

Canon will be a supporting sponsor of the 82nd Venice International Film Festival – La Biennale di Venezia

Milano, 22 July 2025 – Canon will be a supporting sponsor of the 82nd Venice International Film Festival – La Biennale di Venezia, taking place from August 27 to September 6, 2025.

A long-standing partner of the event, Canon will bring its full **Total Imaging Experience** to the Lido, placing technology at the service of creativity and cinematic culture.

The **Cinema EOS** range continues to be a benchmark for industry professionals, offering versatile, high-quality solutions such as the **EOS C80** and **EOS C400** cameras, designed to meet the demands of the most complex productions. Alongside these, the award-winning **EOS R system** provides innovative tools for photographers, vloggers, and content creators, including the full-frame mirrorless **EOS R1** and **EOS R5 Mark II**, as well as the new **PowerShot V1** and **EOS R50 V** models. All these devices are engineered to deliver high performance at every stage of visual production.

Canon's support for **Biennale Cinema 2025** also extends to document management through its **Easy Experience (E2X)**, Canon's integrated ecosystem for printing and scanning. With **imageRUNNER ADVANCE** multifunction devices managed by hybrid and cloud platforms, Canon optimizes the printing and scanning workflows of the organizational offices and press room, facilitating information sharing.

For the 2025 edition as well, the renowned **Canon Professional Service (CPS)** will be active at the Lido, offering technical support, maintenance, and consultation to accredited photographers. Designed to ensure maximum equipment efficiency even in the most dynamic situations, the service is a vital point of reference for imaging professionals, guaranteeing operational continuity and quality throughout the event.

"**The Biennale di Venezia** is a cultural excellence recognized worldwide. Canon is proud to renew, for the twenty-first consecutive year, its commitment to supporting the seventh art. Our presence is not only a testament to a long-standing collaboration but also a concrete expression of our support for cinematic culture, seen as a driver of creativity, expressive freedom, and collective growth. We believe that technological innovation is a continuous source of inspiration, capable of amplifying creativity and empowering visual storytelling," said **Javier Tabernero da Veiga, CEO of Canon Italia**.

With its presence at **Biennale Cinema 2025**, Canon reaffirms its role as an ally of cinematic culture, placing technological innovation at the service of visual storytelling and creative freedom.

Canon Italia

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