

## Chuck Westfall

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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. <a href="http://www.canon.com/technology/get_all_products_tech_00_index.html">http://www.canon.com/technology/get_all_products_tech_00_index.html</a>	Wavefront Coding, Flexible Lenses, Liquid Lenses, etc. <a href="http://www.theregister.co.uk/2004/12/01/varioptics_liquid_lens/">http://www.theregister.co.uk/2004/12/01/varioptics_liquid_lens/</a>
Imager	CCD	CMOS <a href="http://www.canon.com/technology/get_all_products_tech_00_index.html">http://www.canon.com/technology/get_all_products_tech_00_index.html</a>
On-Camera Displays	Optical VF, TFT-LCD Monitors	High-Res EVF, OLED Monitors <a href="http://www.canon.com/technology/get_all_products_tech_00_index.html">http://www.canon.com/technology/get_all_products_tech_00_index.html</a>
Power Supply	Lithium-ion, NiMH	Fuel Cells <a href="http://www.canon.com/technology/get_all_products_tech_00_index.html">http://www.canon.com/technology/get_all_products_tech_00_index.html</a>

## Future Technology Trends II

Component	Current Tech	Future Tech
CPU	DIGIC II <a href="http://www.canon.com/digital/photograph/digic2_tech_index.asp?ID=218&amp;ID2=1">http://www.canon.com/digital/photograph/digic2_tech_index.asp?ID=218&amp;ID2=1</a>	DIGIC XXVIII ?
Interface	USB, IEEE1394	Wireless: "Flavor of the Month," i.e., IEEE 802.20, UWB, etc. Embedded IP Address, Instant Upload