

PRESS RELEASE

Canon for the 75th Venice International Film Festival.

Canon technology to support Venice Film Festival, International Italian excellence

Milan, 25 July 2018 – Canon, world leader in imaging solutions, has confirmed its support as sponsor to the **75TH Venice International Film Festival**. The event will be held at the Lido di Venezia from 29 August to 8 September.

Canon and the Seventh Art share three essential and significant elements -- creativity, quality and expressive power. It is a consolidated bond confirmed by Canon's solutions and services ecosystem which supports film professionals as they tell their stories in the best way.

Canon Italia CEO Massimo Macarti said: "We are proud to be once again at the side of one of the most world's famous International film festival, putting our technology and imaging skills to work. This decades-long partnership is a strong testimony to Canon's commitment to supporting film art. This is an even more meaningful choice thanks to the Imaging of Italian Xcellence (IoX): This is the initiative with which Canon has been supporting Italian excellence in its various forms and expressions for several years. Venice is a unique opportunity to renew our bond with professional photographers, who document and tell the stories of this prestigious event, through their images."

Canon in Venice will offer its imaging expertise and provide accredited photographers full technical support in the Canon Professional Service Area. Throughout the exhibition, photographers can count on the advice of Canon staff and have their equipment, camera bodies and lenses checked to ensure they work with maximum efficiency. It will be possible to field-test the latest solutions available in the vast professional photo and video ecosystem, including **Canon Cinema EOS C200**, the compact 4K digital video camera that supports the new RAW recording format, and Canon's latest high-performance SLRs.

During the event, Canon will provide a complete professional document management and printing service, guaranteeing reliability, production capacity and high-quality support to the Exhibition offices and accredited journalists. The printing service provided by Canon will allow to benefit from faster print jobs, higher productivity and secure printing.

Per informazioni

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