

buzz

The art of

Sports Photography

Suhaimi Abdullah Shares His Perspective

**Canon Hooks Up With
Singapore's Hippest Labels**

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The art of Sports Photography

Award-Winning Photographer
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Suhaimi Abdullah

This shows the high-intensity action of the Martial Combat series last year. I love this picture because it captured the expression of the fighters. It was shot on an EOS 1D Mark III with an EF 24-70mm f/2.8 L USM Lens.

Suhaimi Abdullah is one of Singapore's most prolific sports photographers. He has covered such diverse events as the 25th SEA Games in Laos, World Cup 2010, the ESPN Martial Combat Series, the Youth Olympic Games 2010, the HSBC Women's Champions 2011, and the World Netball Championship 2011. In 2009 he won the prestigious Pride of Place photography competition. Canon BUZZ discovers Suhaimi's unique perspective on sports.



What is it about sports photography that first caught your interest?

It's the intensity of the competition; the raw emotion of the athletes as they achieve sweet victory or suffer the agony of defeat. For me, there is no other genre that offers such fast, heart-pounding action and displays so many different forms of athleticism. These are the things that have kept me rooted in sports photography to this day.

Beyond capturing individual moments, what other aspects of a sport do you hope to reveal with your images?

I'm always striving to shoot something out of the ordinary – something unique or funny or weird. But it's always a challenge, and I always have to be ready when that split-second opportunity presents itself. Ideally, my images will speak for themselves and inspire viewers to think and discuss them. It's a matter of thinking creatively, of seeing the big picture.

How do your shooting techniques vary with the different sorts of athletic events you cover?

You cannot apply one generic method across different sports. Each event, each venue has a different field of play (FOP). This will impact your choice of lens, as well as your perspective of the field. You need to know what works and what doesn't with the different sports you are photographing. Thereafter, you need to identify your objectives and then determine what kind of shooting techniques or style you should adopt to best achieve them.

What is the most challenging aspect of sports photography?

The biggest challenge is learning to anticipate and always staying focused. You can only succeed if you truly understand the nature of the sport you are shooting. In essence, you have to think like an athlete. Your anticipation skills will improve if you read up on the sport you're covering so you understand it and know who the star athletes are. Luck plays a part too. And if you really enjoy the sport, the photos will come naturally.

How important is lens choice to sports photography?

To be honest, most of the time sports photography requires a long telephoto lens to get good shot. Based on the designated position for photographers at many sporting events, 400mm is the norm. However, this doesn't mean that wide-angle, ultra-wide-angle or fisheye lenses have no place in sports. For example, a remote camera fitted with an ultra-wide-angle or fisheye lens is very useful if you place it behind the goal post during a soccer match. Moreover, these lenses are very good for capturing a general view of stadiums during the game. And since sports photography often takes place in low lighting conditions, it's extremely useful to have a fast lens and a camera with good ISO control.

What's in the Photographer's Bag?

In general I would bring three camera bodies: the Canon EOS 5D Mark II, Canon EOS 1D Mark III and Canon EOS 1D Mark IV. As for the lenses, they would be the Canon EF 15mm f/2.8 Fisheye, Canon EF 16-35mm f/2.8 L USM, Canon EF 70-200mm f/2.8 L IS USM, Canon EF 300mm f/2.8 L IS USM or the Canon EF 400mm f/2.8 L IS USM. Other items include the Speedlite 580EX II flash and remotes. Under specific conditions, I would also bring the Canon EF 24-70mm f/2.8 L USM and the EF 1.4x Extender II.



What is the sporting event you'd most like to photograph?

There are too many to list here, but if I am given just one choice, I would like to photograph the summer and winter Olympic Games. (Oops! That's already two events.) To cover more than 20 sports in one event would definitely be a challenge, but I am up for it if the opportunity arises.

What other types of photography interest you?

Besides my love for sports photography, I also enjoy travel photography. Aside from getting to travel and see new places, it allows me to grow as an individual. I try to plan my own trip, venturing into non-touristy areas, meeting new people and soaking up the new culture. Lately, I've also been doing quite a bit of editorial work in the entertainment field. I guess having expertise in diverse photography genres helps in getting assignments.

What advice would you give to an aspiring sports photographer?

For a start, it's going to be an expensive investment because of the amount of gear required. Realistically, you have to take that into consideration if you're considering sports photography. You won't get famous overnight, so start slowly and build up a portfolio that includes various kinds of sports photos. Dare to be different in your approach, and remember that sports photography isn't always about action. Do your homework, learn the sport and scout the location well in advance. And most importantly, practice, practice, practice! Good luck!



My personal favorite is this photo of spectators with vuvuzelas in the Bloemfontein Stadium during the World Cup 2010. It was taken using the EOS 1D Mark IV with an EF 300mm/f4.0 L IS USM lens. I like this photo for its icons, color, character and life. Strange but true, the sound of the vuvuzela is very pleasing in the stadium, unlike when you hear the buzzing sounds over the television.



This photo was taken during the OCBC Cycling 2011 Pro Criterium. I pre-conceived exactly what I wanted to shoot, and went there with that one specific aim. I used the EOS 1D Mark IV with an EF 300mm f/2.8 L IS USM to execute this graphical cyclingmotion shot. The trails aren't Photoshopped; I used a slow shutter speed and shot from higher ground. For the record, I'm not the official photographer.



This is a photo of David Coulthard cruising down Orchard Road in the Red Bull F1 car during the Red Bull Speed Street in April, 2011. It was taken using the EOS 1D Mark IV with an EF 70-200mm f/2.8 L IS USM. The event was crowded with spectators, and I used them as colors for the trails on the top and bottom of the photo, with the car in the middle. Again, this is not an official shoot.



Canon Legria HF G10 PRICE: \$3,099 *

THE POWER OF CINEMA IN THE PALM OF YOUR HAND

The Canon Legria HF G10 has an array of advanced cinematic features that makes high-quality moviemaking easier and more creative than ever before. From the storyline to stereo sound, the Legria HF G10 provides users with everything they need to create motion pictures they'll be proud to share.

It's easy to get great HD shots from virtually any vantage point with the 30.4mm wide-angle lens and speedy 10x zoom. The high-sensitivity HD CMOS PRO sensor ensures excellent detail and exposure, even in low-light conditions. And the DIGIC DV III imaging processor supports near-instantaneous auto focusing and face tracking so advanced it recognizes faces in profile.

To give your movie a truly cinematic feel, the Legria HF G10 features eight cinema-look filters, including Cool for a futuristic or science-fiction atmosphere and Old Movies for a vintage-film look. When you want to get playful, use the Touch Decoration function to

draw designs – using a stylus on the ultra-high-resolution, 3.5-inch touch screen – or add stamps and animated effects to your videos.

Creating the narrative portion of your film is never a problem with Story Creator. Choose a theme, such as Travel or Party, and the camcorder suggests specific shots: “packing for the trip” or “greeting guests.” When shooting is complete, the footage is automatically edited together and you’ve made a movie.

The Legria HF G10 comes with 32GB of internal Flash memory. In addition, dual card slots accept high-capacity SDXC cards that can hold up to 64GB each. Record on both cards at once for an automatic backup system.

Now you can do so much more than simply shoot videos. With the cinematic power of the Canon Legria HF G10, you can make a masterpiece.

Canon imageCLASS LBP7018C PRICE: TBA

PUT A COLOR LASER PRINTER ON YOUR DESKTOP!

It's a compact, cost-effective color printer that's right at home on your desktop. And it's a laser printer! The new imageCLASS LBP7018C gives SOHO businesses an exciting new alternative for high-quality desktop color printing.

It utilizes Canon S Toner for truly impressive documents and images. Polymerized toner particles transfer smoothly from the fixing roller, ensuring exceptional detail, reduced jagged edges and consistently high-quality color output.

The LBP7018 is fast – in more ways than one. Print high-quality documents at up to 16ppm monochrome and 4ppm color. First Print Out Time is usually 14 seconds or less. On-Demand Fixing Technology reduces recovery time to about 10 seconds. And with CAPT 3.0 and Hi-SCoA technologies, you'll never need memory upgrades to support the printer's impressive processing speed.

Maintenance is minimal and cartridge replacement is effortless. An LED will indicate which color needs to be replaced, and then the Automatic Rotation System moves the empty cartridge to the top.



Simply pop it out and pop in the new one.

Energy efficiency is always a consideration when choosing a printer. The LBP7018C requires just 7W in standby and a mere 1.1W in sleep mode. Moreover, it boasts Typical Energy Consumption (TEC) of just 0.5KWh/w.

For high-quality, cost-efficient color laser printing, the imageCLASS LBP7018C is an excellent choice.

* Prices are correct at the time of printing.

SBTG Gives The EOS 1100D a Strapping New Look



To commemorate the launch of the trendsetting EOS 1100D, Canon hooked up with style warriors SBTG, commissioning the cutting-edge fashion label to design four limited-edition camera straps. The straps would coincide with the four colors of the EOS 1100D – Black, Red, Metallic Gray and Brown – and feature SBTG's “Parsilia” camouflage motif.

SBTG was a perfect choice for the hookup, for they personify the spirit of individual expression that drives the EOS 1100D. Past SBTG projects include the legendary Nike SBTG SB Dunk, as well as electrifying collaborations with DC Gatsby and New Balance.

The SBTG straps were introduced as part of a limited-edition EOS 1100D X SBTG box set, which contained the EOS 1100D, a matching strap and an SBTG protective wrap. The box set was unveiled during the launch of this year's Men's Fashion Week at the Marina Bay Sands. Four of the box sets were auctioned at the event, with proceeds going to the Japan disaster relief fund.

Not surprisingly, the SBTG straps have proven to be hugely popular, and although they were designed to complement the EOS 1100D, they look great on any EOS model.

Flesh Imp X Canon – A Celebration Of Fashion And Photography

The Flesh Imp X Canon “Fashion Photo Journal” Competition culminated at the opening of the über-hip label’s new flagship outlet at SCAPE on June 24. Nur Henda Bin Ahmad took the top prize in the LIFESTYLE category with a work entitled “Behind the Scenes.” Olivia Sari-Goerlach won the LOOKBOOK category with her submission, “Countryside Chic.”

Since fashion was at the heart of the contest, it was only fitting that first prize included the stylishly hip Canon EOS 1100D – a chic new release that’s already accumulating vast amounts street cred. The winners also walked away with the Flesh Imp X Canon FLMLTD Capsule collection and \$200 in Flesh Imp vouchers.

“The collaboration between Canon and Flesh Imp was a natural fit,” explained Edwin Teoh, Assistant Director (Marketing) of the Canon Consumer Imaging Products Division, “It was the perfect way to celebrate the unbreakable bond between fashion and photography.”

The Flesh Imp X Canon “Fashion Photo Journal” Competition was organized by Canon and Flesh Imp to recognize the talent and creativity of Singapore’s dynamic photographic community. It also served to highlight the fashion label’s tenth anniversary, as well as the opening of its new outlet. The top ten entries out of more than 800 submissions were displayed in the store.



The Next Generation Of Sports Photographers Shine At The Canon Lion City Cup

Going beyond its commitment to nurture the next generation of athletes by supporting the Canon Lion City Cup, Canon also made clear its dedication to developing the next generation of sports photographers. It did this by giving 100 young EOS owners exclusive, on-ground access to the five-day youth soccer tournament.

“It’s an incredible opportunity for aspiring sports photographers to have this level of access at an international soccer tournament,” said Andrew Koh, Canon Singapore’s Senior Director and General Manager of the Consumer Imaging & Information Products Division. “Here were these young photographers, shooting side by side with professionals, learning just how challenging and rewarding sports photography can be.”

Each day, 20 of the lucky photographers were able to capture exciting images from their exclusive vantage point. They were also given the valuable opportunity to try out a range of professional EOS telephoto lenses, which were supplied by Canon Singapore. Each participant was also rewarded with a Canon photography vest.

Professional photographers Suhaimi Abdullah and Ray Chua, as well as the Canon ground staff, provided advice and support throughout the tournament.

Participants were chosen based on their attendance at a Student Photography Seminar, the MediaCorp Photography Seminar, or through an online contest held on the Canon Singapore Facebook page – <http://www.facebook.com/BeEmpoweredByCanonSG>



Travel Photography Tips



PowerShot SX230 HS – A More Memorable Journey

The PowerShot SX230 HS is the ideal travelling companion! It’s conveniently compact, yet it features a 14x zoom, 12.1-megapixel resolution, and even built-in GPS so you’ll know exactly where and when every shot was taken. You can also capture Full HD Movies with stereo sound, allowing you to create your own high-resolution travel documentary! To make your journey more memorable, remember to pack the PowerShot SX230 HS!

Zoom In On Great Shots.

A good zoom lens can be a travel photographer’s best friend. It gets you close when you can’t approach the subject, and it will allow you to reveal an amazing amount of detail. It also compresses the background, giving your shots a truly unique perspective.

Ask Permission.

Don’t assume that everyone you see likes to have his or her photo taken. Whenever possible, ask permission before snapping. It’s also a good way to interact with the local people, and you might even gain some exciting insight into the culture.

Map Your Journey.

Keep track of where you take your photos. It might be easy when you have a major landmark in the shot, but you’d be surprised how easy it is to forget exactly where you saw that charming fountain. You can always take notes. Better still, use a camera with built in GPS. It records the geographical details of every photo you take, so you’ll never be lost!

Create A Narrative.

Every picture tells a story, but if you do a little planning you can create a compelling narrative with your photos. Think about how one image leads to another. It might be the tale of your entire journey, or simply a few minutes in the life of a European street vendor.

Go Beyond The Landmarks.

It’s likely that you’ll bring back plenty of shots of the Eiffel Tower from your first trip to Paris. But don’t stop there! Capture the subtle images that bring out the true sense of a place. Look around and you’ll see all sorts of interesting activities beneath, near and even inside a city’s landmarks. It can also be interesting to have the landmark barely noticeable in the background.



Think Big, Think Canon

Think Big
think Canon

In the competitive world of business, cutting edge ideas and technology make all the difference in a successful entrepreneurship. Canon wants to revolutionize business not just by being the leader in business solution machines, but also by providing a platform for business owners to share their formula for their commercial successes.

As part of the Canon Think Big business program, Canon interviewed top local entrepreneurs to discover their insights and opinions of the market, and to share their motivational success stories of how they built their business empires from scratch. Some of the visionaries in the Canon program include Dato' Dr. Jannie Tay (The Hour Glass Limited), Elim Chew (77th Street), Adrian Loi (Ya Kun International), Kenny Yap (Qian Hu Corporation Limited), and Willin Low (Wild Rocket).

Canon will also be hosting a convention to encourage the spirit of entrepreneurship, and to equip the attendees with the knowledge via experiences shared by our successful entrepreneurs. The Canon Think Big Entrepreneur Convention 2011 will be held on 21st September 2011 at Suntec Theatre.

So visit <http://www.canon.com.sg/ThinkBig> today to discover how Canon can help your business think big!



Dato' Dr. Jannie Tay



Elim Chew



Adrian Loi



Kenny Yap



Willin Low



The Canon EF 8-15mm f4/L USM PRICE: TBA

Be More Creative With World's Widest & Most Versatile Fisheye Zoom Lens

Canon's EF 8-15mm f4/L USM brings unprecedented levels of quality, creativity and versatility to fisheye photography. It delivers full-frame fisheye images with a diagonal angle of view 180° for all EOS SLRs with imaging formats ranging from full frame to APS-C. However, it can also deliver 180° circular fisheye coverage for full-frame EOS models. With its unique focal-length range – the closest focusing distance is 16cm – it's the ideal lens for everything from underwater* photography to HD videography. It features a UD glass element to suppress chromatic aberration and a newly developed fluorine coating that greatly resists dust, dirt and moisture. With Canon's Sub-Wavelength Structure coating, secondary reflections are dramatically reduced, even when shooting directly into bright light. What's more, you can switch instantly between AF and Manual focusing. In other words, the EF 8-15mm f4/L USM gives you a wider view on creativity.

* Requires protective underwater housing.



Win Big
with Canon –
“Call to Win” with
CLASS 95

Showcasing its commitment to stay connected to its consumers, Canon teamed up with Class 95 to organize a special “Call to Win” contest. Over a period of eight weeks – from March 28 to May 20 – eight lucky callers won cash prizes. At the prize presentation, Canon upped the ante, giving away mystery prizes including a PIXMA Printer, a SELPHY Compact Photo Printer, a LEGRIA camcorder, as well as PowerShot, EOS and IXUS cameras.



IXUS Hangs Out with 91.3FM @ WaveHouse

Canon IXUS is proud to be the Official Imaging Partner for 91.3FM Must Drink Friday, which took place at the Sentosa WaveHouse on 24th June. Together with the radio station and their DJs, listeners and partygoers enjoyed a variety of entertainment and activities, free food and drinks. In addition Canon revved it up with shoot-and-print activities using Canon IXUS cameras and SELPHY Compact Photo Printers. Adding on to the fun, one lucky participant won a stylish Canon IXUS 115 HS digital camera! It's a great way to hang on to a memory and have a whole lot of fun!

IXUS in Action – The IXUS Style Council

Launched at the dawn of 2011, IXUS Experience marked the beginning of a new era – where fashion, photography and lifestyle are united in a single purpose. It thus gave rise to the IXUS Style Council, a group of eleven fearless fashion aficionados, who, armed only with their IXUS cameras, explore the style frontiers of Singapore, Asia and the world.

The IXUS Style Council's blogs are filled with extraordinary images and provocative prose, presenting the inside scoop on the planet's latest trends. Through their eyes, ears and IXUS, we've experienced exclusive restaurant openings, fashion festivals, trendy travel, musical extravaganzas and even been politely served in Japanese maid cafés.

Join the IXUS Style Council as they continue their quest for all that is new and worth knowing. They're waiting for you at <http://www.canon.com.sg/styleixus/>



THIS ISSUE'S CONTEST

Five lucky readers will each win
a EOS TO-FU Card Reader

CLOSING DATE: 31st October 2011

(Remember to attach postage stamps before posting.)

The answers can be found inside this issue of Buzz.
Simply mail the contest portion to the following address:

The Editor, Canon Buzz
Canon Singapore Pte Ltd
1, Harbour Front Avenue
#04-01, Keppel Bay Tower
Singapore 098632

If you wish to submit your entries via email, please send your
answers to **buzz@canon.com.sg** with subject header as
CANON BUZZ ISSUE 21



CONTEST QUESTIONS

CONTEST | ISSUE 21 | **buzz**

Q1. What is the typical energy consumption (TEC) for Canon's new laser printer, LBP7018C?

Answer:

Q2: Which ultra-hip label designed limited-edition camera straps for the EOS 1100D?

Answer:

Q3: Which Canon compact digital camera sports a build-in GPS function?

Answer:

SURVEY QUESTIONS

Q1. Will you prefer to receive Canon Buzz in PDF format?

☐ YES ☐ NO

Q2. Will you pay for a physical copy of Canon Buzz for a token sum of S\$2?

☐ YES ☐ NO

Q3. Do you share your copy of Canon Buzz with your friends or family?

☐ YES ☐ NO

CONTACT DETAILS

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NRIC: _____

Address: _____

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(Home) _____

Email: _____

How did you receive our newsletter?

- ☐ In my mail box
☐ Picked up at exhibition / show
☐ From Canon Showroom / Care Centre

Please tick one of the following:

- ☐ Please include me in your mailing list
☐ I am already in your mailing list
☐ Please remove me from your mailing list

CONGRATULATIONS!

You are the five lucky winners from the contest of the previous issue. We will contact you for the prize collection.

Yaty Mohd Salleh
Todd Beltz
Ang Li Meng
Andrew Lim Kim Thye
Lim Ming Heng

S743XXXXZ
G572XXXXK
S176XXXXA
S732XXXXA
S781XXXXG