

COMUNICATO STAMPA

Canon renews supporting sponsorship of the 83rd Venice International Film Festival: a historic blend of technological innovation and cultural vision

MILAN, July 23, 2026 – Canon Italy has officially confirmed its return as a **Supporting Sponsor of the 83rd Venice International Film Festival – La Biennale di Venezia**, taking place this September at the Venice Lido. Marking over two decades of collaboration, this renewed partnership cements Canon's presence at one of world cinema's most prestigious events, showcasing a leadership built on pioneering technical expertise and a forward-thinking vision for the imaging industry.

Long established as the go-to benchmark for imaging professionals, Canon has successfully expanded its heritage in optical technology into a **comprehensive, integrated ecosystem** where photography, video, and print seamlessly connect.

*"Today's visual storytelling spans a massive spectrum, from traditional cinema and digital productions to fully immersive media," said **Giuseppe D'Amelio, Country Director of Imaging Technologies at Canon Italy**. "Canon is driving this transformation forward with a complete ecosystem of solutions designed to deliver uncompromised quality, streamlined workflows, and total creative freedom."*

Within this ecosystem, the Cinema EOS lineup remains the gold standard for professional filmmaking, renowned for delivering cinematic quality, operational flexibility, and unmatched image consistency. At the same time, the evolution of systems like the EOS C50, EOS R6V, and EOS R6 Mark III highlights **the central importance of an increasingly hybrid approach**, engineered to adapt organically to diverse production environments and visual formats. This is further enhanced by the RF lens lineup alongside Canon's proprietary sensors and software solutions, which continue to give the brand a competitive edge while delivering world-renowned performance and image quality.

Throughout the festival, Canon will provide critical, on-the-ground support through **Canon Professional Services**: a dedicated hub offering technical assistance, equipment maintenance, and expert consultation to accredited press photographers. Within this framework, the inclusion of solutions like the EOS R1 and EOS R5 Mark II showcases the power and reliability of Canon's imaging technology. Engineered for peak performance in the most dynamic and demanding environments, these tools allow professionals to work seamlessly and with absolute confidence.

Canon's support also extends to the festival's operational infrastructure through a **Managed Print Service**. Utilizing integrated printing and scanning solutions powered by Canon multifunction devices, this service streamlines and secures workflows across administrative offices and the press room, facilitating the timely sharing of information.

Highlighting its commitment to innovation and new creative frontiers, Canon will also feature prominently at the **Venice Immersive Market** on Venice Immersive Island (Lazzaretto Vecchio) - a space entirely dedicated to VR, XR, and AR content. Visitors will be able to experience Canon's specialized immersive cinema solutions firsthand and explore how its professional Video and Cinema ecosystem is unlocking new forms of experiential storytelling.

This commitment to the future of media will culminate on **September 6th with an exclusive Panel Discussion** - *"Created Different, an immersive future"* at the Immersive Meeting Space. Featuring prominent figures from academia, the creative industries, and the cultural sector, the panel will explore how Canon's VR technology is actively shaping contemporary narrative language and driving the evolution of immersive content.

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