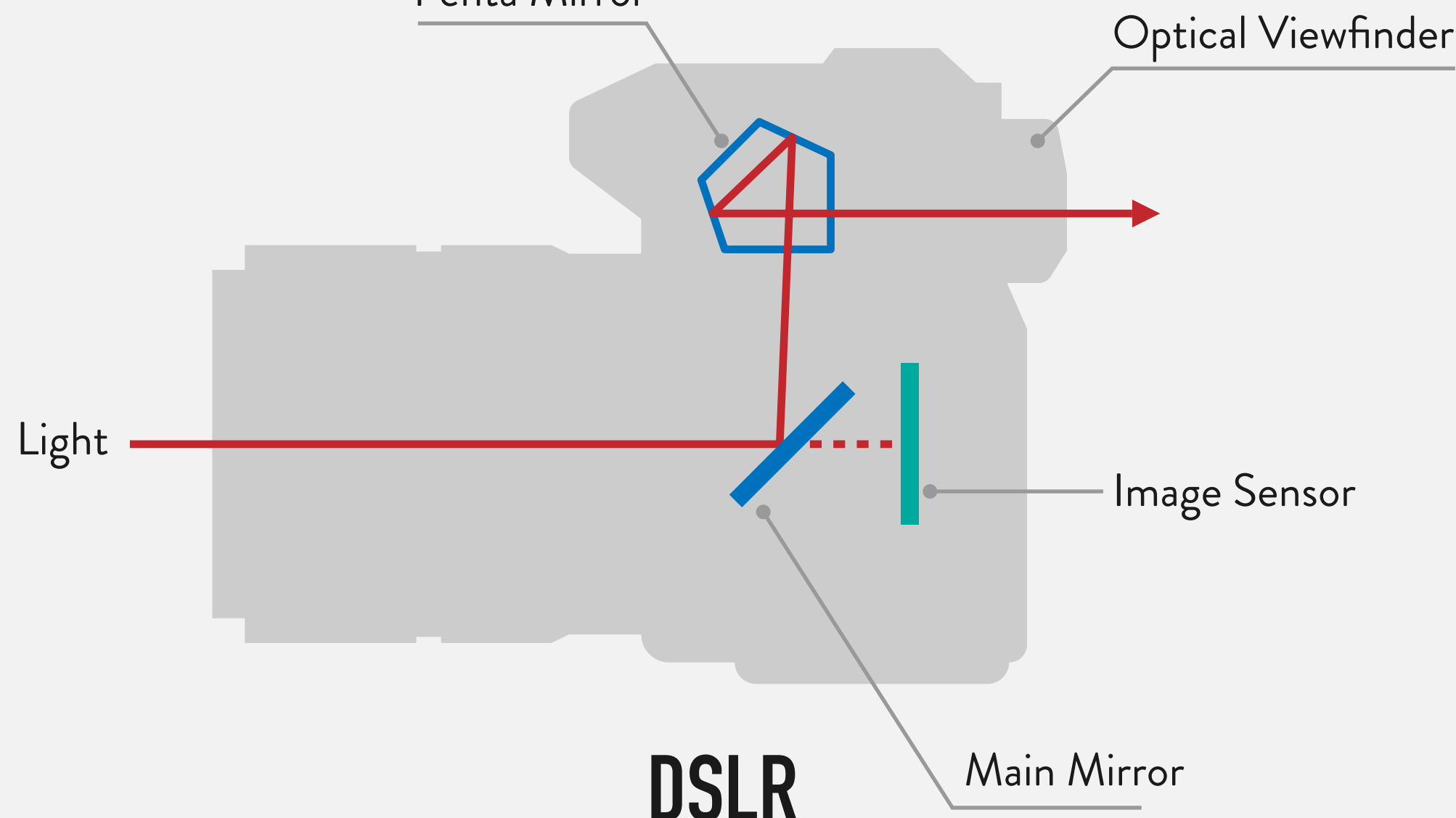


WHY THE EOS R IS GREAT FOR FOOD PHOTOGRAPHY

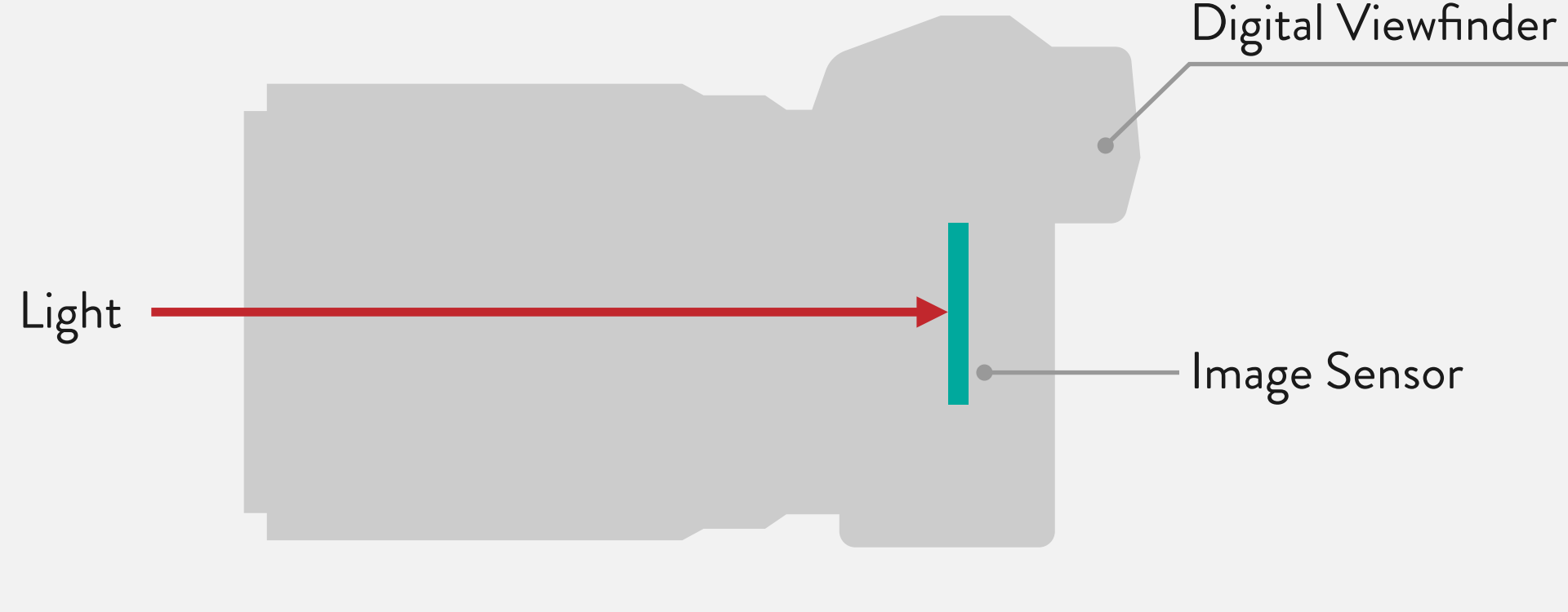
Do you find your food photos getting lost in a buffet of images? Elevate your food photography skills with the EOS R, Canon's first full frame mirrorless camera. Discover why the EOS R is the gear you need to help you capture mouthwatering photos with this infographic.

WHAT IS A MIRRORLESS CAMERA?

A mirrorless camera is one that doesn't require a reflex mirror, which is a key component of DSLR cameras. Hence light passes through the camera lens and right onto the image sensor, which then captures a preview of the image to display on the rear LCD screen or electronic viewfinder.



DSLR

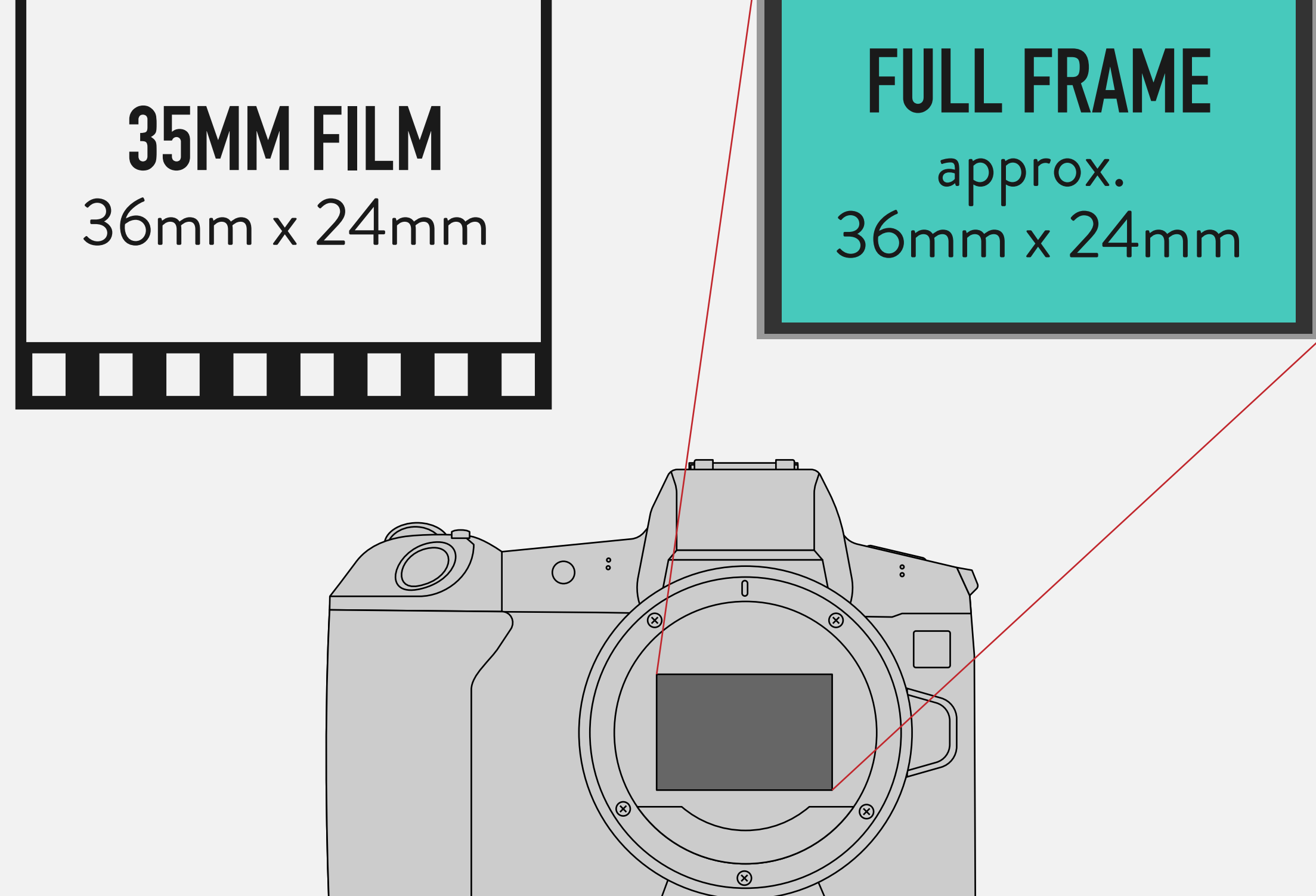


MIRRORLESS

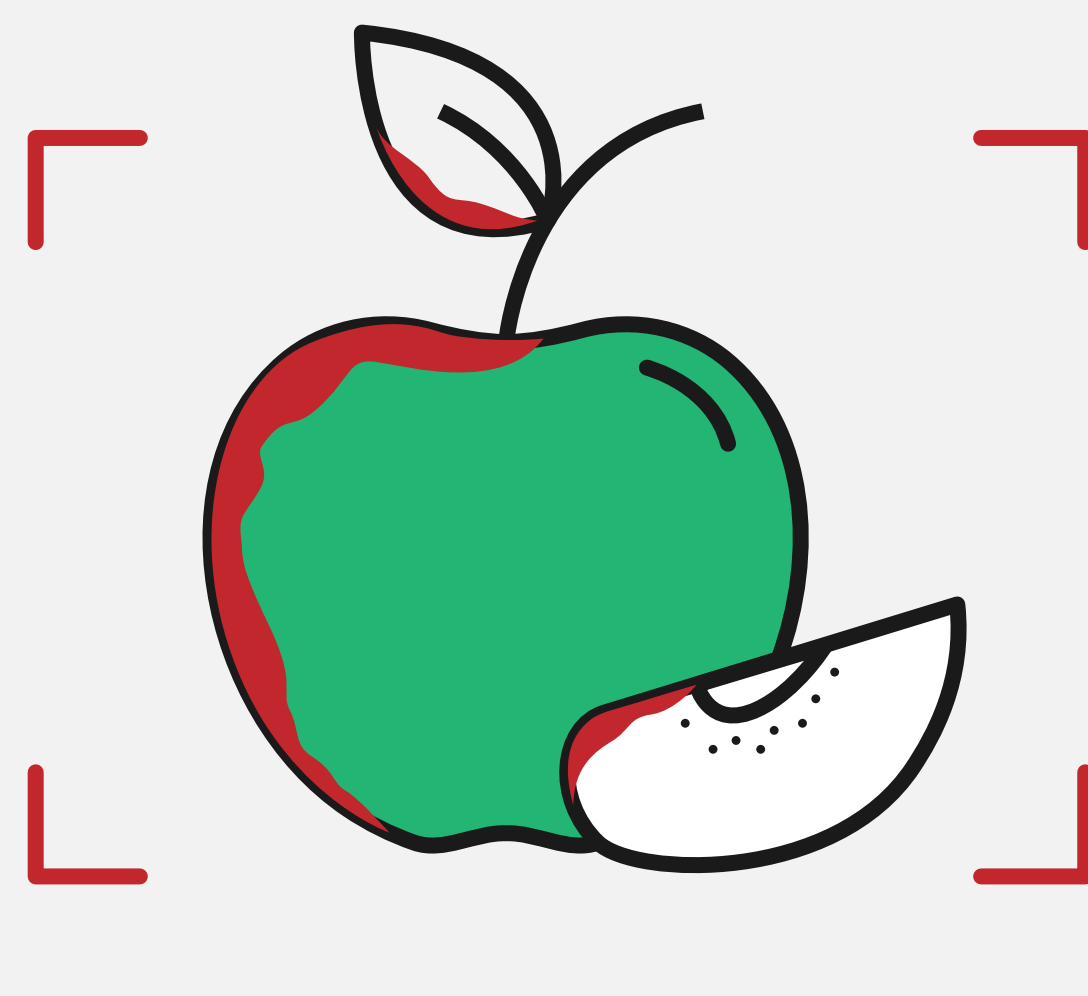
WHAT IS A FULL FRAME CAMERA?

A full-frame camera uses a sensor equivalent in size to 35mm film. With more surface area, more light is gathered, and this leads to better image quality, especially in low-light situations.

A full-frame also ensures better depth of field control, or background blur that helps separate your subject from its environment while ensuring that it is in focus.

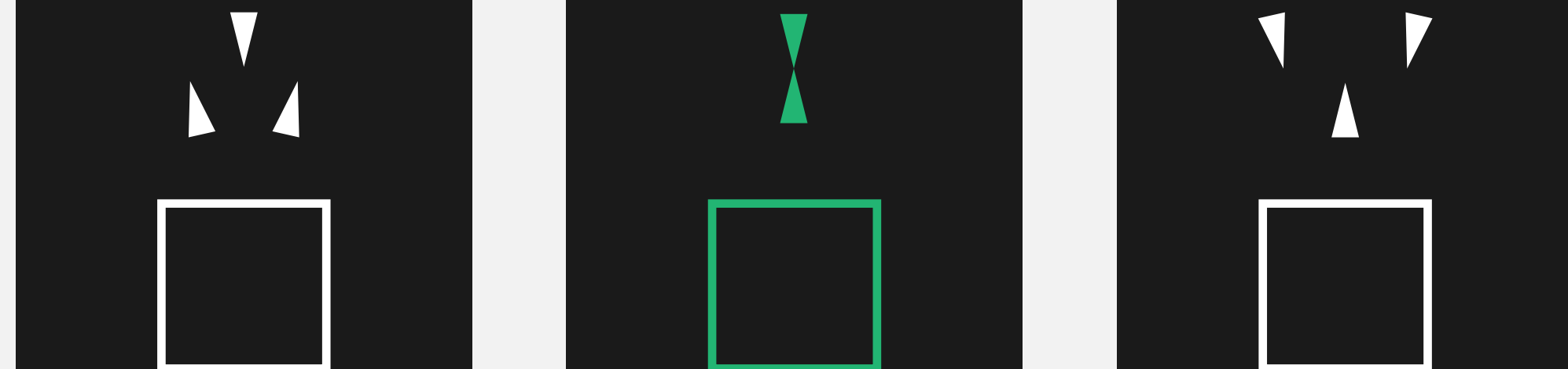


WHAT MAKES THE EOS R GREAT FOR FOOD PHOTOGRAPHY



FOCUS PEAKING

A great help in speed and precision when focusing manually, Focus Peaking highlights high-contrast areas to tell you which area is in focus and which is not. It peaks when it gets the maximum highlight on the subject, informing you that it is in focus.



FOCUS GUIDE

A complement to Focus Peaking and a helpful function when shooting in manual mode, Focus Guide lets you know in real time when your subject is in focus by turning its icon from white to green. This prevents your subject from becoming out of focus (too far in front or behind).



WIRELESS CONNECTION

With the camera's Wi-Fi function, you can connect your camera to the Canon Camera Connect app to control the settings from your smart device, or perform remote shooting via your smart device from a distance. This is especially helpful when you are photographing yourself enjoying the food.



FILTERS

Use a CPL filter to help remove/reduce reflection on surfaces such as soup or dessert. This eliminates unwanted light streaks that could be potentially distracting or unflattering.

Lenses are for illustration purposes and may not represent the actual product.

LET THE EOS R TAKE YOUR FOOD PHOTOGRAPHY TO THE NEXT TANTALISING LEVEL.

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