



Canon PowerShot launches search to find the best of our 'Keepers'

'The Canon Keeper Hunt' competition is encouraging Australians and New Zealanders to upload their favourite 'Keeper' - the photo that captures the moment perfectly.

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Sydney, 6 May 2010 This week, Canons PowerShot compact digital camera brand launched a search for our favourite Keepers. Keepers are the photos that turn out just the way you want them to - the ones that capture the moment exactly the way you want to remember it and spark the memory for all who view them.

Until 20 June, photographers of all levels will be encouraged to upload their favourite Keepers to the Canon PowerShot website for the chance to win great prizes including a huge \$20,000 for the major winner.

The Canon PowerShot range with TruCapture technology helps you capture more Keepers. Clear, sharp shots with true-to-life vibrant colours are easily captured with smart technologies such as Intelligent Auto, making it easy to get that perfect shot.

Our PowerShot cameras are constantly helping users capture those pictures that tell a thousand words, said Anna Kalinowska, Assistant Brand Manager - PowerShot. The Canon Keeper Hunt aims to celebrate our best Keepers, and gives everyday photographers the opportunity to look beyond the happy snaps for a photo that really captures the essence of the moment. To learn how to capture more Keepers visit the Canon PowerShot Guide to Keepers where you will find handy photography tips and video tutorials. The Keeper Hunt competition is the next phase of an integrated PowerShot campaign that launched last month through an interactive online site and a series of advertisements using images that are considered Keepers. To promote the competition Canon has formed a partnership with SMG Red to develop an extensive cross platform activation across TV, online and print. The Canon Keeper Hunt will be based on four briefs that highlight the different types of Keepers that can be captured:

Brief 1: The priceless expression capturing the expression on someones face perfectly. It could be a heartfelt laugh, true surprise or just a genuine smile.

Brief 2: The unexpected moment those special moments you just cant plan for. A moment that you never would have caught had you not had your camera in hand at the perfect time.

Brief 3: The shot that says it all a single photo that sums up an entire memory and makes you feel as if you were there.

Brief 4: The once in a lifetime shot you know when you have one of these its the moment you capture that will never be repeated. Like your babys first step or the shot you took on your first trip overseas.

The Canon Keeper Hunt will be judged by professional photographers who know how important it is to capture Keepers. Judges include Greg Power, Graham Monro, Chris McLennan and Cameron Spencer. Once the judges have narrowed down the best entries in each category, it will be the publics turn to vote for their favourite Keepers.

The favourite Keeper, the image with the largest number of votes overall (regardless of category), will receive \$20,000 cash. The winners of each category will win a Canon family pack worth over \$2,000 including a PowerShot G11 and the new SX210 IS as well as cameras for the kids including

the A3100 IS and A495 PLUSa PIXMA MP990 printer so that everyone in the family can capture and print their Keepers. There is also a prize of a PowerShot SX210 IS for one lucky person who votes for their favourite Keeper.

The Canon PowerShot website features a Guide to Keepers, providing advice on how to:

identify Keepers, with simple photography tips and hints;

capture Keepers, with a demonstration of how key technologies help you capture them and;

keep Keepers, giving ideas and inspiration of how to display and share your Keepers.

The site is full of video tutorials, step-by-step guides, and even puts a PowerShot in users hands to demonstrate how it helps to capture more Keepers.

For more information on The Canon Keeper Hunt go to www.canon.com.au/powershot

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About Canon

Canon Australia is a leading provider of advanced, simple-to-use imaging solutions for businesses and consumers. Canons Australian R&D company, CiSRA, develops customised solutions for local customers, and exports digital imaging technologies for use in Canon products worldwide. Canon has ranked among the top-four US patent recipients for the past 18 years, and had global revenues of around \$US35 billion in 2009. Canon Australia also operates Canon Finance Australia, which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit canon.com.au

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