

# PRESS RELEASE

## **CANON WILL BE A SUPPORTING SPONSOR OF THE 81st VENICE INTERNATIONAL FILM FESTIVAL - LA BIENNALE DI VENEZIA**

**Culture, sustainability and commitment to professionals:**

### **Canon's Total Imaging Experience in the front row at the Venice Lido**

**MILAN, 24 July 2024** - The 81st Venice International Film Festival, organised by La Biennale di Venezia, will take place at the Venice Lido from 28 August to 7 September 2024. As a long-standing sponsor for over two decades, Canon continues to back this iconic Italian event, a beacon of film artistry, culture, and allure, by providing its advanced imaging technologies and expertise, without ever losing sight of the brand's social and sustainable commitment.

"The power of images expresses one of its highest forms through Cinema, capturing snapshots of society that remain etched in time." Says **Andrea Di Santo, Managing Director Canon Italia** "Through the stories told on the big screen we make entertainment, but also culture and promotion of necessary social changes. This is how imaging technology becomes a democratic and inclusive tool available to all."

Thirteen years after the launch of the **Cinema EOS** series, Canon is committed to promoting the world of the seventh art, to provide imaging artists solutions that meet every need. By low light enabling shooting or providing easy-to-handle and adaptable solutions, streamlined workflows, an extensive dynamic range and a wide variety of formats and settings to define the type of files recorded, the Japanese brand encourages new storytelling techniques, considering the user experience of filmmakers, camera operators, and cinematographers. The brand-new **EOS C400** video camera, designed for filming, live broadcasts and virtual productions, will be unveiled at the Lido at the Canon corner (third floor Casino - Media and Press Area) paired with the **Canon Flex Zoom** cinema lenses. This camera is a groundbreaking device equipped with a 6K full-frame BSI sensor with an impressive 16 stops of dynamic range.

During the Film Festival, the Canon Professional Service (CPS), the sought-after service for accredited photographers, will be available. It is an essential benchmark for professionals who depend on the utmost efficiency of their equipment. Specialised advice, technical support, sensor cleaning and discovery of the latest technologies - cameras, camcorders and optics - guarantee a unique service.

This year, Canon strengthens its connection with Video Production professionals, by partnering with "Collettivo ChiaroScuri" a cultural association founded by leading Italian and international film photographers. They will establish "Casa ChiaroScuri" in the CPS area, where Collettivo members will hold interviews and detailed conversations about the film world and culture alongside filmmakers. Videos will be shot using Canon technology.

As in previous years, the Festival's operational offices will rely on Canon's advanced hardware and software printing solutions to streamline the exhibition's organisation and Press Room. Canon's Easy Experience ensures a streamlined and instant management of printing devices and processes, the flow of information and documents, accessible on-site and remotely.

**For further information, please contact**

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