

Canon celebrates 25 years of photographic expertise

Canon recently celebrated 25 years of photography expertise with the anniversary of the iconic EOS, or Electro Optical System. Since its birth in 1987, the EOS System has grown to become one of the world's most comprehensive range of digital single-lens reflex (DSLR) cameras, interchangeable lenses and accessories.

Canon's EOS system made its debut in March 1987 with the launch of the EOS 650 SLR camera and three interchangeable EF lenses, including the EF35-70mm f/3.5-4.5. The EOS series was the world's first fully electronic mount system, representing a new generation of AF SLR cameras.

Following the introduction of the EOS D30 in 2000, when the popularisation of digital SLR cameras was in full swing, Canon developed such advanced technologies as its proprietary CMOS sensors and high-performance DIGIC digital image processors in an effort to offer products that fulfilled the company's key concepts of high speed, ease-of-use and high image quality.

Camera range serves the needs of all users

With the flagship EOS-1D X at the apex and the newly introduced EOS 5D Mark III boasting excellent image quality and video functionality, Canon's rich digital SLR camera line-up serves the needs of all levels of users, from professional photographers to entry-level photo enthusiasts.

Additionally, Canon's interchangeable EF lens series, introduced together with the EOS SLR camera system, has come to lead the industry. With Canon's optical technologies at its core, EF lenses incorporate such innovative technologies as the Ultrasonic Motor (USM), Image Stabiliser (IS), Subwavelength Structure Coating (SWC), anti-reflection technology, and multi-layered Diffractive Optical (DO) elements. The current EF-lens line-up comprises over 60 models, making possible a diverse range of imaging-expression possibilities.

Furthermore, with the recent launch of the Cinema EOS System of professional digital cinematography products, Canon's EOS system now supports motion picture production and other high-end video capture applications.