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
- EOS 1D Mark II
- EOS 1Ds Mark II
- EOS 20D
- Digital Rebel XT
- Digital Rebel

PowerShot Camera Line-up
- A95
- A510
- A520
- A400
- SD500
- SD400
- SD300
- SD200
- SD20
- G6
- Pro1
- S70
- S60
- S5
- S0

Future Technology Trends I
<table>
<thead>
<tr>
<th>Component</th>
<th>Current Tech</th>
<th>Future Tech</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lens</td>
<td>CCD</td>
<td>CMOS</td>
</tr>
<tr>
<td>Imager</td>
<td>Optical VF,</td>
<td>High-Res EVF,</td>
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<tr>
<td>On-Camera Displays</td>
<td>TFT-LCD, Monitors</td>
<td>OLED Monitors</td>
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<tr>
<td>Power Supply</td>
<td>Lithium-Ion, NiMh</td>
<td>Fuel Cells</td>
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Future Technology Trends II
<table>
<thead>
<tr>
<th>Component</th>
<th>Current Tech</th>
<th>Future Tech</th>
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<tbody>
<tr>
<td>CPU</td>
<td>DIGIC II</td>
<td>DIGIC XXVIII?</td>
</tr>
<tr>
<td>Interface</td>
<td>USB, IEEE1394</td>
<td>Wireless:</td>
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<td></td>
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<td>&quot;Flavor of the Month,&quot; i.e., IEEE 802.20, UWB, etc.</td>
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