

CAPTURING THE IMAGERY OF THE WORLD



It is entirely true that many amateurs shoot pictures with their smartphones, because they are handy and the images are “good enough”. For some, shooting selfies to post on social media sites is their main priority. Canon cameras provide this convenience and much more.

Let’s take a look at a few great reasons how Canon camera functionalities extend far beyond what’s possible with a smartphone.

- The pixel sensor in a Canon SLR camera is about 25 times the size of the smartphone sensor.
- The digital SLR’s light gathering capability and ability to record good detail in bright areas and shadows are absolutely better.
- Photographic control & zoom features capture the real world.
- Mirrorless cameras offer a lightweight and compact alternative with the option of interchangeable lenses.
- With a variety of shooting modes, point and shoot cameras allow you to add creativity to your images.



Grainy B/W



Soft Focus



Fisheye Effect



Miniature Effect



Toy Camera Effect

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Mirrorless Cameras

Many features in this technology of compact mirrorless cameras will appeal to all users.

- Self portrait mode offers various shooting effects perfect for taking great selfies.
- NFC & WiFi allows users to seamlessly transfer pictures to their smartphone for quick and easy posting to social media sites.
- For those with the desire for better quality images, add on EF lenses to your mirrorless Canon camera.



Point & Shoot and SLR Cameras are still in demand

Price point, additional features and higher quality images than smartphones are motivating factors for many people who continue to redeem cameras in incentive programs.

- Point and shoot cameras offer a great value for capturing vacations, special occasions or for use as a startup camera for children.
- SLR and long zoom cameras are very much in demand for those moments in life where higher quality images are a must have.

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New ways to print from your smartphone & camera

Wi-fi printers have changed the way consumers print documents and pictures. Many printers have an app which allows users to send pictures to a different location via satellite. Canon printers offer a variety of printing options: Airprint™, Google Cloud Print, NFC, Mopria and the Canon Print App.

Why Canon is better

Canon is the only company to manufacture all their lenses, cameras, printers, video equipment, projectors, medical machines and large size printers. They make everything themselves and are always on the cutting edge, particularly in the medical and filmmaking fields. The technology of the Canon products is amazing. See for yourself how much better the world looks through a Canon camera.

