

PRESS RELEASE

Canon at the 74th International Film Festival of La Biennale di Venezia

Milan, 27 July 2017 - Canon, the world leader in imaging solutions, renewed its sponsorship commitment to the **74th International Film Festival of La Biennale di Venezia**. Organised by La Biennale di Venezia, the event will take place at the Venice Lido from 30 August to 9 September 2017.

Creativity, quality, and expressive power: Three essential and significant words to describe what **Canon and the Seventh Art** have in common. 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.

It is because of this shared passion that this partnership has continued for almost a decade. It is a strong testimony to Canon's commitment to supporting cinematographic art. This is an even more meaningful choice thanks to the [Imaging of Italian Xcellence \(IoX\)](#) project. This is the initiative with which Canon has been supporting Italian excellence in its various forms and expressions for several years.

During the Biennale Cinema 2017, Canon will provide its imaging expertise and offer accredited photographers full technical support in the **Canon Professional Services (CPS)** area. Each can count on the advice of dedicated technicians and specialist repairers to verify the proper functioning of their photographic equipment, guaranteeing the ability to work with tools which are operating at peak efficiency. It will be possible to test the latest products of the professional photo and video range. This includes the new top-of-the-range [Canon Cinema EOS C200](#), which is a 4K compact digital camcorder that supports the new RAW recording format, and the new Full Format EOS 6D MkII camera.

Canon will also support the media center through the installation of a full-featured professional document print service, guaranteeing reliability, production capacity and high-quality support to the Exhibition administrative offices and accredited journalists.

Canon Italia's Professional Imaging and Consumer Marketing Director Massimiliano Ceravolo said: "We are convinced that Canon technology innovation can be a viable ally to support cinematographic art. Today imaging is the universal language creativity and emotions and with the new claim Live for the Story, Canon is getting closer to all those people who share their experience through the image. Canon's participation at the 74th International Film Festival confirms the commitment of the company to support imaging professionals and excellent organizations such as La Biennale di Venezia."

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