



# *The EF Lens Concept*



# Approaching the human eye

How far can an SLR lens actually succeed in duplicating the characteristics of the human eye? The natural colours of the subject seen by a clear eye, precise expression that can focus directly on what it wants to look at, a swift angle of vision that loses no time in catching even the fastest moving objects. Canon's pursuit of the techniques and technologies that will allow photographic lenses to approach the purity, expression, and dynamism of the human eye will never be tarnished by compromise.





# Beyond human perspective

Why does that world we glimpse through the eye of an SLR lens appeal to so many people? Events so rapid they leave no visual impression, wondrous landscapes that peek out from unusual angles, distances and details invisible no matter how much you squint. Faster, wider, farther. There is no limit to the goals of Canon lenses, blazing trails into a photogenic world of expressiveness that ventures beyond human perspective.





# Taking up the challenge of Canon lenses

Already more than half a century has passed since Canon developed its first camera lens. And now, while making astounding breakthroughs in cutting edge digital technology, Canon is raising the design specification bar for the possibilities expected of each lens in the world of SLR cameras, already advancing by leaps and bounds. Our challenge now is to make the perfect lens, to meet the high level needs and desires of photographers who want the best from their EOS cameras. The Canon EF Lens. The Eyes of EOS.



# EF LENS WORK III The Eyes of EOS

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