

# buzz

A CANON PUBLICATION

DECEMBER ISSUE 26

## A DEFINITIVE GUIDE TO THE SEASON



### Inside!

**PowerShot SX50 HS**  
BRILLIANT AT ANY DISTANCE

**PowerShot G15**  
THE POWER TO CAPTURE LIFE

**PowerShot S110**  
SUPERIOR LOW LIGHT PERFORMANCE



### Hands On

**PRACTICAL PARTY HOSTING IDEAS**

**10 TIPS FOR MAKING VIDEOS**

*Good Bye* hardcopy,  
*Hello* online magazine!

This is our **final** printed issue of **BUZZ**. Please log on to [www.canon.com.sg/BUZZ](http://www.canon.com.sg/BUZZ) to stay in touch via our refreshed web publication!





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### Publisher

Canon Singapore Pte Ltd  
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**Goodbye hardcopy, Hello online magazine!**

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## CONGRATULATIONS

to the **five lucky winners** of the **EOS TO-FU Card Reader!** You will be contacted soon to claim your prize.

So Tsz Ying	Sxxxx785E
Yeo Chye Kim	Sxxxx233I
Nur Sarah Fina Binte Yakob	Sxxxx493C
Chu Ann Fong	Sxxxx911I
Arnaldo Siasat	Sxxxx799G

# How to Spruce up that Christmas Party

Want to spice things up this Christmas? Your party planning template just got simpler and richer.

For starters, why send boring store-bought invitation cards when you can make **your own exclusive invites** at a fraction of the cost? Take a picture of your party hosts, or find a photograph from last year's party on your computer and make that the cover of your card. Alternatively, treat it like a postcard and simply affix a stamp with your message and addressee on the reverse side.



Instead of traditional place cards or place settings this year, print individual ID photographs of your guests and use those as **uniquely personal place cards**. Construct your own **photo coasters** and design your own **placemats** by putting together pictures that complement your party theme—these are easy and great ways to instantly enhance the visual dynamics of your table.

Prepare a **party pinboard** for sticking on virtually instant photographs of guests arriving at the party. Use square labels to print pictures from photo apps like Instagram to achieve the best artistic effects. Invite everyone to write their messages on this board next to their pictures. Top this all off by pampering your entertained guests with **personalised parting gifts** — pictures of them having the best time at your party.



SELPHY CP900

### Editor's Choice:

The **Wi-Fi-enabled SELPHY CP900** allows quick printing of memorable moments in superb quality anywhere, making it the perfect party accessory. Print pictures wirelessly from your compatible digital camera or smart device using the free Canon Easy-Photo Print app. This trumps the polaroid because you can vet and edit your pictures every time!

Placemat



# The I-N-T-E-R-C-H-A-N-G-E-A-B-L-E EOS M

Canon's first compact interchangeable lens camera—EOS M—uses the superfast and accurate hybrid AF system, housing these specs within a compact magnesium body. Here's why EOS M is the perfect gift this Christmas.

**INTERCHANGEABLE:** More than interchangeable lenses, the camera's shorter flange focal distance allows for smaller, lighter EF-M lenses, as well as the option of using EF and EF-S lenses with an adapter.

**NIFTY:** Combining the high image quality of a DSLR with the cosy convenience of a compact, EOS M presents the ideal middle ground for everyday camera enthusiasts.

**TOUCH:** The touch screen interface allows you to control focus, zoom and exposure easily while previewing images.

**EASY-TO-USE:** Sophisticated subject recognition and tracking capability makes this camera almost as effortless as a point-and-shoot.

**RAPID SHUTTER SPEED:** The camera's short shutter lag lets you capture split-second action.

**COMPACT:** EOS M is fitted with a thin "pancake" lens that is as portable as some larger compact cameras.

**HIGH ISO SENSITIVITY:** High ISO sensitivity of up to 12,800 (expandable to 25,600) ensures that this camera is amply equipped for handling low light situations.

**AUTOFOCUS:** Contrast detection autofocus achieves higher focus accuracy for still subjects.

**NOISELESS SNAPPING:** Shutter activation is so much quieter than a DSLR without the moving mirror.

**GOOD DYNAMIC RANGE:** Boasts a wide dynamic range to produce incredible low-light image quality with great shadow and details highlight.

**EXCELLENT IMAGE QUALITY:** Its large APS-C image sensor preserves sharpness, detail and colour to deliver image quality surpassing that of compact cameras.

**ADAPTABLE:** Its light weight, diminutive form and ability to change lenses makes it highly versatile for different scenarios.

**BLUR ON PURPOSE:** EOS M allows you to play with focus to create artistic pictures with blurred backgrounds and sharp subject close-ups.

**LCD:** It uses a wide 3.0" LCD display with approximately 1.04 million dots for arm-level pointing and shooting.

**ENHANCED CREATIVITY:** With access to an entire ecosystem of lenses, convenient operating controls and digital editing options, this camera provides freedom for unhindered creativity.



- 18-megapixel APS-C CMOS sensor
- 3-inch touchscreen with 1.04m-dot resolution
- ISO range expandable to ISO 25,600



EF-M 18-55mm  
f/3.5-5.6 IS STM  
zoom



EF-M 22mm f/2 STM



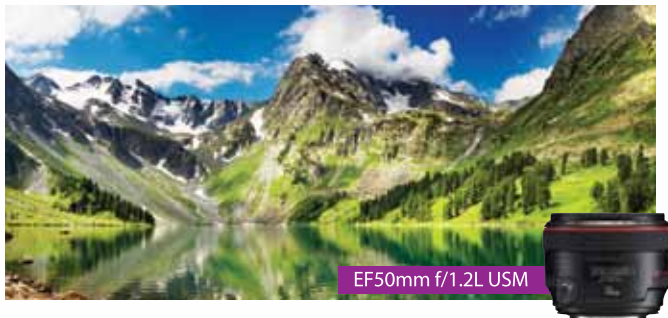
# Your POINT of VIEW

Digital cameras with interchangeable lens systems such as Canon's EOS and EOS M offer users numerous perspectives through the option of a variety of lenses. David Yeo, Assistant Marketing Manager from Consumer Imaging and Information Products Group shares his view on how your year-end vacation pictures can have different perspectives with different Canon lenses.



## Prime Lenses

A prime lens is a lens with a fixed focal length. Although less versatile than zoom lenses, prime lenses offer portability. Most prime lenses also offer a larger maximum aperture and are excellent with light or in low light environments.



EF50mm f/1.2L USM



## Zoom Lenses

A zoom lens offers varying focal length within a pre-defined range, offering users versatility and the option of varying perspectives and angles of view from a single physical standpoint. Zoom lenses are available in numerous ranges, from wide-angle zooms such as the EF16-35/2.8L II USM to telephoto zooms such as the EF70-200/2.8L IS II USM.



EF70-200mm f/2.8L IS II USM



## Telephoto Lenses

Telephoto lenses have longer focal lengths that offer users a closer view of subjects at a distance. The angle of view is also narrower. With shallower depth of view, telephoto lenses are excellent for isolating interesting details or reaching distant ones.



EF200mm f/2.8L II USM



## Wide-Angle Lenses

Wide-angle lenses offer a sweeping perspective and are popular for capturing landscapes. Because of the greater angle of view, they also offer greater depth of field.



EF14mm f/2.8L II USM

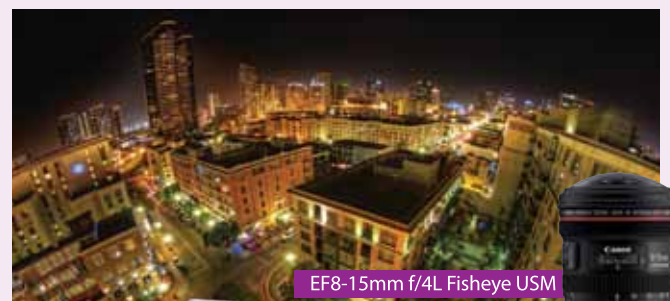


## Specialty Lenses

Macro lenses allow users to capture minute details and subjects such as insects, flowers and areas that the human eye would normally miss. Tilt-shift lenses were originally designed to offer perspective control in architectural photography but have become increasingly popular for capturing interesting imagery through the creative use of selective focus.



EF100mm f/2.8L Macro IS USM



EF8-15mm f/4L Fisheye USM



For more information on Canon's arsenal of more than 60 EF and EF-S lenses, visit: [www.canon-asia.com/ef-lenses/](http://www.canon-asia.com/ef-lenses/)

**EF80 million**

80 million lenses manufactured from 1987-2011

Canon celebrated producing its 80-millionth EF lens on 3 August 2012, just nine months after its production of the 70-millionth lens in October 2011. This joyous milestone coincides with the Canon EOS system's 25th anniversary.



John became seriously interested in photography after his maiden trip to America when he returned to Singapore with 43 rolls of film and no money to develop them. Freedom and joy are often featured in his compositions but interest is ultimately what fuels John's photographic appetite. After numerous "food shot" assignments while working with the Business Times, food photography became an obsession with John and led to him being featured—most prominently in "TIME" magazine. Food, sports and people are what move him these days.

## 1 Action shots like these are sort of your specialty... Please tell us how you would set up an action shot.

I don't really like to set up my shots... I like them as raw and natural as possible, so I usually shoot during the thick of the action. Of course that often puts me on a collision course with the officials, especially during a competitive match, because in Singapore it's hard to get in the thick of things.

## 2 What is important for taking a good action shot?

Understand the type of action you are covering... There is so much information up on the Internet—you should watch clips over and over again to familiarise yourself... from all angles even. Also, understand the equipment that you should bring along.... sometimes I hate carrying more than one camera or one lens. Aside from the fact that I can't change lenses fast enough—the fewer options I have, the more focussed I am on getting that one perfect shot.

## 3 What tips would you give someone learning how to take action shots?

If the action is too fast for your camera, switch to manual. Plan your shot, measure the distance, focus manually and then wait. Remember to breathe... Also, ISO—there's no excuse other than picture quality not to pump up the ISO. Set as fast a shutter speed as you can to freeze a moment if it needs freezing.

## 4 What do you like most about the new PowerShot G15?

It's small, fast, and the layout is great for switching things up really quickly when reacting to situations. The ND filter is the most awesome feature—it allows me to shoot at really low shutter speed in broad daylight without having to slap on extra glass in front of it.

### You would recommend it for...

Anything really—this camera is pretty versatile.

# How to Catch All the Christmas Action



“The G15's high-speed autofocus helps me catch the action every time.”



INTRODUCING THE NEXT BIG THING.  
(AND IT'S SMALL)



EOS M





Nicky Loh

Q+A

# Get Up Close And Personal Even At *A Distance*

Nicky Loh is a full-time commercial photographer. He started out writing music articles for magazines at 17 but soon switched to photography when he realised that one picture earned him the equivalent of writing a thousand words. He still believes that he coined the phrase "A picture is worth a thousand words". Starting out as a photojournalist with Reuters, Nicky soon expanded his commercial repertoire to specialise in travel, lifestyle and portrait photography. He approaches photography with an open mind and seeks to tell stories by capturing the subtleties of life.

## 1 Tell us how you will be celebrating this Christmas?

This year, I'm planning do something different with a trip overseas. I'm still deciding between India, Italy or Los Angeles.

## 2 Vacation pictures are often taken from a distance. You have a penchant for long range photography... What got you started on this?

I started needing to take long range shots when I was a photojournalist with Reuters. Many photography shoots need to be taken from a distance that require long lenses — ranging from sports events to film/music awards to getting exclusive shots of people who did not want to be photographed.

## 3 What are the key fundamentals for taking good long range shots?

Understanding the movement of your subject is key. If you don't know how your subject moves, you are going to end up taking a lot of blank shots. Once you understand what you are photographing, you can always be one step ahead knowing what and how you can compose your photos. Also, good lighting and a sturdy monopod or tripod is important. And practice! The more you shoot, the better you understand yourself and the camera.

## 4 What do you like most about the new PowerShot SX50 HS?

It's so compact and yet so complete in so many ways. I love having the convenience of such long zoom power in the palm of my hands without having to carry the bulk, and being able to capture the best details from a distance. Last but not least, just 5 years ago, it would have cost ten thousands of dollars to be able to zoom up to 1200mm. The SX50 HS now allows you to do that literally at a fraction of the cost.

## You would recommend it to...

Travel junkies and street photographers.



“Thanks to the 50x zoom of my SX50 HS, I can capture long-distance shots easily.”



Shavonne Wong is a 21-year-old photographer based in Singapore. She began photography in early 2010 while waiting to graduate from polytechnic but what began as a hobby soon became the apparent career choice for her. To her, photography is about finding beauty and capturing it. She strives for constant improvement by challenging herself to make every shoot her best. She shoots mainly fashion, beauty and commercial photography, and her shooting style has been described as "kind of a raw, dreamy, strange mixture of everything."

## 1 What is your favourite part about the upcoming New Year festive season?

I love the food, the presents, the sales, just the festive mood. People are happier during this season.

## 2 How would you go about shooting under low light, at the New Year's Eve party for instance?

Even in low light, there must be some sort of light in the photo. Note where the light source is and use it as an approach to visualising the photo you want. Sometimes if it is too dark, a tripod may be necessary due to the low shutter speed.

## 3 What tips would you give someone who is learning how to take low light/night shots?

When taking a photo in really low light, you should put the camera on self-timer mode to remove any possible camera shake. Also, always trust your creative eye. If you see something interesting, just take a photo of it.

## 4 What is the most important and necessary element?

Mood is a little hard to define, but it's everything that brings the photo together. The colours, the composition and lighting are important but if people see your photo and don't feel anything, nobody is going to remember it.

## 5 Which camera would you use for low light/night shots?

PowerShot S110. It's small and light and also able to capture great shots! Most importantly, I can operate it conveniently using the touch screen LCD and send pictures wirelessly using the in-built Wi-Fi feature.

### You would recommend it to...

I would recommend it for people who are interested in something light and portable and those who love to shoot manually.

# How to Take Stunning New Year's Eve Night Shots



“My S110 gets me the shots that I want even in poorly lit situations.”





WiFi CERTIFIED EOS 6D



# Gift ideas for

*For Him*

*Hip boyfriend*  
Powerful imaging brilliance packed within a light, cool compact—for the win.

WiFi CERTIFIED Legria HF M56



*Filmmaking son*  
A nifty high-performance camcorder to fulfil all his cinematic dreams.



PowerShot D20



10m 33ft. Waterproof  
1.5m 5.0ft. Shockproof  
-10°C 14°F Freezeproof

*Adventurous Brother*  
This shockproof, waterproof, freezeproof piece is engineered for exploration.

WiFi CERTIFIED PIXMA MG4270



*Old-fashioned father*  
Give dad the wireless ability to scan, copy and print anything from anywhere.



# this season

COLLECTIONS / 11

## For Her

*Culinary superstar mom*  
Set mom up for internet chef stardom with this sleek Wi-Fi-enabled piece.

WiFi CERTIFIED SELPHY CP900



*Perky socialite sister*

Present endless printing possibility to the creative social butterfly.

WiFi CERTIFIED IXUS 510 HS



WiFi CERTIFIED imageCLASS MF4890dw



GPS PowerShot SX260 HS



*Jetsetter girlfriend*

She'll love this GPS-smart camera that automatically tags pictures with time and place.

*Favourite ex-boss*

This Wi-Fi-smart print juggernaut will sort out the whole office in no time.





# 10 Tips for Making Videos

A 2-part mini tips series

*Yeo Wee Han* is one of the fine resident instructors at Canon Imaging Academy. A specialist in macro and landscape photography, he also teaches videography and production. His first film was a short time lapse piece "Singapore Lights" in 2008 acclaimed by the Internet community and local press, and his second is currently in production. This issue, we speak with him for 5 tips to take great videos.

## 1

### Know your gear.

The camcorder comes with an instruction manual for a very good reason. Read it from cover to cover. It's tempting to just charge the batteries and head out for a shoot but you will only do better if you read the manual and know your hardware inside out.

## 2

### Learn photography.

Learn photography to achieve better videography. If you have a fine eye for photography then you have already won half the battle of video making.

## 3

### See the light.

Learning about optimal lighting is crucial to bringing out the best in your video. Want to differentiate your production from the rest? Master lighting.

## 4

### Scout for location.

Location scouting prepares you for the challenges ahead. If you were heading to a fine restaurant for dining, you would surely research relevant reviews on it beforehand. Location scouting is the same.

## 5

### Good pre-production precedes every good video.

Write out your ideas, expand on them, plan for the shoot, diligently cast your actors. All these add up to a fine production later on.



LEGRIA HF M56

Look out for part-2 of this mini tips series in our next online issue.



# Calendars For A Fabulous Start

Here's an excellent way to focus your positive energies in preparation for the New Year. Set a tone for 2013 with a calendar you will love to look at. Also a good gift idea: brighten up your darling's office with a calendar that will remind them of you all year round.



## Step 1

### Printing out the calendar components.

Print out two patterned papers of your choice from **Canon Creative Park** as your calendar base. Then print out the calendar sheets available on **PIXMAtown**, as well as the photo you wish to use for your calendar.



## Step 2

### Preparing the calendar base.

Cut out a 8" x 6" piece of cardboard. Cut out 2 pieces of the first patterned paper with identical dimensions, and stick them to the front and back of the cardboard. Using a hole puncher, punch 2 holes at the long end of the base.



## Step 3

### Decorating the base.

Cut a 3.5" x 4.5" piece of the second patterned paper. Attach it to the calendar base. Attach foam dots to the back of your photograph and stick it on to the calendar base.



## Step 4

### Finishing up.

Cut out the calendar sheets and attach them to the base with a clip of your choice. Personalise the piece with decorative embellishments, and finally, tie a ribbon through the holes you punched earlier.



Your personally crafted calendar is now ready to be hung up at work or at home!





## January 01

· Canon donated a portion of proceeds from the sale of A4 80GSM Business HG Paper to Metta Welfare Association in aid of special needs youth through the initiative, **Reams of Hope**.



· Launch of **EOS C300** cinema camera, Canon's first full-fledge entry into the digital high-resolution production industry.



## February 02

· **Canon's 2nd Young Entrepreneur Awards** helped develop aspiring entrepreneurs in pursuit of their entrepreneurial dreams.

- Launch of **EOS 5D Mark III** Digital SLR Camera.
- Launch of **PIXMA PRO-1**, the world's first 12-colour A3+ professional inkjet printer.



## May 05

· **Canon SuperSeries Platinum** in partnership with the Singapore Bowling Federation extended corporate cohesion across all organisational levels with a new senior management sporting category.



## June 06

· Singapore hosted its 24<sup>th</sup> annual international football tournament in unwavering commitment to the development of youth soccer players – the **Canon Lion City Cup**.



# What Happened in 2012...

## Milestones in the Canon world this year

## July 07

· Launch of **EOS M** interchangeable lens digital camera.



· Launch of **PIXMA MG3170** inkjet printer in red and white.



## August 08

· Canon celebrated production of its **80-millionth EF interchangeable lens**.

**EF 80 million**

80 million lenses manufactured from 1987-2011



## October 10

· Launch of **EOS 6D** full-frame DSLR camera.



· Launch of **My Image Garden**, a PIXMA software that organises and thematically combines your photos, and **Print Your Days**, a creative photo collage application.



## November 11

· **Canon PhotoMarathon-X** held its 10<sup>th</sup> edition of the largest photo competition in the region at Marina Bay Sands.





# An EOS World of Expressions

Here are the three best entries that our panel of experts have selected from the pool of photo submissions for the recent EOS World contests. To view more entries and get tips from the experts, visit the EOS World website at [www.canon.com.sg/EOSWORLD](http://www.canon.com.sg/EOSWORLD).

## ► September 2012



**Selected by Howie Choo**  
Sports Photographer



“Nice “fill the frame” action shot. White balance is spot on and there’s a nice motion blur on the wheels. Also managed to capture one wheel off the ground, which is not easy. Good work! Would have liked to see a slightly sharper shot of the driver’s face – use a higher speed of maybe 1/640.”

– Sebastian Vettel by David Wirawan

## ► October 2012



**Selected by Nugene Chiang**  
Resident Instructor at Canon Imaging Academy



“Good use of rules of third, clean composition. It allows the viewer to focus on the chocolate brownie.”

– Chocolate Brownies by Megan Ng

## ► November 2012



**Selected by Jing Quek**  
Commercial Photographer



“The image is cinematic, with the sunrays piercing through the sand adding a strong element of drama. The rich yellow brown tones of the image takes my imagination on a journey through this desert landscape.”

– The Chase by Joel Ang



**Stand to win one of 5 EOS Camera Bags (worth \$80) when you answer these questions.**

1. CAPTION THE ACTION. Submit an interesting caption for our featured EOS M photo.
2. Name the wide-angle lens featured in this issue.
3. With issue 26 of BUZZ being the final printed issue, which website can you access future digital BUZZ from?



Submit your entries to [www.canon.com.sg/BUZZ/contest](http://www.canon.com.sg/BUZZ/contest) before 31 January 2013 and stand to win 1 of the 5 EOS camera bag!



# THE POWER TO OVERCOME ANY SHOT



**John Heng**  
Professional Sports  
Photographer



**Shavonne Wong**  
Professional Fashion  
Photographer



**Nicky Loh**  
Reportage Commercial  
Photographer

### Outstanding versatility



New  
\$699

Available in mid-October

## PowerShot G15

- Fastest Autofocus Speed\*
- f1.8 with ISO 12,800
- 5x Optical Zoom and 10x ZoomPlus

\*For Canon compact digital cameras as of 20 Aug 2012 in a Canon survey

### Superior low-light performance



New  
\$599

Also available in white and silver



## PowerShot S110

- 3" Wide Capacitive TouchScreen LCD
- f2.0 with ISO 12,800
- WiFi Connectivity

### Super telephoto zoom



New  
\$799

Available in mid-October

## PowerShot SX50 HS

- World's First\* 50x Optical Zoom
- 100x ZoomPlus
- Zoom Framing Assist Seek-Lock

\*For compact digital cameras as of 20 Aug 2012 in a Canon survey