

# PRESS NEWS

## Canon for the 78th Venice International Film Festival – La Biennale di Venezia

### Canon's imaging ecosystem alongside Biennale Cinema 2021

**Milan, 26 July 2021** - Canon named Digital Imaging Supporter of the **78th Venice International Film Festival - La Biennale di Venezia**, on 1-11 September 2021.

It is a long-standing tradition for Canon to support this event, and this year will be particularly extraordinary. The company is celebrating the tenth anniversary of **Cinema EOS** system, a range of professional camcorders that has expanded over the years to meet the ever-changing needs of cinematographers, videomakers and productions. It is a universe that Canon supports with many initiatives, such as "La Grande Occasione" - the Canon Award dedicated to Italian videomakers and which will take shape at the end of the year.

Canon's imaging technologies and skills have always served the art of film and photography. Its technology has helped to tell stories, focus on creativity, quality and expressive power. As in the Festival's previous years, Canon will provide its solutions for image acquisition and services designed for photographers and videomakers committed to documenting, telling and showing the faces and emotions animating this important event.

Accredited photojournalists and video operators can take advantage of the highest level of consultancy and technical support in the **Canon Professional Service** area and with direct access to the press room. Canon experts will be on hand to ensure equipment maximum efficiency.

Here, professionals can experience Canon's latest innovations including the Canon flagship **EOS-1DX Mark III** and the revolutionary **Canon EOS R system** including the well-known EOS R5 and EOS R6, and **RF lenses**, which redefined photographic and video shooting boundaries and expanded creative possibilities. There will be **EOS C70**, the next-generation camcorder designed to be the perfect compromise between film cameras and interchangeable lens cameras.

Canon supports the Biennale Cinema 2021 with its **Managed Print Service** solutions for **Workspace Collaboration**. This is an ecosystem of solutions and services for the integrated management of print flows and document digitisation processes, which creates a shared and widespread, flexible and interconnected workplace that embraces the Venice Film Festival's organisational offices and the press room, and offers efficiency and rapid action to meet all needs.

Accredited journalists can use Canon technology to support their work throughout the festival.

**For further information, please contact**  
Canon Italia  
Giada Brugnaro  
t. 335.7918607  
[giada.brugnaro@canon.it](mailto:giada.brugnaro@canon.it)

**Prima Pagina Comunicazione**  
Viviana Viviani – Monica Fecchio  
t. 02/91.33.98.11  
[viviana@primapagina.it](mailto:viviana@primapagina.it)  
[monica@primapagina.it](mailto:monica@primapagina.it)

Follow Canon on [Facebook](#) - [Twitter](#) - [Instagram](#) -  
[Linkedin Professional Imaging](#) - [Business Bytes](#)  
#LiveForTheStory #SeeTheBiggerPicture  
@CanonItaliaSpa @CanonBusinessIT

