

Chuck Westfall

Director
Media & Customer Relationship
Consumer Imaging Group
Canon U.S.A., Inc.

Canon Characteristics

- Advanced Technology, Made Simple
- Quality, Reliability, Style, Leadership
- 70+ Years of Experience in Imaging
- World Leader in Technology
- Only company that designs, manufactures and markets a complete line of cameras, camcorders and photo-quality printers
- Most key components manufactured in-house

The EOS Digital SLR Line-up



PowerShot Camera Line-up



Future Technology Trends I

Component	Current Tech	Future Tech
Lens	Spherical, Aspherical, Fluorite, Multi-Layer, Diffractive Optics, etc. http://www.canon.com/technology/get_all_products_tech_00_index.html	Wavefront Coding, Flexible Lenses, Liquid Lenses, etc. http://www.theregister.co.uk/2004/12/01/varioptics_liquid_lens/
Imager	CCD	CMOS http://www.canon.com/technology/get_all_products_tech_00_index.html
On-Camera Displays	Optical VF, TFT-LCD Monitors	High-Res EVF, OLED Monitors http://www.canon.com/technology/get_all_products_tech_00_index.html
Power Supply	Lithium-ion, NiMH	Fuel Cells http://www.canon.com/technology/get_all_products_tech_00_index.html

Future Technology Trends II

Component	Current Tech	Future Tech
CPU	DIGIC II http://www.canon.com/digital/photography/digital_tech_and_products-2004.html	DIGIC XXVIII ?
Interface	USB, IEEE1394	Wireless: "Flavor of the Month," i.e., IEEE 802.20, UWB, etc. Embedded IP Address, Instant Upload