



## Canon: Serving Diverse Student Needs and Skills

College students today are coming to campuses looking to learn skills that will set the stage for their careers. While most students have a camera or camcorder of some sort, students who are interested in learning photography and video want to train using professional equipment. Besides visual art students, more and more undergraduates are using cameras and camcorders for class projects or college events.

Universities and colleges across the country are looking to invest in quality cameras that can last in media centers and other departments for years to come. Not all campuses are the same, so Canon offers a range of cameras that can fit the needs of any college or department.

### Professional Training and Learning

Canon's line of digital single-lens reflex (DSLR) cameras and camcorders are great tools for visual art students. These cameras

and camcorders can enhance any video or photo class when teaching the fundamentals of production to students.

Considered an industry standard, many Canon EOS DSLR cameras go beyond capturing still images by offering full HD video capability and have superior image quality as well. The EOS cameras also feature an integrated cleaning system that cleans collected debris on the image sensor. This means less maintenance and ensures longer life for the equipment. Additionally all of those EF lenses sitting around from film-based EOS cameras work on the EOS DSLRs, saving a school money when it's time to convert from a film lab to a digital environment.

### Cameras and Camcorders for All

Many other students want to use digital cameras and camcorders too. Using digital images and video in class projects is becoming increasingly common, and it is imperative that schools provide some equipment that students can use. And many universities are using digital cameras and camcorders to capture events, like shows or club mixers. Canon's point-and-shoot cameras and personal camcorders are ideal choices for media centers that allow students and faculty to check out equipment for such purposes.

The Canon PowerShot series offers durable, compact point-and-shoot cameras with excellent image quality. These easy-to-use cameras have many practical features, such as face detection, and most capture HD video as well.

The Canon VIXIA series camcorders record video in stunning full HD quality and take still images too. The VIXIA camcorders have internal flash memory, dual card slots and an extended battery life, so users can record for longer time periods.

Specialized departments and campus media centers want to buy cameras and camcorders that fit the needs of their students. Canon offers a variety of consumer and professional products with the latest features that meet the wide range of needs that exist in today's colleges and universities, while staying well within a school's budget.

Canon EOS Digital SLR cameras are an industry standard, are equipped with some of the most sophisticated technology available today and make an excellent choice for college students.

- ✓ Go beyond still photos — several Canon EOS models have HD video capability.
- ✓ Canon's CMOS sensors produce crisp image data and reduce power consumption.
- ✓ The EOS Integrated Cleaning System uses both mechanical and software methods to clean accumulated dust on the imaging sensor of EOS cameras, which means less maintenance.
- ✓ Canon has more than 60 EF lenses compatible with EOS digital SLR cameras — providing users with a wide range of shooting capabilities.



From academics to administration, the Canon Education Sales Department is a one-stop solution for all of your imaging needs, with devices that range from Digital SLR cameras for photojournalism to HD camcorders that record events and movie productions. Additionally Canon's multifunction printers can print, copy, scan and fax a variety of different media such as documents, books, photos or negatives. Network (IP) video cameras, for security and distance learning, and multimedia projectors are also available.

# Canon

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