PETERSON

WEDDINGS

Jonas Peterson is one of the most sought after wedding photographers in the world. His simple, yet emotive approach to photography has made him one of the biggest names of wedding photography today.

jonaspeterson.com

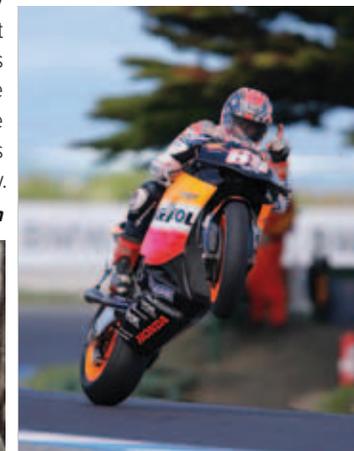


EUGENE TAN

SURF PHOTOGRAPHY

Eugene's niche is documenting the beach, from all angles. He swims with his camera amongst waves – all kinds, from tiny Bondi to rogue Hawaii. Out of the ocean he flies in helicopters above, searching for unique angles capturing every day beach life.

aquabumps.com

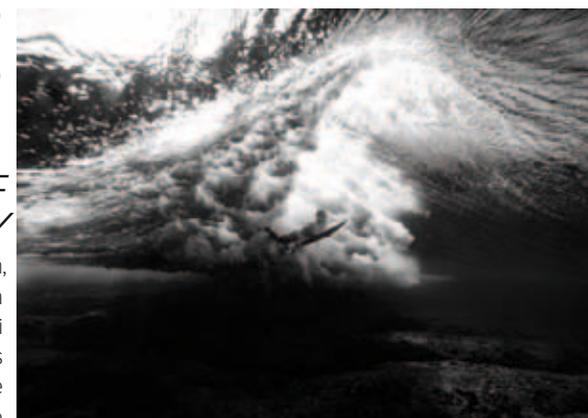


MARK HORSBURGH

MOTORSPORTS

Mark is regarded as one of the world's leading sports photographers, specialising in the high-speed world of motorsport.

edgephotographics.com.au

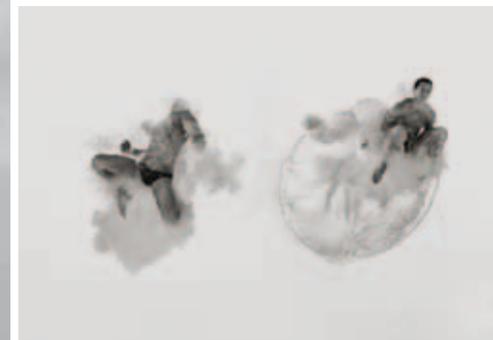


CANON APPA AWARDS 2013

SEE THEM LIVE AT THE DIGITAL SHOW

Canon is the major sponsor of the APPA Awards (Australian Professional Photography Awards), which will be judged live at The Digital Show with results, including a major prize worth \$20,000, to be announced on Monday 16th September 2013. This year marks the 37th year for the competition.

Featuring Australia and New Zealand's best professional photographers, there is fierce competition across a myriad of categories from fashion to advertising to documentary. Entrants must submit four images (of primarily commissioned work) for detailed scrutiny by the expert panel of judges. >



The major winner receives the title of *Canon AIPP Australian Professional Photographer of the Year* and \$20,000 worth of Canon Professional equipment. All category-winning images are featured in an awards book.

Be sure to see the live judging across the three days of The Digital Show, here in Melbourne. You can also keep up to date through the Canon Australia Facebook page ([facebook.com/CanonAustralia](https://www.facebook.com/CanonAustralia)) and Twitter account (twitter.com/CanonAustralia). ■

appa.aippblog.com

Canon | **aipp**

AUSTRALIAN PROFESSIONAL
PHOTOGRAPHY AWARDS

LEFT | Untitled | EOS 1D Mark IV
ABOVE RIGHT | Untitled.
RIGHT | Untitled.
© Adam Pretty. 2012 Canon AIPP Australian
Professional Photographer of the Year

7 WAYS TO UNLEASH YOUR CREATIVITY



1. ZOOM WHILE SHOOTING

Might sound a little crazy for the uninitiated but this can be a fun and effective technique. Set a slightly longer exposure time and zoom your camera in or out after you have pushed the shutter button to capture the movement to give your shots a feeling of dynamism.



2. DELIBERATELY OVEREXPOSE

Sometimes it pays to break the rules about what you shouldn't do as well as what you should. Overexposing can give your shots a white burnt out background that can put more focus on a colourful or dark subject in the foreground, making this a fun technique to experiment with.



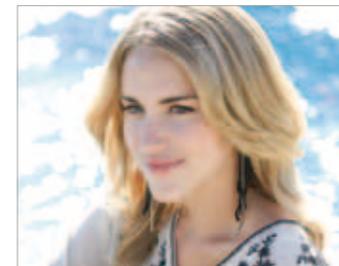
3. EXPERIMENT WITH LENSES

Want to look at the world from a different perspective? A new creative lens may be what you need to see your world differently. Fish eye lenses put a very different spin on the world in front of you. A tilt-shift lens can make things like architecture appear more in-scale or put a complete twist on reality by making things look miniature. Even changing between portrait, telephoto and wide-angle lenses can add whole new dimensions to your photos.



4. SHOW YOUR WHITE BALANCE WHO'S BOSS

Getting the colour in your photos correct can be a challenge in itself sometimes. That said, actively using the 'wrong' pre-set white balance setting can add some interesting effects to your images. If you have a Kelvin setting on your DSLR you can make extreme adjustments to the 'temperature' of your photos, making them very cool and blue or very warm and golden.



5. PLAY WITH THE FLASH

A dedicated flash unit is even more of a creative tool in the modern era of super high ISO DSLR cameras that can already almost see in the dark. Using one in darker conditions has some advantages and allows you to get a well-exposed shot but they can also be used in full light. Fill flash can remove some shadows from a subject's face, for example if they have a hat on in the sun. Bounce flash allows you to get more subtle and natural lighting. The possibilities are almost endless – so get out and experiment for yourself.



6. GO OLD SCHOOL AND GO GRAINY

While over-filtered photos via your phones have been over done on social media, you hold the power to make your own filters in your DSLR or advanced compact. Sending the ISO into overdrive and shooting in monochrome or sepia (most often on compacts) can give you the grainy look from days gone by. Big difference is that you will be able to make large prints, true to your vision, due to the high resolution you captured them in compared to the resolution captured on your phone.



7. BRING YOUR PHOTOS TO LIFE

Give your images a new artistic dimension by printing, framing and displaying them in unique and creative ways. Canon's PIXMA printers gives you a range of choices from standard size photo prints up to A3+ prints from the PIXMA PRO range. If you want to go even further, photoPICO allows you to get your images printed in high definition calendars, canvases, photo books and more.

DO MORE WITH WHAT YOU SEE BY *SUBVERTING THE RULES* AND GETTING CREATIVE WITH YOUR CAMERA TECHNIQUE. USING DIFFERENT LENSES, DELIBERATELY OVEREXPOSING AND MESSING WITH WHITE BALANCE AND FLASH ALL HAVE THE POTENTIAL TO UNLOCK NEW CREATIVE POSSIBILITIES. ■

Canon



ALL IT NEEDS IS YOUR IMAGINATION

EOS 700D

POWERFUL

- Excels in low light with an ISO range of 100-12800 (expandable to 25600)
- Captures smooth Full HD movies with Canon's Stepping Motor lenses
- Shoots at high-speed, up to 5 frames per second

CREATIVITY

- Put a new spin on your ideas with 7 Creative Filters
- Automatically uses the right settings for your shot with Special Scene Modes
- Enjoy touch-focus and touch-shutter with the Vari-Angle Touch Screen

no one sees it like you

NEW IN THE WORLD OF CANON

INTRODUCING THE LATEST CANON PRODUCTS TO HIT THE SHELVES.

CANON EOS 70D

TAKE MORE CONTROL AND GET MORE CREATIVE WITH THE EOS 70D

Perfect for enthusiast photographers looking to get more involved in the photographic process, the EOS 70D's groundbreaking Dual Pixel CMOS AF system delivers AF performance in Live View mode similar to shooting through the viewfinder, enabling faster AF acquisition, exceptional tracking performance and smooth AF during movie shooting. It also combines powerful creative features with wireless sharing functionality for a highly responsive, all-purpose camera.

- Dual Pixel CMOS AF – a world first enabling smooth, high-speed focusing and exceptional tracking performance in live view
- 20.2 megapixel CMOS sensor for crystal clear, colour rich images
- Built-in Wi-Fi for remote shooting, printing and sharing
- Advanced control options for the more experienced photographer to take control of their vision



CANON EOS 100D

SET YOUR CREATIVITY FREE WITH THE WORLD'S SMALLEST AND LIGHTEST APS-C DSLR CAMERA*

With the EOS 100D, you can enjoy all the benefits that a creative DSLR has to offer, in a compact and lightweight body. The camera includes all the advanced features you want from a DSLR without the size to weigh you down. Now you can explore your creative potential with a camera that doesn't get in the way.

- 18 Megapixel; clear and colourful images
- ISO 100-12800 (expandable to 25600) for amazing low light capability
- 4 fps so you can catch that fleeting shot
- 7 creative filters to get your creative juices flowing

CANON EOS 70D

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- Advanced control options for the more experienced photographer to take control of their vision



CANON POWERSHOT G16 AND POWERSHOT S120

SHOOT FOR THE STARS WITH THE MOST POWERFUL COMPACT CAMERAS YET

13 years of experience in making advanced compact cameras is expressed in these two new high performance compact cameras. Separated by size and sharpness of lens with the same powerful core, these cameras are a formidable choice for the budding hobbyist or seasoned professional alike. If speed, low-light capability and advanced manual control are what you are looking for you only need to decide which one you prefer.

RAPID SPEED

- f/1.8-2.8 lens on the G16 – super bright and fast for low light and beautiful colours through the whole zoom range

- f/1.8 lens on the S120 – super bright and fast for low light and beautiful colours
- Both shoot up to 12.1 fps nonstop until the card is full – fastest in Canon compact history

LOW LIGHT FUNCTIONALITY

- Star mode - beautiful images of starry skies can now be taken with ease
- Advanced DiGIC 6 and 12.1 megapixel 1/1.7 type sensor come together for Canon's highest level HS SYSTEM with brilliant colour rendition and dynamic range in all light conditions

ADVANCED CONTROLS

- Background blur function – further enhanced bokeh for creative portraits
- Advanced Full HD movies with Fine Detail Movie processing
- Wi-Fi – for instant sharing
- Hybrid Auto - bring your still photos to life with 4 seconds of movie footage to capture the scene just before you take a photo



CANON POWERSHOT S200

A COMPACT KICK-START TO YOUR CREATIVE JOURNEY

The PowerShot S200 has a range of manual functions and Wi-Fi for instant sharing of the beautiful and creative photos you will be able to take.

- Clear and bright f/2.0 lens
- HS SYSTEM – 10.1 megapixel CCD sensor and DiGIC 5 – for clear and colourful images
- Wi-Fi – for instant sharing
- ECO mode - New power saving mode extending battery life up to 30%
- HD movies - great for sharing online



PIXMA MG7160

THE MOST CONNECTED PRINTER EVER PRODUCED BY CANON

The PIXMA MG7160 is a sleek and compact package that is able to produce photo lab quality prints with an array of creative features and with the most extensive range of connectivity features available.

- Fastest in class print speeds 15.0 ipm Black / 10.0 ipm Colour
- Best quality prints 9600 X 2400 dpi printing
- Auto double sided printing
- Wi-Fi and Ethernet direct print and scan from any device
- CD / DVD printing
- Print more, save more with XL inks



NOW YOU CAN
TAKE IT ALL IN
EOS 6D



Canon

no one sees it like you

WHAT A TRIP

JAKE SALYERS ON WINNING A DREAM-COME-TRUE PHOTOGRAPHIC EXPEDITION.

WINNING THE 2012 TRAVEL PHOTOGRAPHY SCHOLARSHIP SPONSORED BY NATIONAL GEOGRAPHIC CHANNEL AND WORLDNOMADS.COM WAS A CAREER-MAKING EXPERIENCE FOR AMERICAN PHOTOGRAPHER AND FILMMAKER JAKE SALYERS. NOT ONLY DID SALYERS GET TO SHOOT ON LOCATION IN OMAN WITH RENOWNED WILDLIFE PHOTOGRAPHER JASON EDWARDS, HE ALSO GOT A NEW CANON EOS 6D TO PLAY WITH.

Salyers, a snapper from Atlanta, Georgia, had his passion for photography ignited when his parents gave him his first DSLR camera for his 21st birthday, in anticipation of an upcoming study abroad semester in Tanzania.

“While travelling through Tanzania, I saw great beauty alongside great poverty. After being overwhelmed with sadness for this poverty all around me and guilt for my own good fortune, I started to turn my lens on what I saw. Since then, nothing has changed my life more than travel and photography,” says Salyers.

In Tanzania, Jake learned the story of East Africa’s slave trade, which lasted until the 1920s. Over the course of several weeks, Jake filmed interviews with both former slaves and slave owners

in the small coastal town of Bagamoyo. With no previous training, he crafted a documentary based on these interviews, revealing how a formerly divided town had come to peace with itself. From then on, his film and photography projects have been largely self-driven, a way to reveal the marginal and the forgotten people and stories to others.

“While studying, I’ve spent the past few years living and working in Fiji and South Africa, attempting to embed myself within cultures very different from my own. Each time, I’ve tried to learn and share what life is like for these communities. Photography has revealed itself to me as a way to share stories few would’ve noticed otherwise.” >



Salyers won the 2012 Travel Photography Scholarship with his series “The Spaza Life”, which documented youth from a small, impoverished community in Cape Town, South Africa, and their love of Spaza, a form of Xhosa township hip-hop. Using natural light to its best advantage and letting the moment speak for and of itself were key to the success of Jake’s images.

On the eight-day trip to Oman, courtesy of Peregrine Adventures and Oman Tourism, Jake and Jason explored the

country’s stunning landscapes, from the historic mosques of Muscat, to remote canyon villages and rugged desert terrain by 4WD. It was a rare opportunity for the aspiring photographer to learn the ropes from a globally renowned *National Geographic* photographer and find out why Oman is both the Arabia of Aladdin’s dreams and a modern society. ■

See more of Jake’s work at jakesalyers.com

“
**THROUGH THE VIEWFINDER,
 I DISCOVERED HOW TO
 LEVERAGE MY PRIVILEGE TO
 HELP OTHERS.**
 ”

CANON EOS 6D ON LOCATION

“When I first learned that I had won the Canon 6D in the World Nomads Photography scholarship contest, I was ecstatic. But already owning a Canon 5D Mark II, I thought it would be a great companion, not a replacement, to my main camera. However, once I got my hands on it and started to put it through its paces, the 6D really showed its worth as a full frame camera.”

“The camera just feels great in the hands and handled adverse conditions with aplomb. Combined with the great L series lenses of Canon, the 6D’s weather sealing survived a significant sand storm in Oman. But most importantly, the images that I returned with from that adventure were incredible. With a high range of recovery in both the highlights and the shadows, the 6D creates RAW images that are both dynamic and true to the scene. In its small package, the Canon 6D delivers oversized image quality and features. I did not want to put it down the whole trip.”



WORD ON THE STREET

AUSTRALIA'S TOP TECHNOLOGY, TRAVEL AND PHOTOGRAPHY REVIEWERS PUT OUR PRODUCTS THROUGH THEIR PACES AND HERE'S WHAT THEY HAD TO SAY.

POWERSHOT G1X

With unrivalled image quality, thanks to a genuine Canon developed 1.5 inch type 14.3 Megapixel High Sensitivity CMOS Sensor, the G1X delivers professional results from a compact.

"In the PowerShot G1X, Canon has created a compact camera that behaves like a digital SLR...this camera is packed with options – 4.5/5."
JEN DUDLEY-NICHOLSON, THE HERALD SUN



POWERSHOT SX280 HS

Super versatile 20x zoom with ZoomPlus technology to double high quality shooting up to 40x.

"The PowerShot SX280 HS is powerful, compact and versatile, with a host of features tailored specifically towards the needs of travellers."
JOANNA HALL, ULTIMATE TRAVEL MAGAZINE



POWERSHOT D20

The waterproof, shockproof, freezeproof D20 has a dual pane anti fog lens for crystal clear shots in all weather conditions.

"Put through its paces in surf or snow, the attractive aqua and black, 12 megapixels PowerShot is superb in its simplicity, seamlessly focusing and refocusing as you zoom in and out and eliminating unsteadiness."
SCOTT PODMORE, THE AUSTRALIAN

EOS 6D

This 20 megapixel camera is Canon's entry into full-frame digital photography featuring Wi-Fi connectivity with smartphones through an EOS app.

"An excellent camera for Canon users who are looking to step up into the world of full-frame photography, the 6D delivers great photo and video quality, as well as effective Wi-Fi."
LEXY SAWIDES, CNET AUSTRALIA



POWERSHOT SX50 HS

This advanced 50x optical zoom camera sits at the top of the Canon's Super Zoom compact range.

"Canon's new PowerShot SX50 HS has an amazing 50X zoom equivalent to 24-1200mm in old 35mm camera terms."
AUSTRALIAN MACWORLD



BINOCULARS IN FOCUS

BRING
THE WORLD
CLOSER
TO YOU.

WHETHER YOU WANT TO USE YOUR BINOCULARS FOR TRAVELLING, BIRD WATCHING, SAILING, HUNTING, HIKING OR WATCHING SPORTS AND NATURE, CANON WILL BRING THE WORLD CLOSER TO YOU.

With the broad range of high-performance binoculars that Canon has to offer, you can find a pair of binoculars that best suits your needs. Each model is designed to deliver the highest standards of optical and mechanical performance.

10 X 42 L IS WP

The first waterproof binocular to incorporate Canon's exclusive image stabilizer technology. Built-in high quality L series optics, featuring 2 ultra-low Dispersion lens elements, deliver excellent correction for light distortion. Exceptionally bright viewing, even in low light.



8 X 25 IS

World's smallest and lightest Image Stabilizer binoculars.



18 X 50 IS

The high-magnification weather-resistant binoculars with built-in Image Stabilizer. Designed for professionals and uncompromising enthusiasts, these high-magnification binoculars incorporate innovative technologies that set a new standard of performance.



12 X 36 IS II

High power 12x binoculars with built-in Image Stabilizer.



SWEEPING THE AWARDS

CANON WINS 5 TIPA AND 3 EISA AWARDS

2013 ONCE AGAIN SAW CANON RECEIVE A SLEW OF MAJOR AWARDS FROM BOTH THE TECHNICAL IMAGE PRESS ASSOCIATION (TIPA) AND THE EUROPEAN IMAGING AND SOUND ASSOCIATION (EISA).

"Winning five of the world's most respected awards across still-image, video and printing products is a proud achievement for Canon and testament to more than 75 years of dedication to quality imaging," says Jason McLean, Director – Canon Consumer Imaging, Canon Australia.



ABOUT THE TIPA AWARDS

Held every year since 1991, the TIPA Awards recognise the best photo and imaging products announced during the previous 12 months based on such criteria as innovativeness, use of leading-edge technologies, design, and ease of use. In 1992, Canon took home its first TIPA accolade for the EOS 100 SLR camera and, over 21 separate occasions since then, has been honoured with TIPA awards for a total of 65 products and technologies.



BEST DSLR EXPERT IN 2013

CANON EOS 6D

The Canon EOS 6D was recognised for "melding consumer-oriented features with a very advanced set of options". Employing a 20.2 megapixel 35mm full-frame CMOS sensor, the 6D not only achieves the world's smallest, lightest body among DSLR cameras equipped with a 35mm full-frame sensor, but also delivers "excellent quality at its highest 'native' ISO of 25,600 and beyond." Realising superior ease of use, the 6D includes such functions as a 'Q button' that, once pushed, opens a screen menu displaying often used controls, making for a "very pleasing and fast shooting experience".



BEST DSLR ENTRY LEVEL IN 2013

CANON EOS 100D

The Canon EOS 100D features a "very portable and lightweight body," creating an "attractive option" for users seeking DSLR operability and access to Canon's wide range of interchangeable EF lenses. Supporting high image quality even in low-light settings, the camera's APS-C-size approximately 18.0 megapixel CMOS sensor offers an ISO range of 100–12,800 for still images and 100–6,400 for video, while the Hybrid CMOS AF II makes possible accurate focus tracking during Live View shooting.



BEST VIDEO DSLR IN 2013

CANON EOS-1D C

The Canon EOS-1D C was recognised for its 35mm full-frame approximately 18.0 megapixel CMOS sensor that enables the capture of not only 4K (4,096 x 2,160 pixels) and Full HD (1,920 x 1,080 pixels) video, but also high-quality still images, "making it an extremely versatile camera for today's pro shooters." Part of Canon's Cinema EOS System line-up of cinematography products, the TIPA panel noted that the EOS-1D C is "geared towards film and TV production" as well as specialty work.

BEST PROFESSIONAL DSLR LENS IN 2013

CANON EF24-70MM F/2.8L II USM

The Canon EF24-70mm f/2.8L II USM delivers exceptional image quality as well as enhanced durability and reliability thanks to its improved dust sealing and water resistance. Comprising 18 elements in 13 groups, the lens utilises a Super UD and two UD lens elements as well as two types of aspherical elements, making possible high-resolution, high-contrast imaging performance across the entire zoom range. The TIPA jury also commended the EF24-70mm f/2.8L II USM's optimised lens coatings, which help to minimise the occurrence of ghosting, and ring-type USM and high-speed CPU with optimized AF algorithms, enabling "silent and fast auto-focusing performance".

BEST EXPERT PHOTO PRINTER IN 2013

CANON PIXIMA PRO-10

The Canon PIXMA PRO-10 inkjet printer supports wireless connectivity, and features the ten-colour LUCIA ink system that, working together with the Chroma Optimizer, helps eliminate bronzing and ensure a uniform gloss finish. The professional-use printer features a rear tray and rear manual feed slot that accommodates heavy-grade paper, while its 7,680 4-picoliter-size nozzles deliver a high-resolution performance of up to 4,800 x 2,400 dots per inch for both colour and monochrome output.

EUROPEAN IMAGING & SOUND ASSOCIATION (EISA) AWARDS

CANON ALSO WON THREE KEY AWARDS AT THE EISA AWARDS FOR 2013-2014. HERE'S WHAT THE JUDGES SAID:



EUROPEAN PROFESSIONAL LENS 2013-2014

CANON EF 200-400MM F4L IS USM EXTENDER 1.4X

"A great sensation for the optical world, this super telephoto full-frame stabilised zoom lens opens a new era for professional optics. The Canon EF 200-400mm F4L IS USM Extender 1.4x has a built-in teleconverter, that allows the photographer to switch to extended focal lengths in just a second... its ultimate optical quality guarantees uncompromised results for sport and wildlife photography."



EUROPEAN SLR CAMERA 2013-2014

CANON EOS 100D

"The Canon EOS 100D is the world's smallest and lightest APS-C Digital SLR. As a reflex camera, it offers a very high level of performance, and it is compatible with the accessories and lenses of the EOS family, even though some of the lenses will look big when attached to this tiny model. The miniaturised body will appeal to those looking for a small, lightweight and portable camera that still affords the user the controls needed for creative photography. A collection of automatic modes, and touch-screen operation, make the camera very easy to use for those new to photography, but the 18-million-pixel sensor still produces top-level image quality."



EUROPEAN ADVANCED SLR CAMERA 2013-2014

CANON EOS 6D

"The Canon EOS 6D offers many of the features and benefits of Canon's professional full-frame bodies, but at a much more accessible price. Some features even out-class those of the company's EOS 5D Mk III, such as the camera's AF performance in low light conditions – it is both faster and more effective in darker situations. With the full-frame benefits of low noise, expanded exposure latitude and high dynamic range, the EOS 6D also offers a shutter delay of only 47 ms and a continuous shooting frame rate of 4.5fps for up to 1250 pictures. The EOS 6D is the smallest Canon full-frame camera and, with Wi-Fi and GPS, makes a great choice for enthusiast photographers."





OTHER FEATURES TO LOOK OUT FOR AND THE CANON CAMERAS THAT HAVE THEM:

- Do you need Wi-Fi?
Try the SX280 HS or SX510 HS.
- Do you need in camera GPS?
The SX280 HS is your best bet.
- Do you want full manual control?
Choose from the SX50 HS, SX510 HS, SX280 HS or SX170 IS.
- Is Full HD video important to you?
These models have what you need: SX50 HS, SX510 HS, SX280 HS.
- Hang around your neck?
The SX50 HS, SX510 HS and SX170 IS are all easily portable.
- Fit in your pocket?
The SX280 HS is your go-to camera.

ON THE ROAD *SUPER* *ZOOM RANGE*



THE ULTIMATE TRAVEL COMPANION

Travel photography conjures up thoughts of epic black and white portraits of people from distant lands and rolling landscapes but for most of us it means documenting a great family holiday or the exploration of a new city. How then do you decide what camera to take with you?

If your trip is going to revolve around photography and the size and weight of your gear – not to mention your bank balance – is of little concern, then a DSLR and several lenses would be a wise choice. Regular travellers, who just want to document their trip and are

concerned about the aforementioned issues, would be hard pressed to look past one of the highly versatile Canon Super Zoom compact cameras in the PowerShot SX range.

WHY A SUPER ZOOM CAMERA?

A Super Zoom is a versatile option for a general photographer who never knows what situation they'll be in. The Canon SX series has a range of camera sizes and focal lengths from wide-angle 24mm equivalent up to the enormous 1200mm equivalent and everything in between. They also have a special feature called ZoomPlus that doubles the effective optical

zoom range, still with high image quality, making them even more versatile.

SIZE AND WEIGHT

Even the most extensive zoom in the Canon range, the PowerShot SX50 HS, is a light camera that can be hung around your neck for most adventures. This camera has a zoom range of 50x, or the equivalent a 24mm-1200mm lens in 35mm speak, equal to being able to see things for many kilometres in the real world. If this is not to your liking you can look at the SX280 HS, which has a 20x zoom in a super compact body.

OPEN A BOX OF INSPIRATION

CANON'S HUGE POPULAR PHOTO5 COMPETITION HAS INSPIRED THOUSANDS OF PEOPLE OVER THE PAST SEVEN YEARS TO CREATE PHOTOS WITH ASTONISHING RESULTS. THE DIGITAL SHOW 2013 WILL PLAY HOST TO A SPECIAL 'PHOTO5 LIVE' WITH MAJOR PRIZE PACKAGES ON OFFER.

Photo5 is the photography competition unlike any other. Five briefs placed in a simple brown box, used to inspire a stunning variety of creative images, each entry as unique as its creator. Because when it comes to creative photography, no one sees it like you.

HOW IT WORKS

2013 participants who entered all 5 briefs from the previous year could automatically register to receive the current year's box. Those who were entering for the first time had to submit a photograph based on the open brief – this year's topic was put out to the Canon community to create "The People's Brief" which was selected to be 'Reflections'.

Those who submitted had the chance to get their hands on one of the limited Photo5 boxes that contained the remaining 4 briefs. Entering all 5 briefs will have a competitor in the running for the Portfolio Competition, where there is an additional reward for the photographer with the best set of 5 photos.

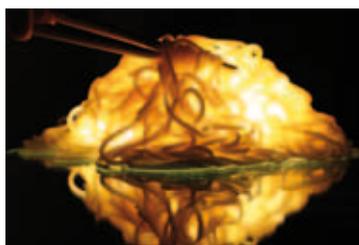
The official Photo5 box contains five carefully crafted briefs that typically centre on an item and photography technique.

Participants are given a set amount of time to create their entries to brief and submit them to Canon. Entries are then judged by an all-star line-up of Australian and New Zealand Canon Masters – photographers at the top of their field.

To keep up with the current competition go to canon.com.au/photo5

LIVE AT THE DIGITAL SHOW 3 DAYS. 5 CHALLENGES. INFINITE POTENTIAL.

The Photo5 competition is happening LIVE at the Digital Show in a special fast-paced format. Five photographic challenge briefs featuring a specific prop and photography technique will be posed over the three days of the show. Turn to page 69 to find out more details on how you can get your hands on part of the \$24,000 of Canon prizes up for grabs.



WINNERS FROM PHOTO5 2012 COMPETITION



VERSATILE & COMPACT CINEMATIC STORYTELLING EOS C100

Low light sensitivity / Log gamma /
EF lense compatibility

The EF mount EOS C100 delivers the highly sought after, Canon organic cinematic look, through the deployment of the same award winning Canon Super 35mm Sensor and DiGiC DV III Image Processor, made popular by the well-known bigger brother, the EOS C300.

For more information visit:
canon.com.au/Professional/Cinema-EOS/EOS-C100



no one sees it like you

CANON C300 TO STAR IN RON HOWARD'S UPCOMING FORMULA ONE BIOPIC, RUSH.

In November 2011, Canon introduced the Cinema EOS System to the movie-making world. The Cinema EOS System was built in conjunction with some of the film industry's biggest names, creating a camera system that was a synergy of Canon's long history of innovation and the specific requirements of the filmmakers themselves.

Canon had already earned accolades in the entertainment industry for the EOS 5D Mark II DSLR, launched in November 2008, and the EOS 7D, which have been used in the production of blockbuster Hollywood motion pictures and hit television programs such as *The Avengers* and *House*.

Canon's Cinema EOS System, which offers compatibility with Canon's wide array of high-performance EF lenses, provides cinematographers with a range of unprecedented creative possibilities to ensure that no story is left untold.

Ron Howard's latest motion blockbuster, *Rush*, tells the story of the aggressive competitiveness of Niki Lauda and James Hunt during the 1976 Formula One season. Australia's very own Chris Hemsworth plays James Hunt, a party boy living life on the edge, in an action packed biopic.

Howard told *FILM AND DIGITAL TIMES* that the crew used C300s on the film set every day and were impressed by their performance.

Cinematographer Anthony Dodd Mantle, who also shot *Slumdog Millionaire* and *127 Hours*, used Canon's Cinema EOS C300 to capture some of the all-important F1 action.

"Anthony has used Canon equipment a lot over the years... he's a very cool, progressive cinematographer," said Howard. "He wanted to use the Canon C300s for our movie because of the efficiency, the size, and the flexibility of the equipment. We wound up using the C300 a lot. We had four C300s on the movie and used them every day and they were great."

Whether you're an accomplished filmmaker or a budding home videographer, there's a wide range of Canon gear that can help you make great movies, from the LEGRIA personal and hobbyist range all the way up to the Professional grade Cinema System and the EOS C500. Check out more of Canon's videography range at canon.com.au.

Rush opens in cinemas nationally on October 3rd.



PIXIMA PRO PRINTERS

WHAT THE CRITICS SAID

WITH AN ARRAY OF POWERFUL SOFTWARE AT YOUR DISPOSAL, THE PIXIMA PRO RANGE WILL INSPIRE AND IMPRESS WITH EVERY PRINT. WITH THE ABILITY TO PRINT STUNNING IMAGES IN A3+, THE PIXIMA PRO RANGE HAS THE PERFECT PRINTER TO MATCH YOUR PASSION FOR PHOTOGRAPHY.



PIXIMA PRO-1

An A3+ Photo Printer with 12-ink system that delivers professional quality results. New pigment-based inks and Chroma Optimizer add uniform glossiness, an expanded colour gamut and enhanced density of black to prints.

"This is simply the best pigment ink printer we have tested. We have produced consistent output with no annoying and costly mismatch of monitor and print. The prints should have a very long, fade-free life. Highly recommended."
TERRY LANE, FAIRFAX (THE AGE)

PIXIMA PRO-10

An exceptional 10-ink system with professional LUCIA pigment inks delivers images with stable, accurate colours, uniform glossiness and reduced graininess.

"If only a few words could be used to describe Canon PIXMA's PRO-10, they would be versatility, print quality, good value and low running costs."
TREVERN DAWES, CAMERA MAGAZINE



PIXIMA PRO-100

For professional prints at home, the PRO-100 is feature-rich with wide media choice and connectivity that will deliver exhibition quality prints for years to come. The 8-ink dye-based system with 3 monochrome inks produces stunning quality, vibrant prints in colour and monochrome up to A3+.

"Superb prints, remarkable price. Colours are rich, deep and luminous. Detail resolution is superb, particularly the rendering of subtle, fine detail in shadows and highlights."
TERRY LANE, FAIRFAX (THE AGE)

“

I BELIEVE THAT A PHOTOGRAPH DOESN'T TRULY EXIST UNTIL IT'S IN PRINT. MY CANON PIXMA PRINTER IS THEREFORE A VERY IMPORTANT PART OF MY CREATIVE PROCESS. I KNOW ONCE I HAVE AN IMAGE I LIKE ON SCREEN, ALL I HAVE TO DO IS TURN ON THE PRINTER AND I CAN LET ITS TECHNOLOGY HELP ME MAKE THE FINEST PRINTS POSSIBLE.

Jackie Ranken. Canon Master.

”

DISCOVER THE FREEDOM OF WI-FI PRINTING

STAY CONNECTED AND KEEP PRINTING SIMPLE WITH PIXMA, PRINT FROM ALL YOUR CONNECTED DEVICES.

CANON HAS ONCE AGAIN TAKEN QUALITY AND EASE TO A WHOLE NEW LEVEL WITH THE PIXMA LINE OF WIRELESS ALL-IN-ONE PRINTERS.

These stylish printers, with built-in Wi-Fi capabilities, provide users with a myriad of options to accommodate printing needs. Connect to and print from your laptop, tablet, smart phone or even your digital camera for fast, easy wireless printing from almost anywhere in the home or office.

CANON EASY PHOTO PRINT AND PIXMA PRINTING SOLUTIONS APPS.

Canon Easy Photo Print App, (available to download on Apple, Android and Windows) and the PIXMA Print Solutions App (available to download on Apple and Android) for tablets and smartphones will not only enable you to print your photos and documents wirelessly from your mobile device, but also scan to them too! This is a useful tool for keeping copies of your travel documents or passport on your tablet or smart phone.

APPLE AIR PRINT

If you own any Apple product, Apple AirPrint will find and connect to your PIXMA printer wirelessly without any printer drivers. This makes it simple to print web pages, emails, documents and photos from almost anywhere in the home or office on any of your Apple products, no matter if its your iPhone, iPad, iPod, MacBook or iMac. Now there is no need to change what you are using to print.

GOOGLE CLOUD PRINT

Google Cloud Print will enable you to print to your PIXMA printer no matter where you are! Unlike the conventional way of printing using the computer, Google Cloud Print is a brand new technology that connects your printer directly to the internet and allows you to print without installing a driver on your device. This makes printing from anywhere now as simple as sending an email, perfect for working on the go and a fun way to share with family and friends who live far away.



EXACTLY
AS YOU ENVISIONED
PIXMA PRO RANGE
Professional prints in-house



Canon

no one sees it like you



ONLINE PHOTO ALBUMS ARE TERRIFIC FOR SHARING PHOTOS FAST AND EASILY, PARTICULARLY WITH FRIENDS IN FAR PLACES, BUT SOMETIMES YOU JUST WANT TO SHARE SOMETHING MORE TANGIBLE THAT WILL LAST BEYOND A FLEETING MOMENT. A GIFT FOR THE GRANDPARENTS PERHAPS, A STRIKING PIECE OF WALL ART OR A JOURNAL OF YOUR FAVORITE TRAVEL EXPERIENCE.

photoPICO gives you complete creative freedom to turn your photographs into custom-made albums, canvasses, calendars, enlargement prints and photo boards. Using free software, the photoPICO Designer, you arrange images and text however you like. It's easy to use and the results are really impressive. If layout isn't your strong suit, predesigned layouts can help you create professional looking results easily.

PHOTO BOOKS

Photobooks are a great way to preserve your photography, whether they're holiday memories or an important family celebration. Print your story on a choice of Canon 170gsm HD Satin or 270gsm HD Luster photo paper. There are multiple cover types and finishing options available.

WALL ART

Create impressive interior designs for the home or office with unique, ready to hang wall art including canvas, photo-boards and Acrylic products.

BRING YOUR MEMORIES TO LIFE WITH *PHOTOPICO*

PHOTOPICO IS A CREATIVE NEW WAY TO SHARE YOUR IMAGES

CANVAS

Re-discover canvas art. Premium canvas with a 300 thread count and tight weave cotton gives great results and is treated with scratch and fade protection.

PHOTO-BOARDS

Gallery quality mounted photo-boards are an impressive way to exhibit your photos. photo-boards are available in two finishes - Satin or Textured.

The textured finish photo-boards bring images to life and comes with an anodised metal frame that protects the edges. For a sleeker finish, have your images printed directly onto a satin aluminium photo-board that can be used indoors or outdoors.

ACRYLIC

Images are remarkably vibrant when printed on 4.5mm cast acrylic. This sturdy product resists warping and is waterproof, so it's suitable for internal or external usage and is easy to hang too.

PHOTO ENLARGEMENTS

Print High Definition Photo Enlargements and share your favorite photos in rich vibrant colour on a choice of 285gsm Chromajet Centurion Photo Silk or super heavyweight 308gsm Hahnemuhle Fine Art Photo Rag.

IT'S SO EASY TO GET STARTED

- Visit photopico.com.au and download the free software
- Use the software to select and design your product
- Upload and submit your order

TAKE ADVANTAGE OF OUR DIGITAL SHOW SPECIAL

- Use promo code **DIGSHOW15** at checkout to receive **15% off**
- Be sure to order by 30th October 2013 to take advantage of this exclusive offer



SET YOUR
CREATIVITY FREE
EOS 100D

The world's smallest and lightest APS-C DSLR,
all performance, no compromise.

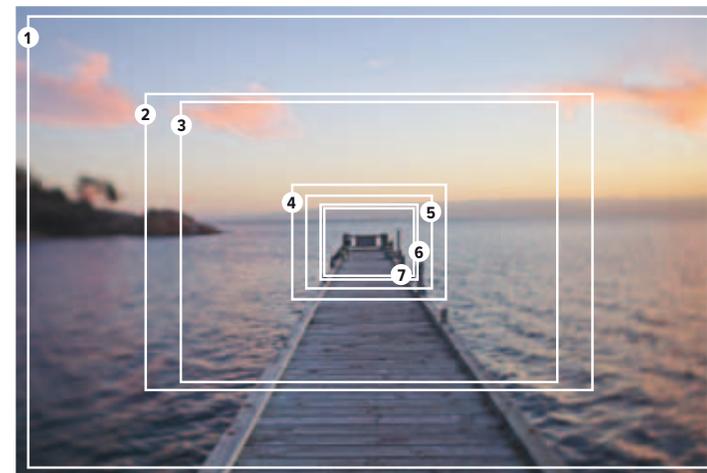


SIZE DOES MATTER
IT'S NOT ABOUT THE MEGAPIXELS!

THE IMAGING SENSOR IS THE COMPONENT IN A CAMERA THAT SOAKS UP THE LIGHT AFTER IT HAS PASSED THROUGH THE LENS.

Imaging sensors with a larger physical size do a much better job of soaking up the light rays than a smaller imaging sensor.

As a result, the larger the imaging sensor, the better the quality. This allows you to do far more with your image, such as cropping and enlarging sections of your photos without loss of resolution, and the ability to make large prints in high quality.



Above is an illustration of what each sensor could capture using the same lens

- ① **Full Frame 35mm (EOS 6D, EOS 5D Mark III, EOS 1DX):**
24mm X 36mm
- ② **ESOS APS-C (100D, 70D, 700D):**
22.2mm X 14.8mm
- ③ **Canon PowerShot G1X:**
18.7mm X 14mm
- ④ **Canon PowerShot G16/S120:**
7.6mm X 5.6mm
- ⑤ **Entry to midlevel IXUS/PowerShot:**
6.2mm X 4.6mm
- ⑥ **Samsung Galaxy S4:**
4.7mm X 3.5mm
- ⑦ **Apple iPhone 5:**
4.5mm X 3.4mm

*As at 1st March 2013

DO MORE WITH OUR NEW IMAGE MANAGEMENT SERVICE

EASY AS: MANAGE AND CONTROL YOUR IMAGE COLLECTION WITH CANON'S NEW IMAGE MANAGEMENT SERVICE.

If you're like most people, you probably take and share hundreds, if not thousands, of images on your camera, smartphone and other devices. All of these images can easily become scattered and lost across multiple devices and websites. Now, Canon has created a new way for you to take control of your image collection, quickly and easily.

INTRODUCING CANON'S IMAGE MANAGEMENT SERVICE

Canon's image management service helps you manage and control all of your images from anywhere, so that they're always there for you to experience or share.

SIMPLE TO USE

It's the easy way to manage your image collection, so you can always find what you are looking for. The intuitive interface presents your images in a way that is most meaningful to you. The intelligent auto-upload feature monitors bandwidth, allowing you to upload images, even while you sleep.

CONNECTED

Share all of your images and keep a record of their social media history forever.

BE INSPIRED

It's also a single place to help you enhance your skills and get the most out of your photography.

PUTS YOU IN CONTROL

All of your images are backed up securely and you can access them anytime, anywhere.

THE CANON DIFFERENCE

Anyone can offer image storage but Canon helps you organise and manage your images in an intuitive, meaningful way.

Canon has combined its imaging expertise and passion to create an online imaging service that matches the power of its cameras. So you can rest assured, your images will be safe and treated with integrity.

You get images complete with all of the important information attached to them, such as Exif data, Facebook comments and 'likes'. This gives you a master repository of all your originals and shared versions – all in one place – allowing you to stay in control of all the social interactions associated with each image.

It's a single, secure place that lets you get the most out of your images and it's available to everyone!

REGISTER TODAY FOR A *FREE TRIAL* AND A CHANCE TO WIN AN EOS 70D

Be among the first in Australia to trial our new image management service. Pre-register now and you'll automatically be entered into the draw to win a Canon EOS 70D.

Go to: canon.com.au/digitalshow



SEE WWW.CANON.COM.AU/DIGITALSHOW FOR FULL TERMS AND CONDITIONS. THE COMPETITION COMMENCES AT 10:00AM AEST ON 13/09/13 AND CLOSES AT 05:00PM AEST ON 15/09/13. THE PROMOTER IS CANON AUSTRALIA PTY LTD (ABN 66005 002 951)

For more information about this service, visit canon.com/manage

CANON *EF* LENSES

THE EYES OF THE *EOS* SYSTEM

ANY PHOTOGRAPHER WORTH THEIR SALT KNOWS IT IS NOT THE EQUIPMENT THAT MAKES A GREAT PHOTOGRAPHER. AT THE SAME TIME, ANY SKILLED PHOTOGRAPHER IS ALL TOO AWARE OF THE BENEFITS OF HAVING A DIVERSIFIED KIT OF LENSES AT THEIR DISPOSAL AS PART OF THEIR EOS SYSTEM.

The original EOS camera system was introduced to the world in 1987. At its heart was the EF lens mount, connecting lenses to the camera body in a fully electronic way for the first time.

In 2013, Canon celebrated the cumulative production milestone of 90 million interchangeable EF lenses – 26 years since the launch of Canon's EOS camera system and the EF lens mount.

Today, there are more than 60 EF lenses available, with focal lengths ranging from 8mm to 800mm and a range of specialist macro, tilt and shift and fisheye models for amateurs up to the professional grade L series lenses.

Matching advances in camera technology, EF lenses continue to evolve, including the introduction of leading technologies such as Diffraction Optics and Subwavelength Structure

Coating to suppress and prevent the effect of reflections off digital camera sensors. The EF-S lens mount has been developed to take advantage of the compact APS-C sensor size of cameras such as the EOS 700D, EOS 70D and EOS 7D, paving the way for a new range of compact, lightweight and high-quality lenses. Smaller and lighter again are the EF-M lenses, purpose built for the EOS M compact system camera.



FIRST, DECIDE ON WHAT TYPES OF PHOTOGRAPHY YOU ARE MOST INTERESTED IN. THIS WILL ALLOW YOU TO NARROW DOWN THE LENSES THAT WILL HELP YOU GET THE BEST OUT OF YOUR CREATIVE VISION.

SPORTS AND WILDLIFE

For sports and wildlife photography, two factors are paramount: reach and speed. Whether you're shooting lions on the Serengeti or weekend football players in the park, you'll need a lens that gets up close yet allows you to keep your distance. Generally speaking, you should be looking at telephoto lenses between the 100mm–300mm focal length range. By speed, we mean lenses that focus quickly and transmit enough light to allow for very fast shutter speeds.

TRY WITH:

EF 70-300mm f/4-5.6L IS USM
EF 70-200mm f/2.8L IS II USM

PORTRAIT PHOTOGRAPHY

The best portraits are those that approximate our human interpretation of faces. In terms of focal length, that means anything between 50mm and 100mm. A wide-angle lens will accentuate extremities such as noses and ears. Telephoto lenses will flatten the face into something two-dimensional and uninspiring. Beyond focal length, a key consideration is maximum aperture. Wider apertures allow you to achieve finer depth-of-field. Distracting background detail is blurred and the focal

point of your photograph – the subject's face – remains in sharp focus.

TRY WITH:

EF 40mm f/2.8 STM
EF 50mm f/1.4 USM

LANDSCAPES

A wide-angle lens will allow you to get more of the scene into your photo while also giving a greater sense of depth and distance. Aim for a focal length between 17mm and 24mm, taking into account the crop factor for your camera. Most landscape photography requires a large depth-of-field to get as much of the scene as possible into focus. This means that typically, you do not require a large maximum aperture. What you do require is high quality optics to capture tiny details in your scene.

TRY WITH:

EF-S 10-22mm f/3.5-4.5 USM
EF 16-35mm f/2.8L II USM

MACRO

Macro lenses allow you to capture tiny objects at life-size. The main factor to consider when choosing a macro lens is the focal length. Shorter focal lengths (50mm–60mm) provide a wider field of view, which means you will typically be

capturing more background detail in the image. Since you need to get right up close to your subject at these focal lengths, your working distance will be shorter. Medium or telephoto (90mm–180mm) macro lenses limit your field of view so that the subject can take up the entire frame. You can shoot from a greater distance – useful when photographing skittish insects.

TRY WITH:

EF-S 60mm f/2.8 Macro USM
EF 100mm f/2.8L Macro IS USM

ARCHITECTURE AND INTERIORS

Perspective distortion is a common problem when photographing buildings. The lines of a building tend to converge when photographed, resulting in a slightly skewed final image. A Tilt and Shift lens is a good solution. This is a specialist lens that allows you to shift the lens axis away from the centre of the frame. The vertical edges remain parallel, achieving the same effect as specialist view cameras. Another benefit is that the field of view is much wider than would be possible using a normal lens of the same focal length.

TRY WITH:

EF TS-E 17mm f/4 L (Tilt Shift)
EF TS-E 90mm f/2.8 (Tilt Shift)

CHOOSE THE *RIGHT* LENS
DIFFERENT SITUATIONS, *UNIQUE SOLUTIONS*

ADVANCED TECHNOLOGY SUPERIOR IMAGES

WHAT SETS THE EF LENS RANGE APART? INNOVATION. CANON HAS BEEN PURSUING THE PERFECT LENS FOR MORE THAN SIX DECADES. THIS PURSUIT HAS GENERATED A RAFT OF PIONEERING TECHNOLOGIES, THE VERY BEST OF WHICH ARE FOUND IN TODAY'S LINE-UP.

ASPHERICAL LENSES

Canon was the first company to introduce aspherical elements for SLR lenses to counteract the problem of spherical aberration. These special elements play an integral part in delivering the corner-to-corner sharpness and clarity of top performers in the EF range.

DIFFRACTIVE OPTICS

Canon is the first and only company in the world to incorporate a Diffractive Optical (DO) element into an interchangeable SLR lens. This approach produces outstanding image quality, but these lenses are significantly lighter and smaller than similar conventional lenses.

ULTRASONIC MOTOR

The Ultrasonic Motor (USM) was introduced with the Canon EF 300mm f/2.8L USM lens in 1987. Silent and accurate, USM technology powers the rapid auto focusing performance of almost every current EF lens.

IMAGE STABILIZER

Pioneered by Canon in 1995, Image Stabilizer technology uses gyro sensors to detect and compensate for unwanted camera shake. Today's IS systems allow photographers to shoot up to 5 stops slower with no increase in blur. Since the image is stabilised within the lens instead of the camera, the IS system can be optimised for each model. What's more, the auto focus system has a steady image to work with and the photographer gets a steady image through the viewfinder.

FLUORITE AND UD LENS ELEMENTS

Fluorite crystal and Ultra-low Dispersion (UD) glass elements combat chromatic aberration or 'fringing'. By virtue of their special diffraction properties, these materials keep colours accurate and contrast high.

LENS COATINGS

Light reflected off lens elements and the image sensor can cause ghosting (secondary images) and flare to appear in images. Canon's Super Spectra coating absorbs light rather than reflecting it. The new Subwavelength structure coating (SWC) goes one step further, effectively eliminating the cause of problematic reflections to ensure crisp, undistorted images.

CANON'S SUBWAVELENGTH STRUCTURE (SWC)

Canon's Subwavelength Structure (SWC) anti-reflective coating is what is known as a biomimetic technology – mimicking a phenomenon found in nature. Working at the nanoscale, the SWC coating is inspired by features found within the eyes of moths.

FLUORINE COATING

In 2010 Canon introduced a new coating for lenses elements. Using Fluorine with its tight molecule bond, this new coating provides a tough antistatic surface that prevents dust and water from clinging to any exposed lens elements ensuring easier cleaning.

STEPPING MOTOR LENSES

A challenge of shooting high definition video with EOS cameras has been achieving continuous autofocus. In response, new Canon EF, EF-S and EF-M lenses now offer a stepping motor (STM) drive, designed to deliver smooth and quiet continuous AF during video shooting when paired with the Movie Servo AF feature on select EOS cameras.

LEARN MORE: Go to canon.com.au, speak to Canon staff at The Digital Show or head into your local retailer to get a "hands on" with the Canon EF lenses.



TO ZOOM OR NOT TO ZOOM

ZOOM LENSES OFFER SEVERAL FOCAL LENGTHS WITHIN A SINGLE LENS. NON-ZOOM OR 'PRIME' LENSES PROVIDE A SINGLE, FIXED FOCAL LENGTH. EACH HAS ITS ADVANTAGES.

ZOOM LENSES

The big benefit of a zoom lens is convenience. You can shoot wide or at longer focal lengths without having to change your lens, which is important if you are shooting a time sensitive subject. Having several focal lengths in one package also reduces the amount of equipment you'll need to carry.

FIXED LENSES

Fixed lenses generally offer a wider maximum aperture. You can shoot in lower light, or use faster shutter speeds when photographing action. If you like to shoot portraits, the shallow depth-of-field offered by fixed focal length lenses should be considered. Because they generally use fewer pieces of glass, fixed lenses are often sharper than their zoom counterparts at equivalent focal lengths.

TAKE YOUR PHOTOGRAPHY TO THE *NEXT LEVEL* WITH THE CANON ACADEMY

The Academy is a unique partnership between Canon Australia and URCREATIVE, Australia's largest specialist photographic education provider.

Canon Australia partnered with URCREATIVE, after a number of years of development; tailoring courses and outcomes to suit a mutual philosophy of nurturing creativity through community.

Partnering with URCREATIVE ensures the authenticity of the education and lets each specialist do what they do best.

Whether a beginner, advanced, intermediate or budding professional, The Canon Academy provides high quality courses, materials, delivery and assessment processes to ensure you reach your creative potential.

Doing a course puts you in touch with passionate professionals and like minded students who all contribute to your creative journey. Seeing your potential and unlocking technical and creative road blocks maximises your hardware investment and adds so much to your own photographic goals.

As a student of The Canon Academy you have access to the best learning management system available.

The Canon Academy specialises in both face to face and E-Learning models with a range of workshops from one-day beginners to advanced level 4 and 5 week part-time courses and extended E-Learning courses.

The Canon Academy has all your photographic educational and equipment needs covered. The Canon Academy has numerous sites around Australia and a world wide E-Learning platform catering to student's needs and circumstances.

In its first twelve months the Canon Academy has educated in excess of 1000 students with some now working in the profession, others having already exhibited and most reaching a level they never thought possible.

A marriage of the best photographic hardware with the best photographic education and working together to provide the client a seamless and quality end to end imaging journey is the cornerstone of this unique and successful partnership.

“OUR STATUS AS THE SOUTHERN HEMISPHERE'S MOST RESPECTED AND LARGEST PROVIDER OF SHORT COURSE PHOTOGRAPHY DOES NOT COME BY CHANCE. OUR TEAM OF COURSE DEVELOPERS AND TUTORS ARE HIGHLY SKILLED AND DEDICATED PROFESSIONALS WHOSE FOCUS IS ABOUT YOUR CREATIVITY AND THE CRAFT OF PHOTOGRAPHY.”

Call 1300 64 66 44
canon.com.au/academy

THE CANON ACADEMY

IT'S ALL ABOUT YOU AND YOUR CREATIVITY WITH PHOTOGRAPHY

The Canon Academy offers a portfolio of intensive, practical and inspiring face to face photography courses at locations Australia wide. eLearning courses are also available in New Zealand.

The Canon Academy courses are suitable for the beginner through to individuals seeking to enhance current skills and those wanting a career change.

Our courses have been developed by industry professionals who bring years of experience and successful practice to the learning environment.



SUPER SPECIAL OFFER

FOR DIGITAL SHOW ATTENDEES ONLY!

ALL CANON ACADEMY COURSES
10% OFF

THE CANON ACADEMY TEAM ARE ON HAND TO ANSWER YOUR QUESTIONS AND DISCUSS YOUR COURSE OPTIONS

SECURE YOUR PLACE TODAY AND SAVE



Call 1300 64 66 44 Visit www.canon.com.au/academy



*Use voucher code 'DIGISHOW2013' to receive your discount.

CANON IN *EDUCATION*

FROM DIGITAL CAMERAS AND VIDEO CAMERAS TO PRINTERS AND PROJECTORS, CANON HAS A RANGE OF PRODUCTS THAT CAN INSPIRE STUDENTS IN THE CLASSROOM.

For parents, students and teachers, Canon has a huge range of great products that can enhance learning experiences.

Canon understands that continuously finding ways to engage students can be a challenge. We recognise that the use of technology and imagery in the classroom is key to the education process, inspiring students to learn and grow.

In recent years, we have seen the impact Canon has had in the classroom in schools across the country and feedback from teachers was that there were improved learning outcomes, students were happier and more engaged and that using Canon provided the opportunity to explore different types of learning.

Canon has a wide range of imaging solutions from capture to output to suit the needs of any school. From digital cameras to video cameras, calculators to projectors, all with the quality and reliability you associate with Canon.

WILD FOR DESIGN

A Year 8 Visual Arts unit, 'Animals', was brought to life at Queenwood School for Girls in Sydney's Mosman. Using the Canon PIXMA printer, students created poster images and bags of their work. Students who were otherwise un-interested in the process of design became motivated and stimulated. In fact, the teacher said that three students who had not shown any interest in art previously, expressed a desire to continue with art as an elective as a direct result of the output.

THINKING INSIDE THE BOX

At Hills Grammar School in Kenthurst, Sydney, students participated in the Photo5 challenge, which is designed to inspire creative thinking and outcomes. Students received a box of objects for them to photograph using Canon EOS DSLR cameras. It's amazing how a simple object and students' unique points of views can inspire such a vast array of amazing, creative images.



IN TEACHING TERMS, *THIS IS AS GOOD AS IT GETS* – DEFINITELY A CAREER HIGHLIGHT.

Queenwood School for Girls, Art & Design teacher



IMAGINE THE
POSSIBILITIES
WITH CANON IN
EDUCATION



Canon

no one sees it like you

HISTORY OF CANON

30's 40's 50's 60's 70's 80's 90's 00's 10's 20's

1933

Precision Optical Instruments Laboratory established



Kwankon

1934

Kwanon camera prototype developed

1936



Hansa Canon camera introduced
Hansa Canon 35mm focal-planes-shutter camera

1937

Precision Optical Industry Co. Ltd. founded

1940

Indirect X-ray camera developed

1947

Company name changed to Canon Camera Co. Inc.

1955

New York branch office opened

1957

Sole European distributor, Canon Europa established

1961

Canonet camera introduced

Canonet



1964

Canola 130 calculator introduced
Canola 130, world's first 10-key electronic calculator

1967

'Cameras in the right hand, business machines in the left' business slogan established

1969

Company name changed to Canon Inc.

1970

NP-1100 copying machine introduced
PPC-1 mask aligner introduced
NP-1100, Japan's first plain paper copying machine



1976



AE-1 SLR camera introduced
AE-1, the world's first SLR camera with a built-in micro computer

1979

LBP-10 laser printer introduced
LBP-10, the world's first laser printer with a semiconductor laser



1982

PC-10/20 personal copying machine introduced
PC-10/20, the world's first personal copying machine with an all-in-one cartridge system



1985

BJ-80 Inkjet printer introduced
BJ-80, the world's first inkjet printer using Bubble Jet technology



The original EOS system introduced

1987

CLC-1 digital full-color copying machine introduced

1988

Corporate philosophy of *kyosei* introduced with the company's second inauguration

1990

Toner cartridge collection and recycling program launched



1996

PowerShot ELPH (IXUS in some regions) introduced



2000

iR series introduced
imageRUNNER iR3250 office multifunction device



2002

EOS-1Ds digital SLR camera introduced
EOS 1Ds professional digital SLR camera



2006

imagePROGRAF iPF9000 printer introduced
imagePROGRAF iPF9000 large format inkjet printer

2007

imagePRESS C7000VP digital production printing system introduced

2008

EOS 5D Mark II introduced

2009

imageRUNNER ADVANCED series introduced
imageRUNNER ADVANCE office multifunction device



EOS C300 digital cinema camera



2012

EOS C300 and EOS 5D Mark III introduced

EOS 5D Mark III digital SLR camera



TODAY

CANON CAMERA GLOSSARY

A FEW IMPORTANT CANON DSLR TERMS

AE

Abbreviation for auto exposure. This key feature automatically sets the aperture and shutter speed.

AE LOCK

During AE shooting, you can lock the aperture and shutter speed settings. With AE lock, you can use the same aperture and shutter speed even if you change the composition or even if the light changes. When you press the shutter button halfway, AE lock and AF lock take effect.

AF LOCK

During autofocus, you can lock the focus and change the composition while the point of focus remains the same. This is also called focus lock. When you press the shutter button halfway, AE lock and AF lock take effect.

AI FOCUS AF

The camera switches automatically from One-Shot AF to AI SERVO AF when necessary. See also: One-shot AF.

AI SERVO AF

AF mode for continuous autofocusing on a moving subject. This mode predicts the next movement of the subject so that the focus is correct when you take the picture. Also referred to as: predictive AF.

A-DEP

Automatic depth of field mode ensures that the important areas in your photograph are in focus by selecting the nearest and furthest objects you want to be sharp.

APERTURE-PRIORITY – AV MODE

An AE mode that enables the user to set the aperture while the camera sets the shutter speed automatically to obtain a correct exposure. It is effective for adjusting the depth of field.

BASIC ZONE

Any of the following preset modes on a camera: Portrait, Landscape, close-up, sports & night scene modes.

CREATIVE LENSES

These are lenses that play with perspective of a shot. They are all about painting a different reality to the way the human eye sees the world. Examples of creative lenses are, Macro, Fish Eye and Tilt Shift lenses.

DEPTH-OF-FIELD PREVIEW

A feature that enables you to see the depth of field through the viewfinder. You can see what's sharp and not sharp.

DIGITAL PHOTO PROFESSIONAL SOFTWARE

Canon's RAW image processing, viewing and editing software.

FULL FRAME SENSOR

A sensor format that corresponds to the area of traditional 35mm film. Full-frame cameras have no focal length multiplier.

IMAGE BROWSER PROGRAM

Canon software that enables you to view and organise digital images. You can view thumbnails or enlarged images, change the order of images, select images to be saved, etc.

MANUAL MODE

A mode that enables the user to adjust both the aperture and shutter speed independently to achieve the desired result.

ONE-SHOT AF

AF mode that applies AF lock once focus is achieved. See also: focus, AF lock.

OPTICAL IMAGE STABILISER

Reduces motion blur in your images by counteracting camera shake during

handheld photography. Furthermore, with Optical Image Stabiliser in the lens, Canon can equip IS lens with the stabiliser it needs for effective shake correction. Other systems are limited by how far they can move an image sensor, and as a result their stabilisation is less effective as telephoto lengths get longer.

PICTURE STYLE

Picture Style is the name of image characteristics incorporated in current EOS DIGITAL cameras to process the image. By selecting the Picture Style to suit the subject or photographic expression, you can easily obtain the desired colour effects in the image. Six Picture Styles are provided in the camera: "Standard", "Portrait", "Landscape", "Neutral", "Faithful", and "Monochrome". You can also create your own Picture Styles. In the case of RAW images, you can use dedicated software to adjust the settings even after the picture is taken.

PROGRAM AE

AE (auto exposure) shooting mode where the camera sets both the aperture and shutter speed automatically based on the subject brightness.

SHUTTER SPEED-PRIORITY AE

An AE mode that enables the user to set the shutter speed while the camera sets the aperture automatically to obtain a correct exposure. It is effective for freezing or blurring the movement.

SPORTS MODE

This mode is for fast-moving objects when you want to freeze the action. It uses faster shutter speed combined with higher ISO setting.

TV MODE

Time value mode. This gives the photographer Shutter-priority.

YOUR CANON GUIDE TO

THE DIGITAL SHOW

2013



FREE PHOTOGRAPHY WALKING TOURS WITH CANON ACADEMY TUTORS

GET HANDS ON WITH THE NEW CANON EOS 70D AND LEARN ESSENTIAL TIPS AND TRICKS TO TAKE YOUR PHOTOGRAPHY FURTHER WITH THE CANON ACADEMY TUTORS ON CANON'S FREE PHOTOGRAPHY WALKING TOURS.

CANON WILL BE OFFERING FREE ONE-HOUR PHOTOGRAPHY WALKING TOURS OF THE GROUNDS AND AROUND THE EXHIBITION BUILDING ON EACH DAY OF THE DIGITAL SHOW WITH THE CANON ACADEMY TUTORS. TEST OUT THE LATEST GEAR WITH OUR EOS 70D CAMERAS AVAILABLE FOR LOAN ON A SINGLE WALKING TOUR.

Speak to us at the Canon Australia stand at The Digital Show or visit urcreativeonline.com/walkingtour to register for one of the FREE walking tours and reserve your EOS 70D. Make sure you bring a photo ID if you want to borrow one of our EOS 70Ds.

- Limit of one EOS 70D and one tour per person.
- The free photography walking tours will depart from the Canon Academy desk on:
 - Friday 13th September at 12pm, 2pm and 4pm
 - Saturday 14th September at 10am, 12pm, 2pm and 4pm
 - Sunday 15th September at 10am, 12pm, 2pm and 4pm

PLEASE ARRIVE 10 MINUTES PRIOR TO YOUR WALKING TOUR TO ENSURE YOU CAN CHECK IN.

SPACES ARE LIMITED SO
RESERVE YOUR SPOT **NOW**



CANON PHOTO5 LIVE COMPETITION!

PHOTO5 IS CANON'S OPEN-TO-ALL PHOTOGRAPHY COMPETITION THAT INSPIRES EVERYBODY TO CREATE AMAZING PHOTOGRAPHY. THIS HUGELY POPULAR COMPETITION IS NOW COMING TO MELBOURNE, HELD AT THE DIGITAL SHOW AS A LIVE EVENT.

In a fast paced, Photo5 format, five briefs over three days will challenge you to push your creative boundaries, using Melbourne's CBD as your photographic playground. Then, return and print your photos at the Canon stand within a few hours of the brief announcement to go in to win some seriously awesome prizes including 6D Premium Kits, PIXMA PRO-10s and Canon Academy courses.

The briefs will be announced in a staggered program with four running for only a single day, and one special brief, which will run the duration of the show.

CHALLENGE TIMES

BRIEF 1

Brief Announced: 10:30am Friday
Submissions Close: 2:45pm Friday
Winners Announced: 3:45pm Friday

BRIEF 2

Brief Announced: 10:30am Saturday
Submissions Close: 2:45pm Saturday
Winners Announced: 3:45pm Saturday

BRIEF 3

Brief Announced: 10:30am Saturday
Submissions Close: 2:45pm Saturday
Winners Announced: 3:45pm Saturday

BRIEF 4

Brief Announced: 10:30am Sunday
Submissions Close: 2:45pm Sunday
Winners Announced: 3:45pm Sunday

SPECIAL BRIEF

Brief Announced: 10:30am Friday
Submissions Close: 2:45pm Sunday
Winners Announced: 3:45pm Sunday



VISIT THE CANON SHOP FOR AMAZING DEALS AT THE DIGITAL SHOW ONLY

FOR 3 DAYS ONLY RECEIVE GREAT SHOW PRICES ON CANON'S RANGE OF SELECTED COMPACT CAMERAS, EOS DSLR'S, VIDEO CAMERAS, LENSES, PIXMA PRINTERS, ACCESSORIES AND BINOCULARS.



RECEIVE 10% OFF ALL CANON ACADEMY COURSES. AVAILABLE FOR DIGITAL SHOW ATTENDEES ONLY. USE VOUCHER CODE 'DIGISHOW2013' TO RECEIVE YOUR DISCOUNT.



RECEIVE 15% OFF YOUR FIRST PHOTOPICO ORDER. USE VOUCHER CODE 'DIGSHOW15' TO RECEIVE YOUR DISCOUNT.



FOR YOUR CHANCE TO WIN THE NEW CANON EOS 70D SINGLE LENS IS KIT WITH AN EF-S 18-55 IMAGE STABILISED STEPPING MOTOR (STM) LENS, SIMPLY REGISTER YOUR DETAILS AT THE CANON STAND. TO HEAR MORE ABOUT THE UPCOMING IMAGE MANAGEMENT SERVICE AND CANON NEWS & OFFERS, VISIT CANON.COM.AU/DIGITALSHOW AND REGISTER YOUR DETAILS THERE.



SEE CANON.COM.AU/DIGITALSHOW FOR FULL TERMS AND CONDITIONS. THE COMPETITION COMMENCES AT 10:00AM AEST ON 13/09/13 AND CLOSES AT 05:00PM AEST ON 15/09/13. THE PROMOTER IS CANON AUSTRALIA PTY LTD (ABN 66 005 002 951)

CANON THEATRE SCHEDULE

13, 14 & 15 SEPTEMBER

13

FRIDAY

Starting time

10.30

Photo5LIVE - Brief 1 & Special Brief Announced
ends 10.45

11.00

Workshop by Canon Master,
Steve Dupont

ends 12.00

12.15

Discover what's great
about **photoPICO**

ends 12.45

13.00

Introduction to Canon's new
image management service

ends 13.30

14.00

Workshop by Canon Master,
Steve Dupont

ends 15.00

15.15

Canon Academy
ends 15.45

15.45

**Photo5LIVE Brief 1
Winner** Announced

ends 16.00

16.30

Introduction to Canon's new
image management service

ends 17.00



SATURDAY

14

Starting time

10.30

Photo5LIVE - Brief 2 & 3 Announced
ends 10.45

11.00

Workshop by Canon Master,
Graham Monro

ends 12.00

12.15

Discover what's great
about **photoPICO**

ends 12.45

13.00

Introduction to Canon's new
image management service

ends 13.30

14.00

Workshop by Canon Master,
Graham Monro

ends 15.00

15.15

Canon Academy
ends 15.45

15.45

**Photo5LIVE Brief 2 & 3
Winners** Announced

ends 16.00

16.30

Introduction to Canon's new
image management service

ends 17.00

15

SUNDAY

Starting time

10.30

Photo5LIVE - Brief 4 Announced
ends 10.45

11.00

Workshop by Canon Master,
Jackie Ranken

ends 12.00

12.15

Discover what's great
about **photoPICO**

ends 12.45

13.00

Introduction to Canon's new
image management service

ends 13.30

14.00

Workshop by Canon Master,
Jackie Ranken

ends 15.00

15.15

Canon Academy
ends 15.45

15.45

**Photo5LIVE Brief 4 & Special
Brief Winners** Announced

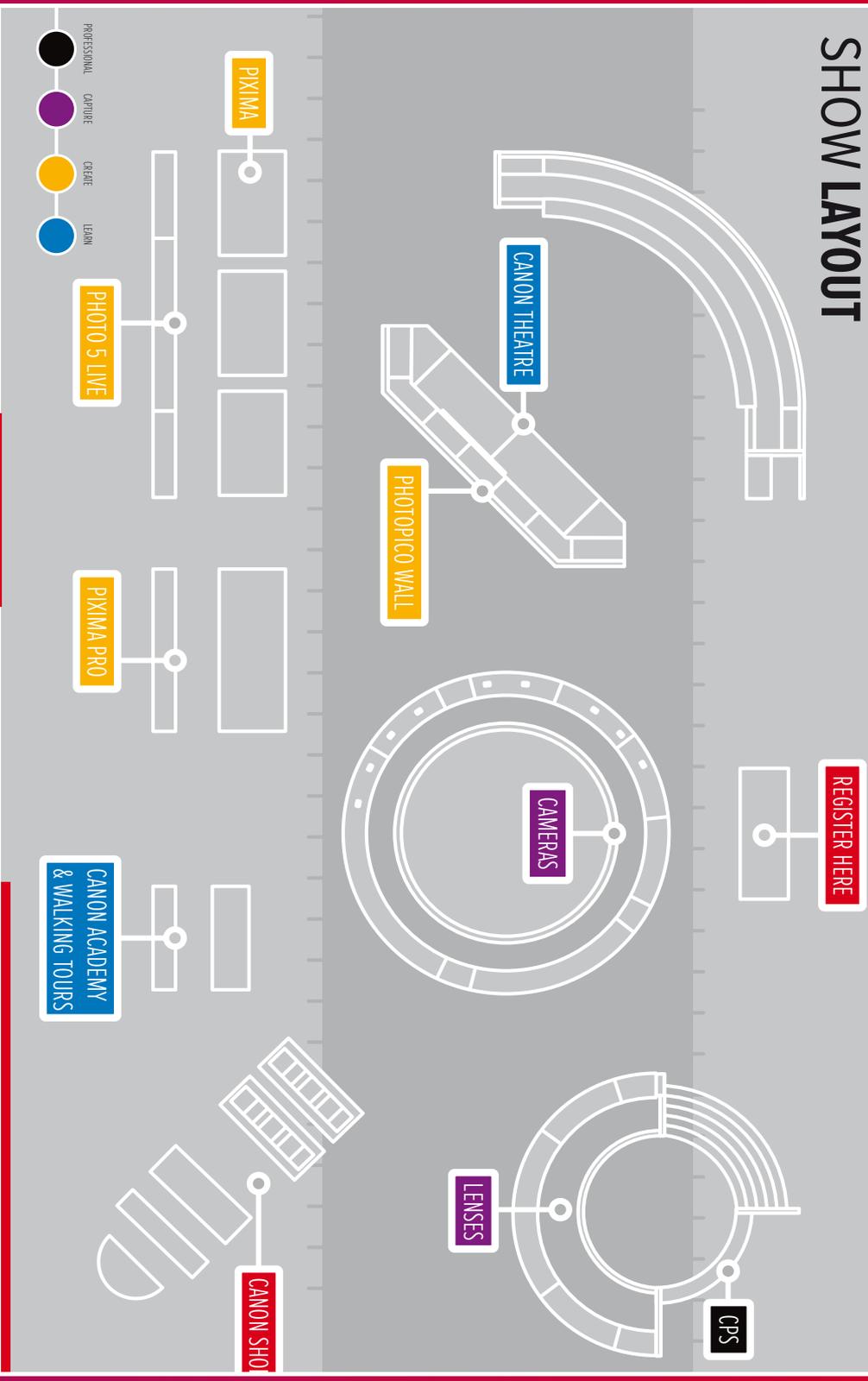
ends 16.00

16.30

Introduction to Canon's new
image management service

ends 17.00

SHOW LAYOUT



CANON CONTACTS

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