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Canon

Picture Style: Giving photographers in-camera control over image quality

Giving photographers greater creative control in-camera, Picture Style is a new sophisticated and easy-to-understand image processing tool with which users are better able to control image quality variables. Featured on new Canon EOS 5D and EOS-1D Mark II N D-SLRs, Picture Style replaces the colour matrix and picture parameter settings of earlier Canon D-SLR models. More immediately usable JPEG images are, as a result, available straight out of the camera when shooting with the EOS 5D or EOS-1D Mark II N, without the need for substantial post-processing.

Responding to professional needs: Picture Style

Although, it is widely accepted that the best picture quality comes from shooting RAW images that are subsequently manipulated in post-processing, Canon has recognized that the default non-enhanced setting, colour matrix and picture parameter tools of its pro-series D-SLR line-up have not always been comprehensively understood by all users. Consequently, a new approach is introduced to meet the demands of a wider range of photographers. For maximum consistency of operation in the future, Canon plans to maintain Picture Style in future D-SLR cameras.

New Picture Style pre-sets on the EOS 5D and EOS-1D Mark II N consolidate and expand control over image quality variables. Delivering more immediately usable JPEG images straight out of the camera without need for post-production, Picture Style pre-sets can be likened to different film types – each one offering a different colour response. Within each easily selectable pre-set, photographers have control over sharpness, contrast, colour tone and saturation.

Picture Style is a tool that is easy to understand and use. For example, a new default *Standard* setting applies sharpening and boosts saturation (along with other subtle processing) for crisp and vivid JPEGs. *Standard* is ideal in circumstances where users have no time for post-processing.

With six different Picture Styles, users have a range of options at their disposal that will be familiar both to photographers used to working with analogue film types and to Canon users accustomed to the colour matrix settings of existing D-SLRs. Along with *Standard* (equivalent to the 'Parameter 1' setting of the EOS 20D and EOS 350D), these include *Portrait* (similar to matrix 2), *Landscape* ('Color matrix

3'), *Neutral* (equivalent to the default 'Color matrix 1' setting of previous EOS-1D series models), *Faithful* and *Monochrome*.

Wider processing parameters

New processing parameters for the EOS 5D and EOS-1D Mark II N are expanded and are more adaptable to individual users' needs. Sharpness, Contrast, Colour Saturation and Colour Tone can all be independently adjusted within each Picture Style. The range of control over these variables doubles in comparison to previous models. To give an idea of the increased control now available, the EOS 5D and EOS-1D Mark II N feature 48,816 possible setting combinations, while the EOS 20D is limited to 1,355 combinations.

Three extra user defined Picture Style settings are available to users, to store customised settings, either based on an existing Picture Style, or, Canon plans, extra Picture Style files available via download.

Picture Styles

Standard

Equivalent to the 'Parameter 1' setting of the EOS 20D and EOS 350D, for circumstances where users want to avoid post-processing. Images look crisp and vivid with sharpening levels set to '3' and colour tone and saturation scaled to obtain vivid colours.

Portrait

Similar to 'Color matrix 2' of earlier EOS-1 series D-SLRs. Colour tone and saturation levels are set to complement skin tones and sharpening is less than the Standard setting, softening both skin and hair.

Landscape

Similar to 'Color matrix 3' of earlier EOS-1 series D-SLRs. Colour tone and saturation are set to obtain deep blues and greens, complementing sky and scenery. Sharpening is one step higher than Standard, making outlines appear crisper.

Neutral

Equivalent to the default setting of earlier EOS-1 series D-SLRs. Natural colour reproduction is obtained and no sharpening is applied. The setting is ideal for images that are to undergo work in post-processing.

Faithful

Equivalent to Digital Photo Professional's Faithful setting, when the subject is photographed under light with a colour temperature of 5,200K, the colour is adjusted colorimetrically to match the subject and no sharpening is applied.

Monochrome

The same setting as the EOS 20D's monochrome setting.

User Defined

Three channels are available to users to define and store picture settings with the aid of special PC software. A User defined setting can be based on an existing Picture Style, with different sharpening, contrast, saturation or colour tone settings applied. Alternatively, a custom Picture Style file can be downloaded to the camera.