A person in a red jacket and black gear is ice climbing a massive, textured blue ice wall. The climber is positioned near the bottom right of the frame, with a rope extending upwards. The ice wall is composed of various shades of blue and white, with deep crevasses and sharp edges. The overall scene is dramatic and emphasizes the scale and challenge of the activity.

Canon
EOS

PowerShot
for Advanced Photographers

“How do you
take the
photograph
of a lifetime?”

Every special moment in life passes in an instant.

That's why memorable scenes in pictures are so precious.

And every time you pick up a camera to capture the moment,

if you know why you chose a particular aperture,

or why you long to print your photographs larger and display

them for all to see, then you are more passionate than

someone simply taking a good picture—you are a photographer.

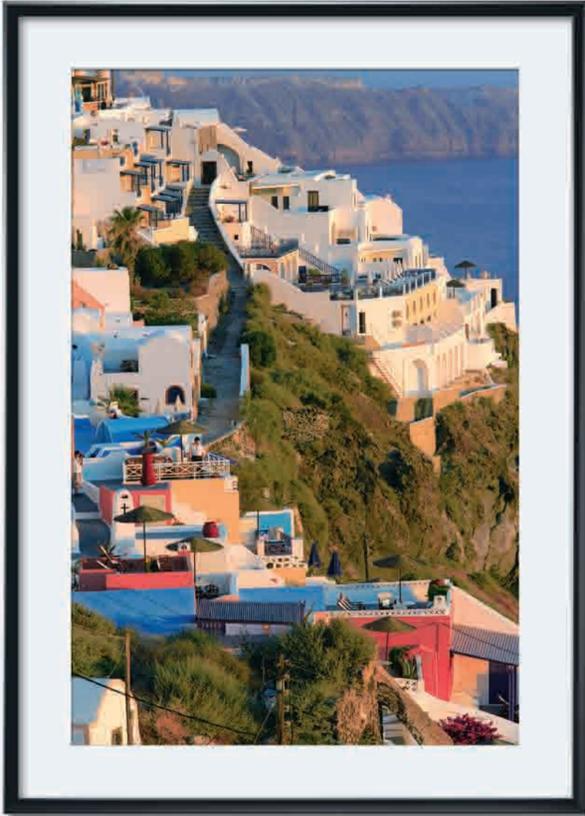
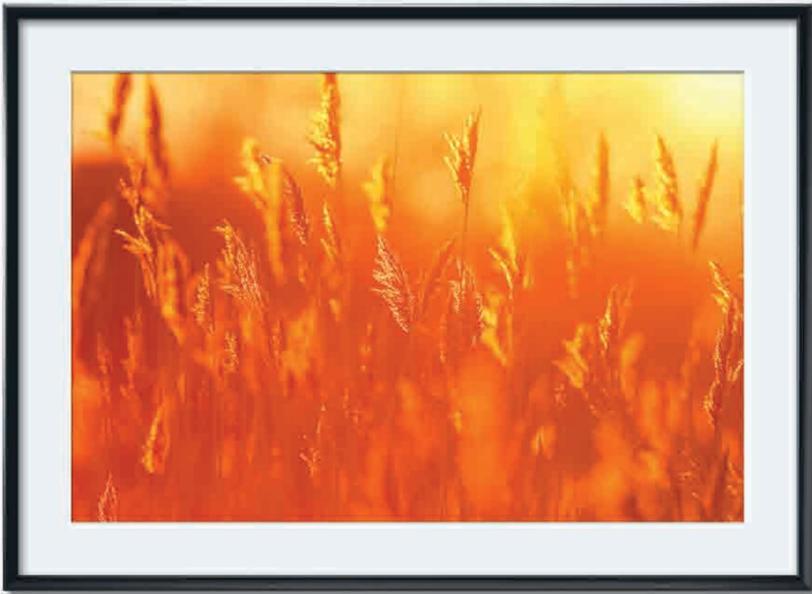
Welcome to the world of Canon's advanced cameras.

With user-friendly features, the best lenses and

fast operation, Canon cameras ensure that when

you see a great photograph, whether in front of you

or in your mind, you'll make it happen.



PowerShot G10
DIGITAL CAMERA



EOS 50D



EOS 40D



EOS 5D
Mark II



EOS 5D
Mark II

High Performance for High Expectations

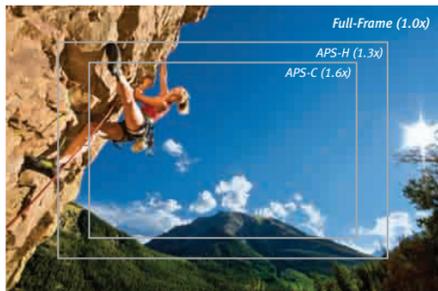
Canon's amazing EOS 5D Mark II has a 21.1-megapixel full-frame CMOS sensor. It features Canon's new DIGIC 4 Image Processor, which allows fine detail, superior color reproduction and unprecedented speed. Plus it's the first EOS camera able to shoot video in Full HD. And with an extended ISO range of ISO 50-25600, the EOS 5D Mark II can shoot in more situations—without flash—than almost any other camera available today. With the EOS 5D Mark II in hand, you can move seamlessly from full-frame photography to HD video, from bad light to great light and in between, knowing you're using one of the best cameras in the world.



EOS 5D Mark II

As a location photographer, the background scene is vital to communicating the image's story.

“For this assignment, I shot Jessa rock climbing at Independence Pass near Aspen, Colorado. The decision was easy—this is one of my favorite places to



Shot with EOS 5D Mark II with 14mm lens

climb and is simply beautiful. The alpine granite is clean and sharp, with 13,000-foot peaks towering in the background. The model, Jessa, has that most beautiful of combinations: strength and grace. As a top climber, she can climb overhanging rocks and make it look easy. The new Canon EOS 5D Mark II made capturing the drama of this scene a breeze. Its 21.1-megapixel full-frame sensor captured every detail from the



— Tyler Stableford





EOS 5D Mark II

Children are impressed by a warm smile and a genuine effort to get down on their level.

“Very soon I realized that having an eager 4-year old and a very active 2-year old was going to keep me busy. I decided that I just wanted to play with the kids and see where things would go. We started out trying to pose but soon decided that it was just better to let the kids go. I had a ball just hand holding the camera and following them through the park. It was so nice to just enjoy the moment and not fuss over the little things. By the time we were finished I knew I had images that were real life.”



– Sandy Puc’

Versatility in Still and Movie

Shooting HD Video on an SLR

The EOS 5D Mark II is the first EOS Digital SLR to offer recording of Full HD video in Live View Mode. It features 16:9 Full HD video capture at 1920 x 1080 pixels as well as at 30 fps. Sound can be recorded through the camera’s built-in microphone, or for stereo sound, use an external microphone (optional). The advantages move way beyond the ability to shoot using your SLR—the wealth of high-speed lenses and shooting accessories that make EOS photography so remarkable can be used in shooting video from ultra-wide-angle and fish-eye to macro and super-telephoto.



Clear View LCD with Live View Function

The EOS 5D Mark II has an all-new 3.0-inch Clear View LCD monitor that features 920,000 dots/VGA for far more detail than ever. It also has new anti-reflection and water-repellent coatings to provide a clearer and more smudge-resistant surface. It’s perfect for the EOS 5D Mark II’s enhanced Live View shooting. Live View Function now includes Face Detection Live mode and a number of enhanced features to ensure quick access to all settings as well as instant image capture.



Impressive Strength

The EOS 5D Mark II is built to withstand almost any shooting environment. It has a rugged new shutter designed to withstand 150,000 exposures. Combined with its impressive magnesium-alloy body and a number of weather-sealed ports, the EOS 5D Mark II will thrive in challenging shooting environments.



Unprecedented Flexibility of Digital Photography

Canon’s new EOS 50D is here, bringing major technological advances in digital photography to a user-friendly, powerful new SLR. From sports to still life, a new 15.1-megapixel CMOS sensor with a 14-bit A/D converter delivers large, beautifully detailed images with vivid colors and smooth tonal gradation every time. Canon’s new DIGIC 4 Image Processor speeds up the camera’s operation and ensures fine detail and color fidelity in each image. The EOS 50D’s extended ISO range of ISO 100–12800 helps it take sharp photos where other cameras cannot. Have no doubt, armed with the EOS 50D, you’ve got cutting-edge technology in hand and always ready to go.



EOS 50D

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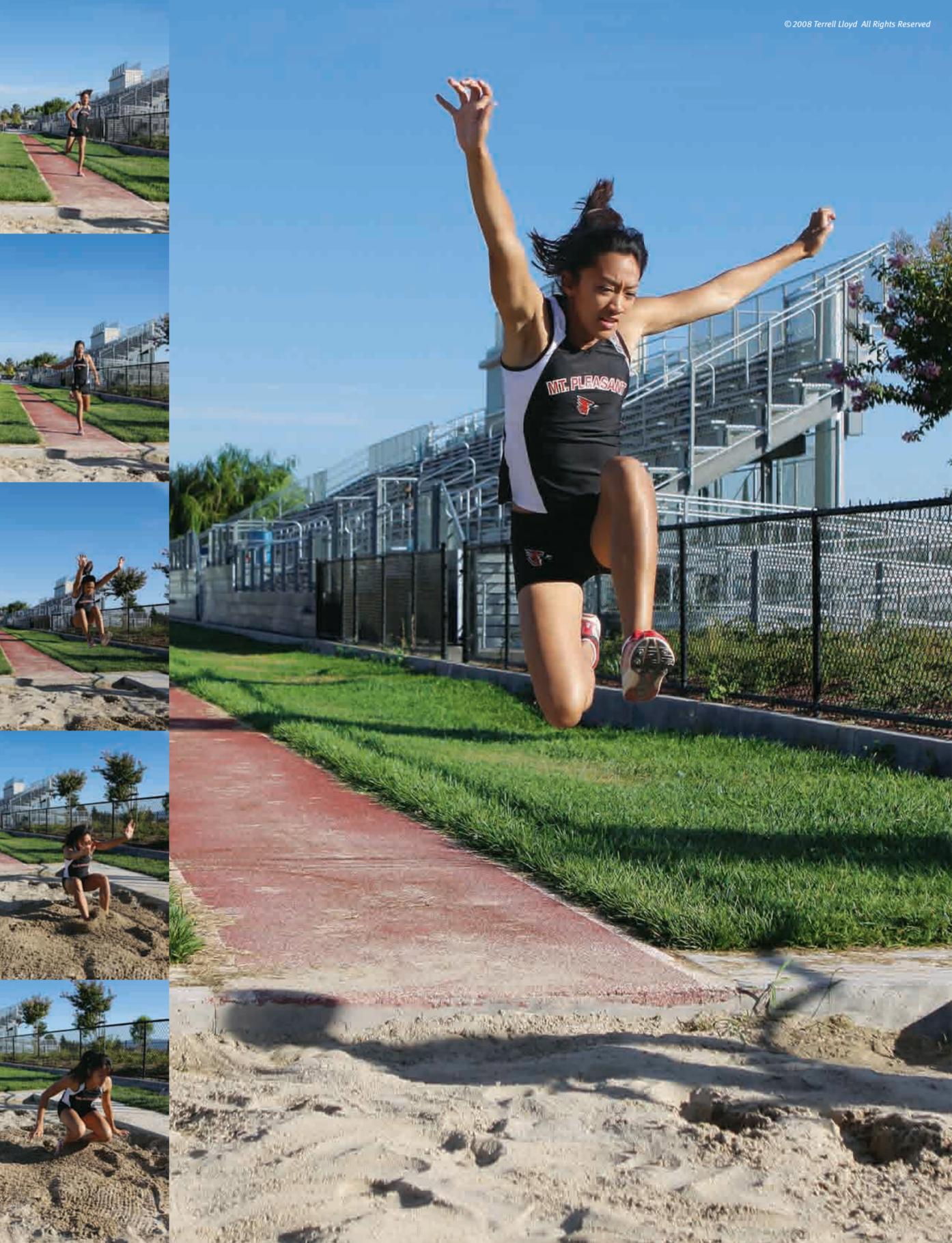
EOS 50D

Be aware of the composition and make sure you see everything that is in the frame.

“When shooting a picture like this, I remember to approach the subject like I’m telling a story, as if there was no observer there to witness the experience. I have to be constantly aware of the composition and make sure I see everything that is in the frame. I had to keep my camera bag light, so I could hike where I needed to and work unhindered by the weight of my equipment. Keeping this in mind helped me get this shot in the volcano, something I’ve always wanted to do.”

– Lewis Kemper





EOS 50D

When you are shooting sports of any kind you must know something about the sport itself.

“To photograph an athlete for the long jump you have to make sure you track the subject to capture their every movement. The challenge is to shoot from the approach, through the jump, to the landing and finish. You also have to make sure that you are in the right position to capture the full event. The new Canon EOS 50D helped me complete this shoot with its innovative technology, the speed of its new processor and its ability to track, focus and capture the subject.”



– Terrell Lloyd

Sophisticated, and Powerful Features

Fast, Continuous Operation

Perfect for shooting high-speed subjects whether vehicles, birds, athletes or toddlers, the EOS 50D combines split second focusing with impressive shooting performance. It can shoot up to 6.3 fps for up to 90 exposures. When using high-speed UDMA CF cards, it can even store up to 16 RAW image files in one burst. This means you'll never have to wait for the camera; it'll always be ready for the next perfect shot.

Live View Function, Quick Control and More

The EOS 50D features a bright, high resolution, 3.0-inch LCD monitor with 920,000 dots/VGA and a broad viewing angle. It offers a brighter, more detailed display than previous models and includes a new water-repellent coating that minimizes smudging and is perfect for viewing camera settings like AF, ISO, Metering modes, AF Point selection and flash options, plus for reviewing, editing and deleting



photos or composing images in Live View Function. It's also the perfect LCD to make the most of Canon's new Quick Control Monitor, which brings your most often used settings into one convenient menu page.

Ready for Anything, Anywhere

The EOS 50D features Canon's updated EOS Integrated Cleaning System with a fluorine coating for better resistance to dust. The EOS 50D's Self Cleaning Sensor Unit combats stray dust that enters the camera when changing a lens or when out in the field. Dust missed by the cleaning unit is captured by Canon's Dust Delete Data Detection software and can later be erased from the image file.



Proven Reliability

With features designed to enhance every facet of the photographic process, the EOS 40D elevates digital photography to new heights, delivering a shooting experience one could only expect from Canon. It features a 10.1-megapixel CMOS sensor for silky smooth images and can shoot an extended ISO 100–3200 promising beautiful, detailed images at all ISOs thanks to its excellent noise reduction capabilities. The EOS 40D combines Canon's tremendous know-how in both the digital and photographic worlds, rendering a camera that does everything one would expect of an SLR while incorporating the best of technological innovation into a lightweight, compact and user friendly body.



EOS 40D

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EOS 40D

I use my camera to create a visual story, to capture the essence and spirit of the moment.

“I am a visual storyteller, trained in photo-journalism, and I use my story telling skills to capture a wedding day, the beginning of a new chapter in a couple’s life. This picture shows a young newly-wed couple, full of joy and energy—they were exploding with happiness. The EOS 40D allowed me to capture that energy. My goal is for anyone looking at the image to feel like they are right there in the moment and they feel the joy exuding from the couple. The EOS 40D frees me from thinking of the technical aspects of creating great images and allows me to focus on capturing those fleeting moments.”

— Bob Davis





EOS 40D

For my style of photography, distant backgrounds are ideal as they yield the lovely, soft, out-of-focus backgrounds that characterize my style.

“Birds do not stay in one place or hold a given pose for very long so I need a camera that is fast and responsive and that is ergonomically sound so that making the needed adjustments is second nature. The light weight of the EOS 40D makes working with my telephoto lenses a lot easier, and the 1.6 crop factor makes each of those telephoto lenses effectively 60% longer. Its accurate autofocus enables me to



create the sharpest possible images whether my subjects are perched or in flight.”

– Arthur Morris

Speed and Performance without Compromise

As Fast as the Action

The EOS 40D is one of the fastest Canon SLR cameras ever made. Incorporating the speedy operation of Canon’s professional SLR cameras, the EOS 40D can shoot up to 6.5 fps and can capture up to 75 JPEGs or 17 RAW images in one burst. Whether it’s the imperceptible startup time, the high-speed drive, the class-leading shutter release response time, or the predictive AF focusing for capturing the action, the EOS 40D is made for photographers who



won’t wait for their camera when they see the right shot.

3.0" LCD for Superb Visibility

The 3.0-inch LCD with 230,000 dots has a broad viewing angle. It offers a bright and detailed display, perfect for accessing camera settings like AF, ISO, Metering modes AF Point selection, flash options, and playback features for reviewing, editing and deleting photos. When composing images with Live View Function, you can zoom in and navigate the composition at 5x or 10x normal size, enabling critical focus and attention to compositional detail.



Solid Construction for Solid Performance

Designed to withstand the rigors of everyday use, the EOS 40D is constructed with a lightweight and ultra-rigid magnesium-alloy that fits perfectly in the hands of the photographer. And the EOS 40D is designed to perform flawlessly again and again. It has an improved high-speed shutter unit, designed to respond in an instant, reaching a top shutter speed of 1/8000 sec. and tested to withstand a remarkable 100,000-cycle shutter life. A top flash sync speed of 1/250 sec. ensures speedy operation even in low light.



Great Portability, Extraordinary Performance

Canon’s new PowerShot G10 is a shooter’s dream camera. It offers no-compromise photographic performance in an elegant, compact package. Whether you use it as your primary camera, or as a portable backup to your digital SLR, you’ll appreciate its 14.7-megapixel CCD sensor, Canon’s amazing DIGIC 4 Image Processor, plus a brand-new 5x Wide Angle 28–140mm (35mm equivalent) lens with Optical Image Stabilizer. With image settings, speed and a user interface mirroring the EOS line, the PowerShot G10 features the same performance and workflow you’d expect from your digital SLR and you can take it anywhere. The PowerShot G10 marks a new level in portable perfection so you’ll never feel apprehensive about leaving your SLR at home.



PowerShot G10
DIGITAL CAMERA

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PowerShot G10
DIGITAL CAMERA

I decided to make my work more collaborative and less predatory.

“I strung a bed sheet I bought at the local market between two trees and invited local people in that village to be photographed as they wanted and with the people and goods they most treasured. One learns as much, or more, about these people when pictured like this than one would if I had approached them in a more conventional way. This guy wanted to show off and demonstrate his physical prowess—very simple and engaging. It’s probably the most fun I have ever had with my camera.”

*— Gary Knight
VII Photo Agency*



VII® Designed from the outset to be an efficient, technologically enabled distribution hub for some of the world’s finest photojournalism, VII has been responsible for creating and relaying to the world many of the images that define the turbulent opening years of the 21st century. Canon is one of the sponsors of VII Photo Agency. All VII photographers use Canon cameras exclusively for all digital photography when on assignments for many of the world’s leading magazines.



Shooting underwater, it's great to be able to control all aspects of focus and exposure with such ease.

“I shot this along a shallow coral reef in just 20 feet of water, where there was ample light and plenty of time to compose the perfect fish portrait. Before I entered the ‘shoot zone’, that delicate spot, near enough for quality underwater photography but potentially too close for skittish marine life, I preset the important parameters on my PowerShot G10, an easy push-button operation through its amazing underwater housing. I was shooting in RAW mode, seeking to maximize all the power digital post-processing can provide, all with the little PowerShot G10.”

– Stephen Frink



Professional Tool in the Palm of Your Hand

Admirable Speed with the DIGIC 4 Image Processor

Developed to speed up all operations between shooting and recording images, the DIGIC 4 Image Processor ensures that the PowerShot G10 operates as quickly and intuitively as possible. Thanks to the DIGIC 4 Image Processor, the implementation of new technologies like Face Detection Self-Timer and Intelligent Contrast Correction do not slow down the camera's performance, or drain excessive battery power, ensuring that no matter the shot, you're always ready to go.

Full RAW Support for Post Processing

The PowerShot G10 offers you the choice to shoot in uncompressed RAW format. This gives you the highest possible resolution and offers no-compromise creative control in post-processing. When RAW images are transferred to a computer, they can then be edited using image adjustment programs like Canon's DPP software, meaning parameters like white balance, sharpness, color space and more can be applied post-shooting. The G10 can also be set to record both JPEG and RAW images simultaneously, providing JPEG image files that can be printed and shared immediately, while saving the RAW file for archiving and later use.



Numerous Accessories for Creative Applications

The PowerShot G10 is compatible with a number of shooting accessories including every Canon EX-series Speedlite. With the 580EX II attached, the G10 is capable of flash metering, FE lock and flash exposure compensation, and can be completely controlled from the camera's menu. Canon's Speedlite Transmitter ST-E2 even enables the G10 to control multiple slave flashes wirelessly. When shooting in the G10's macro mode, take advantage of the MR-14EX or MT-24EX Macro Speedlites for beautiful, and controllable illumination up close. New 1.4x Tele Converter TC-DC58D and Remote Switch RS-60E3, there's even a Waterproof Case WP-DC28 that enables full control of all camera functions whether above ground or deep underwater, down to 130 feet.



Speedlite 580EX II



Tele Converter TC-DC58D and Lens Conversion Adapter LA-DC58K



Waterproof Case WP-DC28

Enhanced Performance with Canon EOS System Accessories

Whether simply adding an extra battery, setting up a complete wireless flash system or anything in-between, your Canon camera is well complemented by a vast assortment of dedicated system accessories. From the amazing Speedlite series of flashes to battery grips, specialty lenses, wireless file transfer transmitters and more, Canon's accessories employ the latest technologies, tailored specifically to your camera. Since Canon not only designs and builds its own cameras, lenses and accessories, but also develops the technology that goes into them, there is a seamlessness to working with Canon-to-Canon system components that simply makes your photography easier, ensuring you get it right the first time.



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Wireless File Transmitter WFT-E4A & WFT-E3A

Wireless File Transmitter WFT-E4A (for EOS 5D Mark II) and WFT-E3A (EOS 50D/40D) attach directly to the bottom of the camera. The Wireless File Transmitter does double duty, functioning both as a Wireless File Transmitter and a grip with vertical shooting controls. It's 802.11b/g compatible and offers FTP, PTP and HTTP communication modes. It's ready to transmit anytime, no matter the shooting situation. It also offers a newly enhanced graphical user interface, simplifying the configuration of both wired and wireless networks and can connect to both a GPS unit or an external hard drive for enhanced functionality.



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Speedlite 580EX II & 430EX II

The Speedlite 580EX II is Canon's premier Speedlite. Newly designed with improved dust- and water-resistance and body strength, the 580EX II is powerful, can be used as a wireless flash transmitter, and features a recycling time 20% shorter than its predecessor. The compact Speedlite 430EX II features a one-touch quick-lock mechanism for simple connections. Flash controls can even be set through the camera's LCD on compatible EOS Digital cameras and the PowerShot G10. Fast and discreet, the Speedlite 430EX II is compatible with Canon's wireless E-TTL and can be used as an affordable "slave unit."



Macro Flash MR-14EX & MT-24EX

Macro Ring Lite MR-14EX mounts to the front of a lens and offers smooth, frontal lighting perfect for any number of applications. Meanwhile the Macro Twin Lite MT-24EX dual flash system is designed to provide a natural, directional quality to macro and close-up lighting. It permits a wide range of individual positions for each flash head, and either head can be removed from its attachment ring and independently positioned as well. Both flashes use Canon's E-TTL II flash metering, ensuring perfect exposures every time.



* Utilization of the Macro Flash will require separate purchase of Conversion Lens Adapter LA-DC58K, Off-Camera Shoe Cord OCE3 and a new bracket (available in 2009).





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EF Lenses

From ultra-wide angle to super-telephoto, Canon's fixed length and zoom lenses cover almost every range of focal length available. Thanks to the wide variety of high-quality lenses, it's often possible to keep the same lens on the camera for an entire shooting excursion. Whether you're searching for the perfect lens to travel with, one to shoot sports or action from a great distance, or a high-speed, large aperture fixed focal length, Canon offers a lens that's just right, and will deliver results you won't believe.



Specialty Lenses

Canon's EF lens lineup has many options for close-up and macro photography. Canon offers five macro and three screw-on close-up lenses in addition to life-size converters and extension tubes. Whether working with natural light or with one of Canon's amazing Macro Speedlites, Canon has you covered for close up photography. Canon's TS-E lenses are capable of tilt and shift movements similar to lenses found on large-format view cameras that help to capture a broad depth-of-field even at larger apertures and to alter perspective at almost any angle. They're indispensable for architectural photography.



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Canon EF Lenses: Simply the Best

Canon EOS SLR cameras are compatible with all Canon lenses in the EF lineup, ranging from ultra-wide angle to super telephoto lenses. Additionally, the EOS 50D and 40D are compatible with Canon's EF-S series lenses, manufactured specifically for the APS-C sized sensor found in these cameras. Canon lenses employ advanced optical expertise and micron-precision engineering to deliver unprecedented performance in all facets of the photographic process.

Aspherical optics and fluorite elements, for example, are featured in the universally acclaimed L-series lenses, Canon's Image Stabilizer technology in select lenses minimizes the effect of camera shake, and new SWC (Subwavelength Structure Coating) lens coating for better light transmission and reduction of flare. Your EOS Digital SLR deserves nothing less than Canon optics.



EF-S Lenses

Canon's EF-S lenses were developed specifically for digital cameras with APS-C size sensors like those found in the EOS 50D and EOS 40D. Since the sensors are physically smaller than those found on a 35mm camera, or on the EOS 5D Mark II, the coverage demands on each lens decrease. Accordingly, EF-S lenses can be built smaller and lighter than those made specifically for full-frame cameras, offering spectacular performance with no compromise.



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Canon's Phenomenal Photo Printers

Canon digital cameras capture images of extraordinary beauty and clarity with speed and precision, and Canon's printers are their perfect complement. Combining Canon's unparalleled expertise in photography and printing technologies, Canon imagePROGRAF and PIXMA photo printers redefine output quality, performance and convenience. Working seamlessly with Canon cameras and with computers, thanks to sophisticated drivers with advanced color controls plus professional software support, Canon printers provide color and other setting consistency that no other company can. With amazing ink and print head technologies, compatibility with a broad selection of papers and specialty media, plus integrated communication with Canon cameras for advanced Direct Printing capabilities, Canon photo printers meet and exceed the expectations of the most demanding photographers.



imagePROGRAF
iPF5100



PIXMA Pro9500

"As a professional photographer, the Canon EOS System is a perfect fit from start to finish—high quality input to extraordinary output. Whether I am using my EOS 5D Mark II or EOS-1Ds Mark III to shoot or printing on my Pro9500 or iPF5100, the results are incredible.



Sharp, gorgeous prints with an amazing color gamut."

*— John Huba
Canon PrintMaster*

imagePROGRAF Photo Printers

For truly large prints, Canon's amazing imagePROGRAF printers offer the great compatibility of the Canon-to-Canon workflow plus so much more. The combination of Canon's FINE dual print head technology with LUCIA pigment inks promise prints of astounding detail and impressive longevity. A number of Black inks are supported, and can be chosen automatically so black and white prints will have amazing continuous tone, while text and color images will be the definition of sharp. With support for countless media from both Canon and third parties, imagePROGRAF printers offer truly endless possibilities for your creativity.

PIXMA Photo Printers

Canon's PIXMA Professional photo printers can produce breathtaking, borderless images up to 13" x 19". They're compatible with a number of print media, offering tremendous flexibility in fine-art printing. The PIXMA Pro9500 uses the LUCIA 10-color archival pigment ink system and has 3 different Black inks for optimal black and white printing performance. The PIXMA Pro9000 offers a proven combination of speed and versatility. Its FINE print heads generate maximum resolution prints using ChromaLife100 dye-based inks for long lasting, beautiful photos you can share or display.

Advanced Canon Technology



Genuine Canon Optics

Canon's amazing lineup of EF/EF-S lenses includes over 60 models ranging from ultra-wide-angle to super-telephoto. Through Canon's advanced optical know-how and engineering, EF/EF-S lenses offer spectacular capabilities for any application. Features include high precision Ultrasonic Motors for silent, instant AF, Optical Image Stabilizer that compensates for camera shake, aspherical optics, fluorite lenses, Ultra Low Dispersion (UD) lenses, and more.

CMOS Sensor

Canon's in-house developed CMOS sensor is the envy of the digital photography industry. Unlike CCD sensors, found in other companies' digital SLR cameras, Canon's CMOS sensors produce a cleaner digital signal at the outset, thereby delivering a more accurate digital file to the image processor, reducing power consumption, and thus speeding up the shooting process.



DIGIC Image Processor

The DIGIC Image Processor was developed specifically for Canon cameras to maximize performance between the capturing and recording stages of digital photography. Information captured by the sensor is processed and assembled into images of exceptional quality. With the DIGIC Image Processor on board, photographers can expect precise, natural colors, remarkable speed and unparalleled clarity.



AF Technology

Canon EOS SLR cameras use an extraordinary AF system that provides not only the industry's largest AF coverage area, but also the greatest range of control over focusing point selection. The focusing point can be selected automatically by the camera (based on high-speed microcomputer analysis of image content) or manually by the user for perfect AF every time.



Optical Image Stabilizer

Optical Image Stabilizer technology can be found in a number of EF and EF-S lenses, as well as on the PowerShot G10. Counteracting camera shake during handheld photography, Canon's Optical Image Stabilizer can add up to 4-stops for enhanced performance in low light situations. Since the Optical Image Stabilizer is lens-based, it can be optimized to complement each lens's characteristics.



High-Speed Shooting

Canon has engineered all EOS cameras to offer amazing high-speed shooting. From the near instant startup, to the imperceptible shutter lag, amazing subject tracking and high-speed image recording, your Canon camera moves quickly, making sure you never have to wait. You can shoot knowing that the instant you engage the shutter, your camera will be ready.



RAW + 14-Bit Converter

To ensure that your photographs can be used for any commercial or fine art purpose you have in mind now or in the future, Canon's cameras offer the option to record in RAW format, the equivalent of a digital negative. Additionally, by processing in 14-bit, Canon ensures that the highest caliber color depth and accuracy will be recorded.



High ISO

Thanks to advanced noise-reduction algorithms, Canon cameras can record at impressively high ISO ratings while still delivering smooth, detailed images that look great, even printed large or seen at 100% on a computer screen. Topping the charts, the EOS 5D Mark II can shoot at up to ISO 25600 in the extended mode taking photographs in what might have previously been an impossible situation.



Highlight Tone Priority

Highlight Tone Priority extends the tonal range of light areas of the composition, enabling smoother gradations, better distinction, and greater detail in bright sections of the photo. This mode is perfect for when you are shooting in very bright conditions where detail might easily get washed out.



Auto Lighting Optimizer

The Auto Lighting Optimizer corrects image exposure to ensure accurate brightness and contrast. It can actually brighten areas of the composition while maintaining accurate exposure in others, or darken areas of composition while maintaining brightness in others. This remarkable feature is available in Automatic shooting modes, and can be used and fine-tuned in other modes.



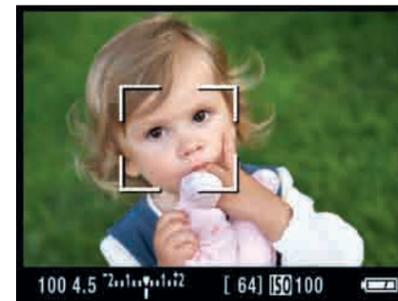
Lens Peripheral Illumination Correction

This feature automatically brightens the light level at the four corners of the frame where light falloff may have occurred. Applicable correction data is detected automatically on most Canon lenses, and can be entered manually through Canon's EOS utility software. This function can be applied automatically to JPEGs, and in post-processing with RAW files.



3.0" LCD

The EOS 5D Mark II, the EOS 50D and 40D and the PowerShot G10 all feature amazing 3.0-inch LCDs. On the EOS 5D Mark II and 50D, the Clear View LCDs are densely populated with 920,000 dots/VGA, the PowerShot G10's PureColor LCD II has 461,000 dots and all three have a new coating for clearer visibility, as well as for improved weather resistance.



Live View Function

With Live View Function, the photographer can compose and shoot directly from an SLR camera's LCD, an indispensable feature for creative photography in any number of situations, especially when shooting extremely close-up with macro lenses. Live View Function enables you to zoom in and navigate the composition, while enabling critical focus and allowing more attention to detail.



HD Video Recording

The EOS 5D Mark II offers video recording in 1920 x 1080 Full HD video shooting at 30 fps with sound being recorded through the camera's built-in microphone or an external microphone (optional) plugged into the input terminal. Video capture can be integrated with the camera's Live View Function, such as using the Picture Style that has been set to still image shooting. This allows you to customize your video.



Mini-HDMI Output Terminal

Newer EOS Digital cameras like the EOS 5D Mark II and the EOS 50D have a mini-HDMI port for fast and easy HD transmission to televisions, monitors or projectors. With one simple connection, it's now possible to display your images in HD for an entire room to see, instantly.





Picture Style Technology

Canon's ingenious Picture Style settings provide a number of user-friendly presets, including standard, neutral and landscape, giving the ability to fine-tune the images a camera produces. These presets can be used in much the same way one would use different types of film, and more can be created and edited using Canon's included Picture Style Editor software.

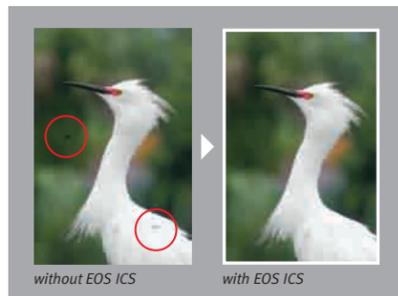


EOS Education & Inspiration: Expand Your Knowledge

For in-depth information and examples of the best of Canon EOS Digital Photography, there is nothing like the Canon Digital Learning Center (CDLC). The CDLC is full of educational material presented from a photographer's perspective. Browse learning modules on select EOS Digital SLR cameras and professional printing, visit the Tips & Techniques area to learn about digital workflow with Canon Digital Photo Professional software and make the most out of your digital photography. Visit the Explorers of Light & PrintMasters Gallery where noted professionals teach and inspire us with stunning photography created with Canon products. Whether a novice or veteran EOS user, you'll find what you're looking for right here.



www.usa.canon.com/dlc



EOS Integrated Cleaning System

This system keeps dust off the camera's sensor. It includes a cleaning unit designed specifically for each EOS SLR's CMOS sensor and activates automatically every time the camera is turned on or off. Dust that makes it past the camera's sensor cleaning system can also easily be removed in post processing, on single images or in batches using included Canon software.



Shutter Units

EOS Digital SLR cameras are designed to perform flawlessly, in a number of conditions, over a number of years. Their construction reflects this: the shutter system in the EOS 5D Mark II is rated at 150,000 cycles, and the EOS 50D is rated at 100,000 cycles. This incredible durability ensures the camera will take accurate exposures, time after time.



UDMA CF Card Support

Both the EOS 5D Mark II and the EOS 50D support UDMA Compact Flash cards. UDMA cards offer the largest storage capacity and the highest performance in recording and writing large image files, and as such are the perfect marriage to the EOS 5D Mark II's 21.1-megapixel and the 50D's 15.1-megapixel CMOS sensors.



Magnesium Alloy Body

The EOS 5D Mark II, 50D and 40D are built with magnesium alloy for lightweight, rugged, weather-resistant performance no matter the conditions. It's good to know that the know-how and materials used in cameras that travel the world with professionals on all kinds of assignments went into the SLR you're shooting with.



Advanced Camera Direct

With Advanced Camera Direct features, it's easy to use your Digital Canon camera as a portable image editing station. Whether you're printing contact sheets, making test prints with all relevant data printed on the page, or tweaking an image's color, sharpness, contrast or even crop, using Advanced Camera Direct features, you can do it all without a computer.



Canon EOS Professional Software

Every EOS Digital camera ships with Canon's newest software on the EOS Digital Solution Disk. Software includes Canon's amazing Digital Photo Professional which helps you to get the most out of your RAW files, and process them either individually or in batches, as well as Canon's ImageBrowser, EOS Utility, PhotoStitch, WFT Utility and the Picture Style Editor.



Canon Digital Learning Center Home

Explorers of Light/PrintMasters Gallery

Tips & Techniques

Educational Events Calendar

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Shooter's Insight

www.usa.canon.com/dlc

Professional Tools at Your Fingertips

The full-frame EOS 5D Mark II, the versatile and powerful EOS 50D, the solid and reliable EOS 40D or the amazing PowerShot G10—it's Canon's widest array of sophisticated cameras yet. With mind-blowing performance and simple operation, you're using the same cameras as the featured professionals here—you'll see it in your photographs.

Beyond the Brochure: a portal site that links you into exclusive interviews from Explorers of Light, comprehensive product information from the EOS System, and tips and techniques that will enable you to get the most from your EOS camera and system accessories. By using this site, you will be able to discover the unique world of ideas, information, and useful tools that Genuine Canon products have to offer.

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EOS 5D Mark II

- 21.1 Megapixel Full-frame CMOS sensor, 14-bit A/D conversion, wide range ISO setting 100–6400 (expandable L: 50, H1: 12800 and H2: 25600)
- Full HD Video capture at 1920 x 1080 resolution for up to 4GB per clip with HDMI output for HD viewing of stills and video
- New DIGIC 4 Image Processor for faster processing of fine detail and color reproduction
- 3.9 fps continuous shooting, new shutter with a durability of 150,000 cycles and improved weather-resistant body
- 3.0-inch Clear View LCD (920,000 dots/VGA) with multiple coatings for improved viewing and smudge protection
- Live View Function for stills (Quick, Live and Face Detection AF modes) and video



EOS 50D

- 15.1 Megapixel CMOS sensor and 14-bit conversion for smooth color tones and gradations
- New DIGIC 4 Image Processor for faster processing of fine detail and color reproduction
- 6.3 fps up to 90 JPEGs using UDMA CF cards; 60 consecutive JPEGs or 16 RAW images using standard CF cards
- 3.0-inch Clear View LCD (920,000 dots/VGA) with multiple coatings for improved viewing and smudge protection
- Enhanced Live View Function includes Face Detection Live mode
- HDMI output for displaying images on High Definition TV



EOS 40D

- 10.1 Megapixel CMOS sensor, extensive noise reduction technology and DIGIC III Image Processor
- 6.5 fps, burst rate up to 75 consecutive JPEGs or 17 RAW images
- Strong, rugged built quality, magnesium-alloy exterior, shutter durability-tested to 100,000 cycles
- EOS Integrated Cleaning System, Picture Style settings, Spot metering and Highlight Tone Priority for advanced in-camera image control
- Large 3.0-inch LCD monitor and advanced Live View Function



PowerShot G10 DIGITAL CAMERA

- 14.7 Megapixel digital camera for the highest image quality
- High powered 5x Optical Zoom with Optical Image Stabilizer, plus a 28mm wide-angle lens to capture more in the frame
- New DIGIC 4 Image Processor improves Face Detection, adds Servo AF, Face Detection Self-Timer and Intelligent Contrast Correction for greater flexibility
- Full range of shooting and recording modes including RAW + JPEG for the ultimate creative control
- Large 3.0-inch PureColor LCD II with even greater true-to-life color reproduction



Cover & Page 6-7

Tyler Stableford *Explorers of Light*

Aspen photographer Tyler Stableford has earned a worldwide clientele for his commercial and editorial photography. Considered "One of the World's Greatest Adventure Photographers" for his work exploring Iceland's glacier caves, he has won seven "Pictures of the Year" awards from *Communication Arts*, *PDN*, *Applied Arts* and *Black & White Magazine*.



Page 8

Sandy Puc' *PrintMaster*

Sandy Puc', owner of Expressions by Sandy Puc' in Littleton, Colorado, is a nationally acclaimed photographer and businesswoman who lectures internationally, is a frequent contributor to magazines and print journals, and serves on the board of directors of the Professional Photographers of America.



Page 10-11

Lewis Kemper *Explorers of Light*

After graduating from college in 1976, Lewis Kemper moved to Yosemite, where he photographed and worked at the Ansel Adams gallery. A commercial, stock and fine art photographer working extensively with digital imaging, Kemper teaches all over the country, publishes and shoots photographs all over the world.



Page 12

Terrell Lloyd *Explorers of Light*

Terrell has provided professional photography services to individuals and organizations throughout the United States. Based near the high-tech capital of the world, Silicon Valley, Terrell Lloyd is most known for his special combination of artistic vision and cutting-edge technology.



Page 14-15

Bob Davis *Explorers of Light*

Bob Davis' passion has taken him around the globe, pursuing meaningful storytelling opportunities that cross cultural barriers and show others how we live, work, celebrate and worship. He spent 14 years as an award-winning photographer at the *Chicago Sun-Times* and now, is a full-time photo-journalist and wedding photographer.



Page 16

Arthur Morris *Explorers of Light*

Arthur Morris is widely recognized as the world's premier bird photographer. His images are noted for both their artistic design and their technical excellence. Morris is the author of four books, and has conducted more than 325 Birds as Art slide programs, seminars and tours over 15 years.



Page 18-19

Gary Knight *VII Photo Agency*

Born in England, 1964, Gary Knight started photographing in the 1980s. In recent years Knight has covered the invasion of Iraq, the occupation of Afghanistan, the civil war in Kashmir and the Asian Tsunami. Central to his work is a commitment to address the issues that determine the survival of the world's poor.



Page 20

Stephen Frink *Explorers of Light*

He is the world's most frequently published underwater photographer. With a career spanning nearly three decades, Stephen Frink's editorial work has appeared in numerous publications, including *Scuba Diving Magazine*, where he is Director of Imaging Technology, and writer of a monthly column on underwater photo trends and techniques.

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EOS product photography by Michel Tcherevkoff, Explorer of Light and PrintMaster and shoots with the EOS-1Ds Mark III.



To learn more about Explorers of Light and PrintMasters and to see more images taken by them, visit the Canon Digital Learning Center at: www.usa.canon.com/dlc

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