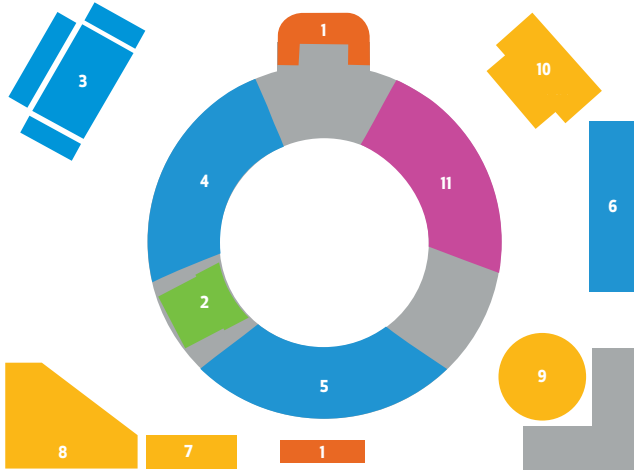


THE 2017 NAB SHOW

BOOTH C4325



CANON RECEPTION | SERVICE, SUPPORT & EDUCATION | PRODUCT TOUCH & TRY |
TECHNOLOGY DEMONSTRATIONS | LIVE PRODUCTION STAGE

1. CANON RECEPTION

2. SERVICE, SUPPORT & EDUCATION

Learn about our new state-of-the-art Burbank facility, devoted to supporting Filmmakers, Cinematographers and Imaging Professionals with award-winning service, support and education. Plus, discover all of Canon's online and hands-on educational resources, and take part in a one-on-one session with a Canon trainer. Members of our CPS team will be on site to discuss the benefits of our CPS Program, as well as factory-trained technicians ready to answer any of your Broadcast or Cinema product questions.

3. LENS TOWER & DISPLAY

Touch and try a wide range of Canon lenses spanning EF, Cinema, and Broadcast, including the CINE-SERVO 50-1000mm, the COMPACT-SERVO 18-80mm and the entire line of UHD Broadcast Lenses. Learn how Canon's immersion in the two worlds of EF and Cinematography Imaging led to the development of the COMPACT-SERVO family of lenses.

4. BROADCAST PRODUCTION

Canon will feature live demonstrations of our 2/3-inch 4K UHD lens family, designed to support 4K UHD broadcast systems with superb optical performance. Get a look at the breakthrough optical design of our lenses and stunning image sharpness, created by superb resolution and remarkable contrasts from Canon's multilayer optical coatings.

5. CINEMATIC PRODUCTION

Get an up-close look at the new Canon COMPACT-SERVO 70-200mm, the EOS 5D Mark IV with Canon-Log, and the much-anticipated EOS C700 GS PL Cinema Camera. Our current lineup of industry-standard Canon Cameras will also be on display, including the EOS C700, XC15, EOS 5D Mark IV and EOS-ID X Mark II.

6. PRODUCT TOUCH & TRY COUNTER

Canon Professional Representatives will provide detailed, hands-on explanations of Canon's wide range of professional products, including our Cinema EOS Cameras, Multi-Purpose Cameras, EOS DSLR Cameras, Professional Video Camcorders and lenses.

7. PROJECTION

See the exceptional color, intricate detail and amazing versatility of Canon's renowned line of 4K and high-resolution REALiS LCOS Projectors. This area will showcase our laser light source and lamp light technology, with projectors capable of supporting either HDR or DCI standards.

8. OUTPUT SOLUTIONS

Come and learn why HDR offers the biggest visual change since the move from standard definition to HD video. This area will showcase this new way of shooting, processing and finishing TV and movies. See how HDR improves image quality by enabling the reproduction of images with the brightest highlights while maintaining details in the shadows, creating a more realistic viewing experience.

9. VIRTUAL REALITY SOLUTION

Take part in an immersive VR experience, featuring a Radiant Images VR rig with Canon EOS C300 Cameras and REALiS Projectors inside a 360-degree dome. See how Canon collaborates with partners to deliver next-gen solutions, and learn about our continuing commitment to being at the forefront of imaging technology.

10. LIVE PRODUCTION DEMONSTRATION

Come see firsthand how Canon brings integrated workflow solutions to the world of TV and film production. This one-of-a-kind area will show multiple Canon camera models working together live, demonstrating a seamless, end-to-end transfer from lenses to cameras to display monitors. Attendees can observe real live production through an "open" control room that simulates a full production studio with switcher, multi-viewer, graphics generation and crew.

11. LIVE PRODUCTION STAGE

Come see a great lineup of renowned Cinematographers, Broadcast Specialists, Filmmakers and Canon Live Learning Specialists discuss their experiences and provide insight into the ever-changing field of optical and imaging technology. They'll showcase their projects and works that were shot on Canon equipment as well as share tips and real-world applications for Canon technology. See schedule for details.