

Beat: Technology

## **New CANON FULL-FRAME CINEMA CAMERA To Be Showcased At CINE GEAR EXPO 2018**

### **Latest Products & Host Panel Discussions**

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**USPA NEWS** - Canon U.S.A., Inc., a Leader in Digital Imaging Solutions, was showcasing its Newest Digital Cinema Products at Cine Gear Expo 2018 in Los Angeles. Visitors to the Canon Booth had the Opportunity to experience the Full Range of Canon Cinema Cameras and Lenses, 4K Reference Displays, and DSLR Cameras and Lenses, including the recently announced EOS C700 FF Cinema Camera.

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Available in EF or PL Mount, the EOS C700 FF features a 5.9K Full-Frame Sensor with Built-In Anamorphic De-Squeeze Capabilities and RAW Capture. The Camera was on display paired with the CN-E20mm T1.5 LF F Lens, the latest Addition to Canon's Line of CN-E Prime Lenses. Canon's newest 4K HDR Reference Display, the 24-Inch DP-V2421, was also available for Hands-On Demonstrations, showcasing On-Set HDR Functionality.

Cine Gear Attendees were be able to learn more about Canon's CarePAK PRO Extended Service Plan, which recently expanded to include Professional Video and Cinema Products. Canon CarePAK PRO offers coverage from Accidental Damage such as Drops, Spills and Power Surges, protecting Customer Investments from Unforeseen Repair Costs and Excessive Downtime.

In addition to showcasing Products and Professional Service and Support Offerings, Canon was hosting a Series of Panel Discussions and Educational Seminars. The Attendee had the Opportunity to see the new EOS C700 FF in action with a Screening of Dishful of Dollars, a Short Film directed by Nigel Dick and shot by Nancy Schreiber, ASC.

- Friday, June 1

Options in Optics

Moderator: Tim Smith, Sr. Film and Television Advisor, Canon U.S.A.

\* Panelists :

Daniel Levin (Inside the FBI)

Claudia Raschke (RBG, The Price of Everything)

Steven Poster (The Boor, Amityville: The Awakening)

- Saturday, June 2

Dishful of Dollars "" In-depth with the EOS C700 Full Frame

Moderator: Tim Smith, Sr. Film and Television Advisor, Canon U.S.A.

\* Panelists :

Nancy Schreiber, ASC (Director of Photography)

Nigel Dick (Director)

Gunnar Mortensen (1st AC)

Loren Simons (Sr. Engineer, Field Applications, Canon U.S.A.)

Source : Canon U.S.A., Inc.

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