

Canon

Delighting You Always

PowerShot
A GREAT SHOT EVERY TIME

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Make every shot a PowerShot.

Ready would you find power and beauty from one single source. Despite her gorgeous looks, Maria Sharapova is known internationally for her fast, powerful and decisive tennis strokes. Just like the tennis star, such also find the Canon PowerShot digital camera a force to be reckoned with. Not only are our latest models sleek in appearance, they're packed with incredible features too. Such as premium lenses for super sharp image capture, a 2800K imaging processor for vibrant colours, as well as creative shooting modes to suit different scenarios. So get a PowerShot now and get set to make a powerful statement!

PowerShot A700 12.1 Megapixels 6x Zoom Lens Optical Image Stabilizer	PowerShot SD8 12.1 Megapixels 3x Zoom Lens Optical Image Stabilizer	PowerShot SD9 12.1 Megapixels 3x Zoom Lens Optical Image Stabilizer	PowerShot A960 IS 12.1 Megapixels 3x Zoom Lens Optical Image Stabilizer	PowerShot A950 IS 12.1 Megapixels 3x Zoom Lens Optical Image Stabilizer	PowerShot A940 IS 12.1 Megapixels 3x Zoom Lens Optical Image Stabilizer
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For further information, CALL 800-100-2233 (TOLL FREE) OR VISIT US AT www.canon.co.in
Corporate Office: Canon India Pvt. Ltd., 2nd Floor, Tower A & B, Cyber Square, DLF Phase II, Gurgaon-122002, Haryana.

comes as no surprise, therefore, that Canon has registered an impressive increase in the sales of digital cameras, digital camcorders, inkjet printers and all-in-ones, scanners, digital copiers and multi-functional devices (MFD). Closing its 2005 fiscal year with a gross turnover of Rs. 306 crore (US\$ 68 million), the company marked 18% growth over the previous year. The figures Canon can profess to own are simply spectacular: 100% growth in colour copiers and MFDs; 22% growth in the all copier segment which, in terms of value, takes its market share to over 26%, a growth of 87% in laser printers, 84% growth in projectors and over 200% in digital cameras. The year 2006 is expected to take Canon to the next level – a 30% growth trajectory. The company is targeting a turnover of Rs. 500 crore (US\$ 111.1 million) in 2007.

This ISO 9001:2000 certified company has now become one of India's leading players in the areas of document management and imaging solutions. It has acquired a customer base of 1,000,000 for its digital imaging product portfolio. As a part of the company's strong focus on distribution and networking, Canon has 281 channel partners, presence in 110 retail stores, around 150 service centres and more than 2700 IT re-sellers across 300 cities and towns in India.

Achievements

With enviable regularity, Canon continues to be showered with recognition for its superior technology and quality across product segments. Canon was picked as the Best Digital Imaging Company by VAR India; Best Products by Better Photography and Smart Photography.

Canon has notched up more than 150 awards. Starting from the prestigious Technical Image Press Association (TIPA) awards, the company was awarded for its EOS 350D as the Best Entry Level Digital SLR and the iP8500, the Best A4 Photo printer. The Reader's Digest survey places upon Canon India the crown of becoming the country's most trusted brand for photocopier, faxes and inkjet printers. Consumers from seven key Asian markets – Hong Kong, Malaysia, Philippines, Singapore, Taiwan, India and Thailand, rated Canon amongst the top manufacturers in the digital camera, printer, scanner, digital video camera and office equipment categories. The brand also received the coveted Platinum status

in Malaysia and Philippines in the office equipment category. The awards possibly explain why within seven decades of its worldwide operations, the company has risen to the 154th position on the Fortune 500 list and the world's 30th Most Admired Company. It has established more than 184 companies worldwide, which together employ 115,583 people in various divisions and 200 subsidiaries.

Canon has not only helped to create and energise the digital revolution, it has also brought a sharp focus to it and recorded its first steps. With 17,897 patents accumulated since 1996 Canon ranks number two in the US patent charts.

History

Canon started out as a company with a handful of employees with a burning passion. 70 years hence, it is a world-renowned camera maker and a global multimedia corporation. Canon traces its roots to the Precision Optical Instruments Laboratory founded in 1933 in a third-floor apartment of the Takekaway Building in Roppongi, Azabu Ward in Tokyo. A young man named Goro Yoshida, a

Market

Canon has been gifting moments of delight to people across all age groups for over seven decades. With a firm conviction that only innovation can beat redundancy, Canon continues to add smiles to people's lives with technology that grows faster than imagination. Through the ability to transform, Canon pursues further innovation and sound growth. India is today among the world's fastest growing economies and the Indian consumer, exposed now to global markets and competition, no longer settles for second best. Canon's own passion for quality and innovation equals this highly demanding market mood. It

Canon
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EOS 350D
12.1 Megapixels
3x Zoom Lens
Optical Image Stabilizer

"THE HORIZON IS THE PLACE OF NATURAL LIGHT. And with my Canon EOS 350D, I can capture it right in my eye."
— Bob Kubler, 8x Photographer

DIGITAL EOS
More than ever before.

Canon
Delighting You Always

Detects as many as **9 faces instantly** for spectacular pictures.

High speed, high precision Multiple Face Detection Technology. Recognizing the Digital EOS 350D from Canon, it senses 9 intelligent subjects on the scene as it they naturally sit with the camera focus and records the true subjects. If you capture them, it marks the faces intelligently, making it virtually impossible to lose your shot. Even with intense side lighting, the camera can recognize and track subjects and detect the appropriate exposure for the 9th face. And it handles subject colour and detail even at high ISO, giving the camera's new DIGITAL imaging processor incredible resolution enhancement, giving you the most natural looking pictures ever after shot.

The Intelligent Digital EOS 350D also features:

- * 12.1 megapixel CCD
- * 3x optical zoom
- * 15mm wide-angle optical image stabilizer
- * 400 ISO high light sensitivity capability
- * 28mm wide-angle lens
- * Large LCD display

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passionate camera-lover and his brother-in-law, Saburo Uchida, set up the laboratory jointly. Their aim was to make high-grade cameras that could compete even with the most advanced German models of those days. Using the German cameras as models, Canon researchers put in intensive efforts to accumulate valuable ideas that led to the creation of the Kwanon – the nation's first 35mm focal plane camera, equipped with a range finder and the Kasyapa lens. The name Kwanon – now better known as Canon – referred to the Buddhist Goddess of Mercy. The Kwanon was first advertised in the June 1934 issue of Asahi Camera. The ad copy read: "The T class submarine. The '92-Type' airplane. The Kwanon camera. All world leaders!" In 1937, Precision Optical Industry Co. Ltd. was established with a capital of one million yen and the journey began. Brand Canon entered India in 1997. The

company's Indian operation – Canon India Private Limited, a 100% subsidiary of Canon Singapore Private Limited – leads the world in imaging technologies. Canon India commands a pre-eminent market share in a comprehensive range of sophisticated contemporary digital imaging products. The company today has offices in seven cities across India and employs more than 400 people. In 2007 Canon will celebrate its 10th anniversary in India.

III is a high speed, high precision, multi-face detection technology. This advanced technology can detect as many as nine faces instantly and set the correct focus and exposure for each subject. It also tracks the faces, making it virtually impossible to lose a shot. Even with intense back lighting, the camera can recognise human subjects and decide the appropriate brightness for the fill-in flash. To maintain superb colours, even at high ISO settings, Canon's new DIGIC III imaging processor employs advanced noise reduction technologies.



Product

When it comes to quality imaging products, the first name that comes to mind is Canon. The reason always remains the same: an unquenchable thirst for quality and detailing. The company currently has over 127 product offerings in India. These include digital copiers, multi-functional devices, facsimile machines, inkjet printers and all-in-ones, scanners, laser printers, digital cameras, digital camcorders and multi media projectors.

Compact digital cameras package a variety of functions into a small body. They attract a wide range of users because of their light weight, ease of use, high image quality and high functionality. This appeal is created by Canon's years of experience as a camera manufacturer and an amalgam of several patented technologies: leading-edge optical technology, ultrahigh-precision mounting technology, electronic device technology and colour management technology.

Recent Developments

Utilising its proprietary technologies, Canon designed the DIGIC processor. The new DIGIC

Integrated cleaning systems in most camera brands come either as mechanical or software solutions – but never together. Canon's EOS 400D, however, has a self-cleaning sensor unit with ultrasonic vibrations that repel dust particles. In addition, the 'Dust Delete Function' detects dust with its Digital Photo professional software rendering it inconspicuous. The all-new sensor found in EOS 400D possesses a wide range of ISO speed settings (100 -1600) enabling superb image capture, plus advanced on-chip noise reduction circuitry for extraordinary picture clarity.

Canon's research and development energies find expression in varied achievements. Wide screen shooting, for instance, in a 16:9 format can now be easily done using a fixed size, dependent only upon the available mega pixels. Vari-Angle LCD enables a photographer to cover difficult shooting angles and opens up a whole world of powerful close-ups with comprehensive move functions. A 16:9

initiatives of Canon. Recently launched campaigns like Safar Mein Humsafar (your travelling companion) contest and Summer Fun Promo enabled customers to not only experience high-end technology and features, but also to enjoy true value offers. Celebrities like ace photographer Atul Kasbekar, international tennis star Maria Sharapova and the Master Blaster Sachin Tendulkar have also been used to promote Canon's technological edge.

Canon associated with the India Today Conclave 2006 to showcase its top-end products as the country's leading publication celebrated its 25th anniversary. All the newsletters during the conclave were printed on CANON iRC 3200N and the photographs of all the speakers were printed on Pixma iP8500.

Brand Values

'Passion for innovation' is the motto that makes Canon stand tall amongst all the other brands. The philosophy of Kyosei encapsulates everything that is visionary about the company and lies at the very heart of its brand values and behaviour. Kyosei translates as 'Living and working together for the common good'. Canon, however, has broad-based the definition to encompass 'all people, regardless of race, religion or culture, harmoniously living and working together into the future'.

This way of life is amply demonstrated in its corporate mission, goals, culture and behaviour. Guided by this corporate credo, Canon strives for excellence, trust and respect. With Canon products, users are assured of convenience, pleasure, simplicity and peace of mind. And one immeasurable dividend: by choosing Canon, they are supporting the company's environmental conservation efforts that focus on living and working together for the common good.

www.canon.co.in

THINGS YOU DIDN'T KNOW ABOUT

- Canon**
- Between 1996 and 2005, Canon had acquired 17,897 US patents becoming the world's second largest holder of US patents.
- Canon has ten R&D centres and 51 factories across the world.
- Canon commits 8% of its total revenue each year to R&D.
- Canon is the world leader in the digital camera and copier categories.
- Seven micro motors are fitted to the lens of a Canon camera to facilitate auto focus operations.
- Canon continues its pursuit of the highest image quality in displays, with plans to launch a string of unique technologies, starting with a large-screen flat-panel SED.
- In celebration of completing ten years in India in 2007, Canon has signed cricketing legend Sachin Tendulkar as its brand ambassador.

recording can be played back as 4:3 in a letterbox format.

Canon's Picolitre is a revolutionary technology taking the imaging world to new heights. Available in the next generation PIXMA printers, Picolitre delivers superior print consistency and imaging quality. In addition, the company's Full-photolithography Inkjet Nozzle Engineering (FINE) print head technology assures the consumer of an exceptional outcome every time.

2007 will see Canon complete ten hugely successful years in India. To commemorate this occasion of 'Delighting India for a Decade', Canon has announced a winning partnership with cricketing legend, Sachin Tendulkar. As brand ambassador, Sachin forms a close fit with Canon. He brings to the game the same level of trust and reliability that Canon brings to its products.

Promotion

'Delighting you always'. Brand Canon stands firm by this motto. It is reflected in all the advertising