

# PROFESSIONAL SUPPORT

The importance of product support and service cannot be overstated in the world of professional imaging, which is why Canon is intensely committed to customer care. Canon has created lines of support to help ensure professionals not only gain a detailed understanding of their equipment, but also have access to a rich educational environment that can help expand creative techniques. Canon support also includes immediate expert help when professionals need it. Professional software tools, such as Canon’s Studio Solution, bring highly efficient, integrated workflows to a photographer’s business. The online Canon Digital Learning Center and Canon Live Learning seminars provide a robust network of information and bring together communities of professionals for shared knowledge. For equipment support, Canon Professional Services offers working professionals a wide range of expedited service solutions for almost any need that presents itself. No matter what Canon products they purchase, professional users can expect comprehensive, in-depth support of the highest caliber.

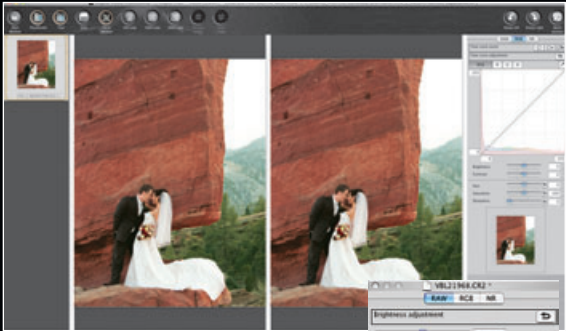
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# Digital Solutions for Professionals

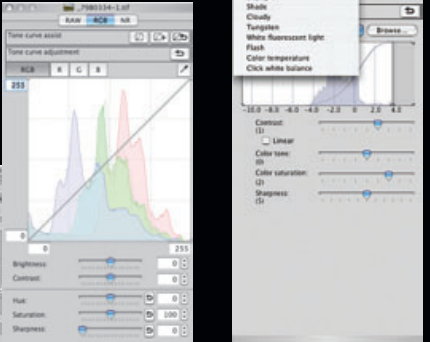
Professional Software Tools — Digital cameras capture images as digital data. Digital photography, therefore, benefits from computer software designed to enhance capture, processing and output. The Canon EOS System embraces a wide range of powerful software tools that provide advanced functions to aid the professional photographer.



Large Thumbnails View



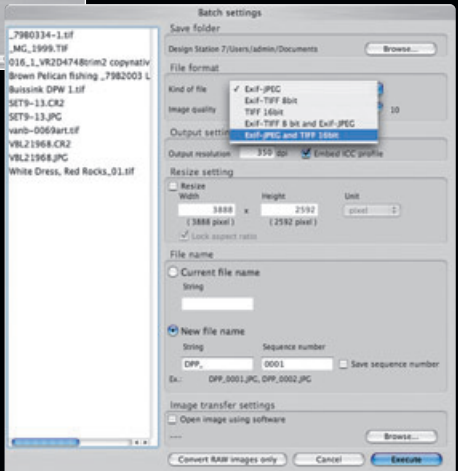
Comparison View



Picture Style



Stamp Tool



Batch Processing Window



## Digital Photo Professional

Canon Digital Photo Professional is a RAW image processing application featuring an innovatingly designed, dedicated data processing engine. It streamlines the workload of professional digital photographers by enabling high-speed RAW image processing and preview, with support for sRGB, Adobe RGB and Wide Gamut RGB color spaces. It provides excellent support for color-managed workflows, and provides numerous controls for exposure and color settings. It also includes a cropping tool, lens aberration correction tools, noise reduction, a navigation tool, CMYK printer simulation, batch conversion, multiple image download and image transfer to other photo applications.

## Live View Function

The EOS-1Ds Mark III, EOS-1D Mark IV, EOS 5D Mark II, EOS 7D and EOS 60D all offer Live View Function, which enables the image at the sensor to be displayed on a computer monitor in real time. With Canon EOS Utility software installed on the computer, the user can check and adjust focus and composition on the computer. The camera can even be fired remotely from the computer. Connection between the camera and computer can be via USB cable or, with the optional Wireless File Transmitter WFT-E2 II A, WFT-E2A, WFT-E4 II A, WFT-E4A, WFT-E5A or WFT-E3A via wireless LAN. The wireless option enables all Live View capabilities over a distance up to 492 feet (150m).\*



Live View Function is a powerful problem-solver that addresses all those situations in which it would be awkward, difficult, or impossible to shoot conventionally by looking through the viewfinder. Requested by numerous studio and remote sports photographers, the Canon Remote Live View Function enables EVF (electronic viewfinder) shooting via a wired or wirelessly connected computer. While viewing the real-time output from the camera's imaging sensor on a computer monitor, the photographer can perform numerous functions — such as check and adjust the focus using 5x and 10x magnification; check for moiré and false color; and verify composition, lighting and exposure — before remotely releasing the shutter via the computer.

## Original Data Security Kit OSK-E3

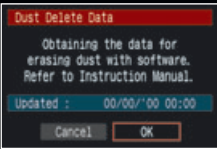
Canon's advanced data verification hardware/software kit consists of a USB card reader/writer, a dedicated Original Data Security Card, and software to be installed on a Windows computer. The system can verify the originality and integrity of image data. It can also identify specific data elements (image pixels, EXIF text, GPS info, etc.) that have been altered.



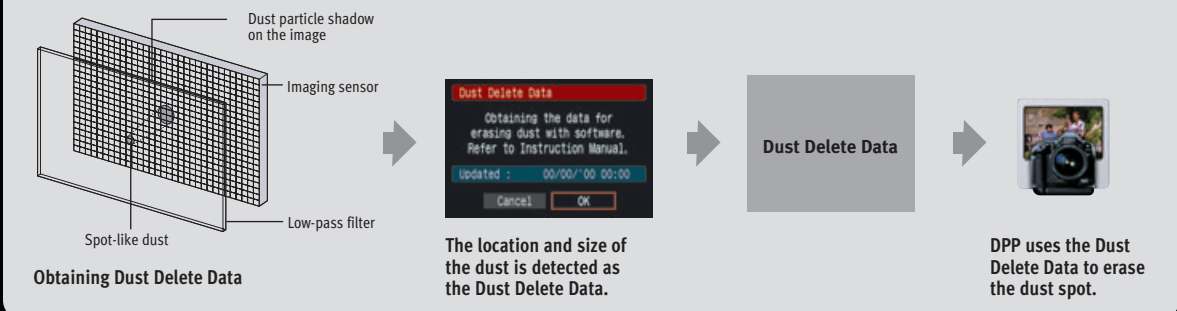
A feature in this version is encryption capability.\*\* Photographers can encrypt their image files to prevent unauthorized viewing or wireless theft. Encrypted images can be viewed only on personal computers on which the necessary OSK-E3 decoding engine has been installed.

## Dust Delete Function

By photographing a plain white card at infinity focus, the photographer can acquire data identifying the position of any dust particles on the sensor surface. This data is appended to the image file and can be used by Digital Photo Professional software to automatically erase dust spots. This unique system can be a tremendous time saver, especially for professional photographers who must shoot (and change lenses) in dusty environments. It greatly reduces time spent at the computer touching up images.



## Dust Delete Function



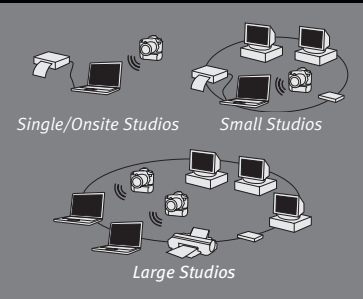
\* With no obstructions between the transmitting and receiving antennas, and no radio interference. With a large, high-performance antenna attached to the wireless LAN access point. \*\* Encryption possible with EOS-1Ds Mark III and EOS-1D Mark IV cameras only.

# Canon Studio Solution



Canon's Studio Solution combines the functions of many of the separate software applications typically used in a professional photo studio into a single, easy-to-use workflow application. Integrating all of your Canon hardware, image files, customer and business data, and studio management tools, your daily operations are all simplified and largely automated. Customer, employee and

image information are maintained in a central database for easy access and seamless integration. At every step along the way, Canon Studio Solution gives you full control while enabling you to build a seamlessly integrated, highly efficient business. Whether you are a one-person studio running the software on a single laptop computer or a larger enterprise with multiple employees and networked workstations, the workflow is streamlined, easy-to-use and professional, reducing business-related costs while maximizing sales and profit potential. Because the software is server-based, network-friendly and completely scalable, it will work with you as your business grows... enabling you to focus on what's truly important: your photography.



## Reception & Management

Because a high-powered relational SQL database engine is at the heart of Studio Solution, your important customer information is permanently linked to pertinent image, employee and calendar data for easy retrieval and reporting. In addition to basic contact information, the software can also keep track of your customers' birthdays, and can link family members. A powerful Calendar tool provides numerous useful views of your studio's schedule, while the automatic confirmation call reminder feature makes a calendar entry one day prior to the shoot so that your staff can contact customers to minimize no-shows.

Because Studio Solution keeps track of inventory and sales in addition to customer and employee data, it can generate powerful reports that you can use to analyze and streamline your business. Studio Solution also gives you, as system administrator, complete power over rights and permissions based on the roles you assign to your staff members. In this manner, you can fully control the studio workflow in a networked environment, assigning functionality as required for specific staff responsibilities.

## Shooting

Studio Solution enables direct tethered USB capture from your Canon EOS Digital SLR, enabling Live View shooting, via a computer monitor, or utilize a completely wireless workflow using a Canon Wireless File Transmitter (operating in FTP server mode) on the camera with a WiFi connection. You can also transfer image files from the camera by setting up a "hot folder" on your computer or network. Images captured on-location are easily imported into the Studio Solution library using a memory card reader. Imported images are automatically cataloged into the correct folder designated for the customer and job and become an integral part of your database. Studio Solution can then easily archive to hard drives, RAID arrays, servers or recordable media.



## Sales and Presentation

Studio Solution's powerful sales presentation tools allow you to convert your images into a profitable order of products and services. Whether viewed on a monitor or on a Canon REALiS projector, slide shows created in Studio Solution will present your images in the best possible light — in high resolution and with brilliant, accurate color. You can even add background music to enhance the viewing experience.

Studio Solution can even show how your customer's prints will look on different media, like on canvas or a matte surface, and how prints of different sizes might look in a room setting over a sofa or fireplace.

Studio Solution includes a comprehensive collection of attractive borders and templates that you can easily add to your images. You can simply choose one of the many supplied borders or templates, or you can use the Border Workshop, where you can start with an existing border, modify it as desired, then save it to the library for future reuse. Combinations of templates and backgrounds can be used to create value-added items, like sports trading cards or calendars using multipurpose captured images.

If you shoot your subjects in front of a green or blue screen, you can use Studio Solution's built-in chroma-keying features to quickly and easily add different backgrounds to your shots.

## Retouch

Most image adjustments and retouching, if required, are easily accomplished within Studio Solution using the Photo Workshop and Retouch Workshop tools, where selective and global retouching and cropping can be applied manually or automatically to repair blemishes, red eye and more. You, or a member of your staff, can perform the



most frequently needed corrections and enhancements — including background dropout on green screen shots — simply and without ever leaving the Studio Solution environment. If more complex work is needed, Studio Solution makes it easy to perform more advanced adjustments via a quick roundtrip visit to and from Adobe Photoshop® (available separately) without ever removing the image from your customer's database.



## Delivery

As you add products, services and various packages into the integrated shopping cart, Studio Solution then fully automates the ordering and delivery process for you as well. When using multiple printers, load sharing algorithms are used to make sure all available printers are used in the most efficient manner, avoiding long print job queues whenever possible, and automatically routing specialized orders to the appropriate device. Using Canon imagePROGRAF printers, Studio Solution even adds print nesting capability to effectively minimize the waste of paper, and maximize your profits. Built-in support for and routing to outside output service providers enable you to produce and sell products you cannot fulfill in-house. Studio Solution can then automatically generate and print detailed invoices that include all packages and additional products and services ordered, plus taxes and shipping costs as appropriate.



Studio Solution's easy and intuitive interface simplifies staff training requirements, and the cohesive modules lead you naturally and effortlessly from one step to the next, enabling you to manage a highly efficient, automated, profitable studio. And to ensure fast solutions if a problem does arise, live customer support is available toll-free. No matter the photographic enterprise, Studio Solution is tailor-made to streamline business so that photographers can focus on what they do best: taking pictures.

# Where Pros Go to Learn from Pros



Free, public, accessible 24/7, and increasingly optimized for mobile devices, the Canon Digital Learning Center (CDLC) is a vast resource where professionals at all levels can evolve and advance their skills. From information on a variety of Canon imaging equipment to tips on composition, lighting, video and printing techniques, CDLC informs and inspires, offering constructive tools that can help take any project from start to a polished finish. Deep, broad and driven by the expertise of professional contributors, the site celebrates both the art and science of imaging. Visit [usa.canon.com/dlc](http://usa.canon.com/dlc) to get started today.

## Resource Rich

The Shooter's Insight pages make an ideal starting point for exploring CDLC's rich trove of content. Each Shooter's Insight is a case study of how leading image-makers inter-



Shooter's Insight

face with Canon products in the field to achieve unique results. Via practical examples and invaluable advice straight from the front lines, professionals can learn how to select and use the right equipment and accessories to achieve a signature look in their own projects. Periodically updated content, such as Lens of the Month, puts the focus on a single Canon product, with access to complete specifications, features and capabilities, plus instructive interviews with professionals and photo galleries. Special features, such as the Tilt-Shift Lens project, add interactivity to provide in-depth explanations and demystify the

**User Viewpoint** "Awesome editorials! They make a very complex system (EOS 7D) manageable for new owners. I have been a filmmaker for over 30 years, and these sites are incredible." – Phil D.

operation and benefits of complex gear. CDLC multimedia resources answer questions, solve problems, and spark creativity.

## Tips and Techniques

Count on CDLC for instructions on making the most of Canon's professional equipment, from DSLRs and HD video cameras to large-format printers. Written by experts from around the globe, the articles include photographic examples, camera menu screen shots and, in some cases, embedded videos geared to helping photographers of all levels achieve spectacular results. The CDLC site is continually updated with content pros will find immediately useful – for example, the ins and outs of shooting holiday lights against dark backgrounds, the why and how of using back-button AF on EOS DSLRs, the features and benefits of file-based recording onto CF cards with the XF-series camcorders, or the correct setup procedures for imagePROGRAF printers.

## Product and Software Tutorials



On-camera Tutorial

Learn about Canon professional cameras, printing and video equipment through lessons and tutorials. Step-by-step video tutorials provide clear instruction on topics,



Tips & Techniques

Tilt-Shift Lenses: Special Feature

such as using Custom Modes, updating firmware, utilizing the integrated Speedlite transmitter, and cleaning the sensor with the dust removal feature on EOS DSLRs. Many videos can be viewed not only on computers but also on mobile devices and even on the rear LCD screens on Canon EOS DSLRs. Moreover, instruction is not limited to equipment-related topics. In-depth tutorials are available, for example, on using Canon DPP (Digital Photo Professional) software to process RAW images. Professional photographers can also learn how Canon's Studio Solution software can streamline their workflows and improve business efficiency.



## The Explorers of Light Program

The Canon Explorers of Light program has its home on the CDLC. Here, browse through over 60 galleries of the nation's greatest image makers – professionals who have earned the "Explorers of Light" distinction – and be inspired by some of the industry's most eye-catching and history-making photos, videos and short films. Read their biographies along with information on the techniques and the Canon equipment they used to create the work.



Explorers of Light: Gallery

## Cheat Sheets and White Papers

Canon QuickGuides are free tri-fold cheat sheets to download, print and store with equipment for quick reference to EOS cameras and accessories while shooting. Canon White Papers go beyond the manual to get professionals

**User Viewpoint** "The Canon 'On-Camera' video series for the new 60D is first class. Thoroughly well presented, clear and helpful step-by-step comments make it a pleasure to watch and listen. The bonus, of course, is gaining an early understanding of the wonderful options available on the 60D. Canon should more widely promote this excellent teaching aid. Congratulations and thanks!" – John T.

productive with their Canon equipment quickly. Find illuminating white papers on XF-series professional camcorder and EOS HD video workflow solutions, including methods for importing clips into various non-linear editing systems. Learn more about the key features, system enhancements, technologies, and accessories of EOS DSLR cameras.



Canon White Papers: Beyond the Manual

## Workshops and Classes

The CDLC is also the online home for Canon Live Learning (CLL) – workshops and seminars that provide dynamic learning opportunities for digital imaging professionals and enthusiasts. Those who seek to gain technical and creative expertise can find the calendar of offerings throughout the country, read course descriptions, register for workshops, and download class resources all from the CDLC.



## Sponsored Events Calendar

For those who want to go beyond online learning, the CDLC also hosts a Sponsored Events Calendar.



Sponsored Events Calendar

Professionals can browse through a comprehensive, nation-wide selection of trade shows, seminars, lectures and hands-on workshops that will broaden their horizons and offer valuable networking opportunities. The calendar can easily be customized by event type and location.

**User Viewpoint** "I have not even finished reading the site and I am sending a note of praise. I can certainly use the info you provided." – Tom O.

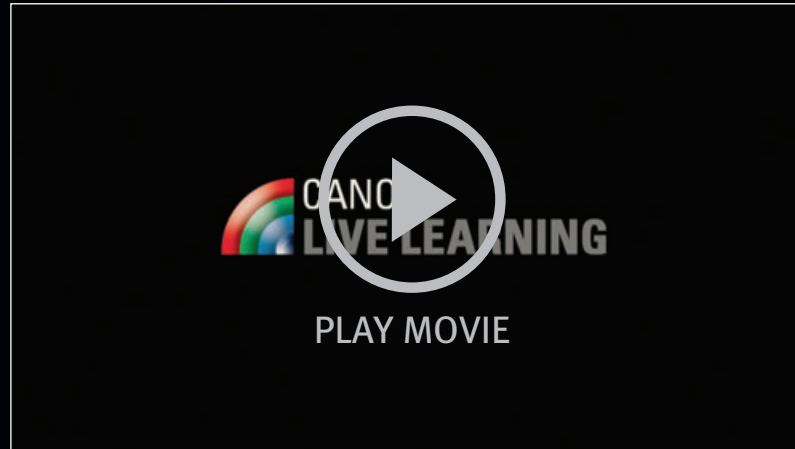
# Hands-on Learning From Industry Leaders



Canon Live Learning (CLL) is a unique educational opportunity for professionals and enthusiasts who currently use or are interested in using Canon EOS, printing and video products. Photographers, videographers, filmmakers and those working in the growing field of EOS HD video production will gain invaluable technical and creative expertise, in addition to an unparalleled opportunity to build their professional portfolios. High quality classes, seminars and workshops are conducted by the industry's leading photography and film professionals, including Canon Explorers of Light. Instruction is based on achieving results, and the latest Canon equipment is available for use. Workshops provide professional image makers and advanced amateurs with the tools they need to stay at the forefront of equipment and technique, and new professional offerings are always in development in light of emerging trends and technologies. Complete information on all CLL workshops and seminars is available online at [usa.canon.com/canonlivelearning](http://usa.canon.com/canonlivelearning).

## Why Learn with Canon?

Why do so many professionals and advanced amateurs choose CLL to hone their skills and gain imaging knowledge? Because Canon Live Learning is unique. Canon-centric and created with heavy input from users, the programs provide a targeted, high-level experience that attendees can trust will be an excellent use of their time. Students have the singular opportunity to not only try out the latest Canon imaging products but also discuss the finer points of gear selection with experienced industry experts. Visually stunning locations and the ability to experiment with a wide range of equipment facilitate the building of an impressive portfolio.

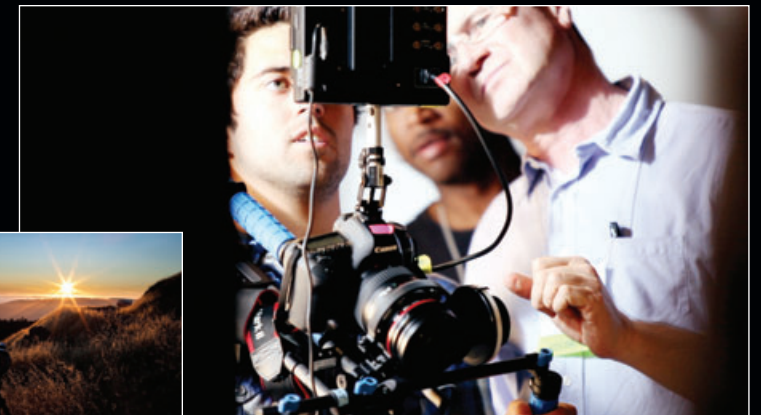


Canon Live Learning Behind the Scenes Video

The opportunity to meet and work with like-minded professionals and enthusiasts is a key benefit, as well, and attendees gain access to industry leaders, both as educators and as fellow students. Student-to-teacher ratios are ideal, and the energy generated by co-creating with leaders in the field is inspirational. Small-group hands-on workshops reinforce classroom lessons through practical experience. Attendees can choose from diverse topics, such as producing professional-quality films using EOS HD video or mastering creative lighting using Speedlite flashes. Whether students opt to gain general expertise or delve deeply into a specific interest, the experience they gain will make a solid impact on their goals and achievements.

## Professional Workshops: Enrichment, Understanding, Inspiration

All of the professional workshops are hands-on, intensive events designed for image-makers who seek mastery of their craft. They offer high-level instruction in a decidedly results-oriented environment. Unique workshops for content creators, for example, enable still photographers to gain the knowledge required to expand their professional offerings to the moving image. Expert instructors and industry professionals lead these two- and three-day programs that cover topics in depth through lectures, demonstrations, and hands-on labs. Workshops are



collaborative and practical, offering direct experience with equipment under the leadership of award-winning photographers and cinematographers. Balancing creative opportunity with technical understanding, these dynamic events quickly build skills that propel professional content creators into a world of artistic virtuosity. Participants will find out how industry leaders are forging new creative territory, crafting beautiful moving images that epitomize the practical application of the technology.

## The Enthusiast's Paths to New Expertise

### EOS Destination Workshops

For adventuresome knowledge seekers, EOS Destination Workshops offer learning at some of the country's most beautiful and exciting locations. Usually taught by elite Explorers of Light instructors, these events are intimate two- and three-day workshops that take the CLL experience into the field. Past locations have included Arches and Yosemite National Parks, surfing competitions in California, and the historic racetracks of Kentucky. Students will build their portfolios, improve their skills and be inspired by some of America's most stunning landscapes. They will shoot alongside Canon Explorers of Light and other renowned imaging experts, absorbing the

insights and techniques they share freely. Small classes limited to 16 attendees make it easy to get answers and develop skills amidst a highly dedicated group. An array of Canon camera bodies, lenses and accessories are available for attendees' use.

### EOS Immersion Seminars and Workshops

An intensive learning experience for photography enthusiasts, EOS Immersion Seminars and Workshops offer participants new levels of technical expertise and creative capability. Attendees can dedicate a day or a weekend to mastering the Canon EOS system, starting with Saturday seminars – live demonstrations and top-level instruction that explore the balance between technical knowledge and artistic vision. The learning process can be extended on Sunday with a small group of fellow enthusiast in a dynamic hands-on workshop, where Canon pros provide the benefit of their expertise and practical experience. Whether it is exploring HD video or better understanding the art of lighting, attendees will leave the workshop with new technical proficiency and creative awareness. These seminars and workshops are scheduled throughout the year in major U.S. cities from coast to coast. Those interested in attending can view a calendar of upcoming events online and choose a convenient date and location.



EOS Discovery Day (EDD) courses are an ideal introduction for beginners and amateurs who want to learn more about digital imaging and their EOS DSLRs. Held at local dealers, taught by Canon instructors, and with curriculum developed by Canon, these two- to three-hour seminars for EOS DSLR owners are swift and information-packed. EDD attendees walk away with a reference guide that is theirs to keep. Basic and Intermediate level courses illuminate essential concepts of photography, fundamental camera operation, lighting and exposure control, and the power of EF lenses and Speedlites in creating images. A new EDD addition, World of HD Video, familiarizes users with the dramatic possibilities of EOS HD video. For complete information and schedules, visit [usa.canon.com/discoveryday](http://usa.canon.com/discoveryday).

### Current course offerings include...

- Basic: Essential Functions of Your EOS Camera
- Intermediate: Creative Photography with the EOS System
- Basic: The World of HD Video with EOS DSLRs



# Professional Services



When a professional Image Maker needs support, Canon Professional Services is there. Offering Professional Support for the Working Professional, members can look to the CPS program for almost any need that presents itself. Members can expect hotline phone support, equipment evaluation loans, expedited and discounted service on repairs, onsite support at select shows, events and more. Canon Professional Services provides the support you need, when you need it. The CPS program features three levels of membership, offering a range of benefits tailored to your needs.

At the complimentary Silver level, you will receive:

- Access to CPS 24/7 (domestic and international) member hotline phone support, giving you quick and easy access to Canon authorized representatives that can answer questions and help you with membership questions, repair issues and technical advice.
- Expedited turnaround time on the length of your repair, as a professional Canon understands the importance of getting your equipment back to you quickly.

If you qualify for the Gold level (membership fee applies), you will receive:

- Access to the same CPS 24/7 exclusive hotline.
- Equipment evaluation loans – (Try before you buy)\*.
- Exclusive discount on your repairs.



- Expedited 3-day turnaround on the length of the repair.
- Access to service loaner equipment if your repair exceeds 3 days.
- 2 free clean and check service coupons.
- Discounted admission to Canon Live Learning seminars and workshops.

At the Platinum level (membership fee applies), you will receive the benefits included in the Gold level with:

- Priority access to the pool of evaluation equipment.\*
- Extensive discounts on the cost of your repairs.
- Expedited 2-day turnaround on the length of the repair.
- Service loaner equipment available upon receipt of your equipment.
- 6 free clean and check service coupons.

\* Subject to equipment availability.

Whether by telephone, in person, or via e-mail, CPS simply makes it faster for working professionals to get the support they need.

Find out more at [usa.canon.com/cps](http://usa.canon.com/cps)



Canon enjoys a special relationship with professional users of its products. It is a relationship built on trust – the earned reputation that Canon not only provides leading-edge tools for the job but also backs up that equipment with equally preeminent reliability, service, and support. From pace-setting technology to industry-leading response times, Canon U.S.A. prides itself in delivering complete customer satisfaction.

### National Service Network

The Marketing Engineering Technology Center (METC) maintains Canon's world-class manufacturing reputation and provides true factory-level service right here in the United States. Staffed by Canon factory-trained technicians, our service operations achieve industry leading turnaround times and quality of repair. Our state-of-the-art facilities have been designed to meet rigorous Canon performance standards. Among the facilities are a precision lens center – one of the longest in the world to accommodate the adjustment of longer Canon professional lenses – and a climate and particulate-controlled clean environment for the handling of sensitive equipment. Our service operation extends its reach through the Canon Regional Factory Service Centers and the National Authorized Service Network located coast to coast.



Canon supports a number of environmental and recycling initiatives including a Zero Landfill Product Recycling Policy.

### Customer Contact Center

Canon maintains a 100% U.S.-based call center staffed with a dedicated team of pro support specialists, trained to handle the unique needs of professional customers. Committed to quick and easy resolution of all support issues, our specialists deliver industry-leading response times and quality support. Canon is further committed to continual service improvement and investment in customer support technologies.



Miami Herald

### Canon Media Maintenance Service

Canon Media Maintenance Service (CMMS) offers professional photographers at select newspapers and magazines the personalized attention that their business requires. A team of highly trained, dedicated Canon Field Support Engineers and CPS Pro Representatives provide an enhanced level of on-site maintenance and support either annually or semiannually. Cameras are cleaned and thoroughly examined. Minor repairs are performed on the spot, and recommendations are made for equipment in need of critical attention. Firmware is updated on all cameras, ensuring access to the latest advancements in capability and connectivity. Serial numbers and shutter counts are cataloged for reference, and photographers have the unique opportunity to discuss shooting concerns and provide feedback about Canon products. By providing both intensive, regular maintenance and attention to specific concerns, CMMS is a great advantage and convenience for management and individual photographers.



Los Angeles Times

[www.usa.canon.com/prosatisfaction](http://www.usa.canon.com/prosatisfaction)  
1-800-OK-CANON