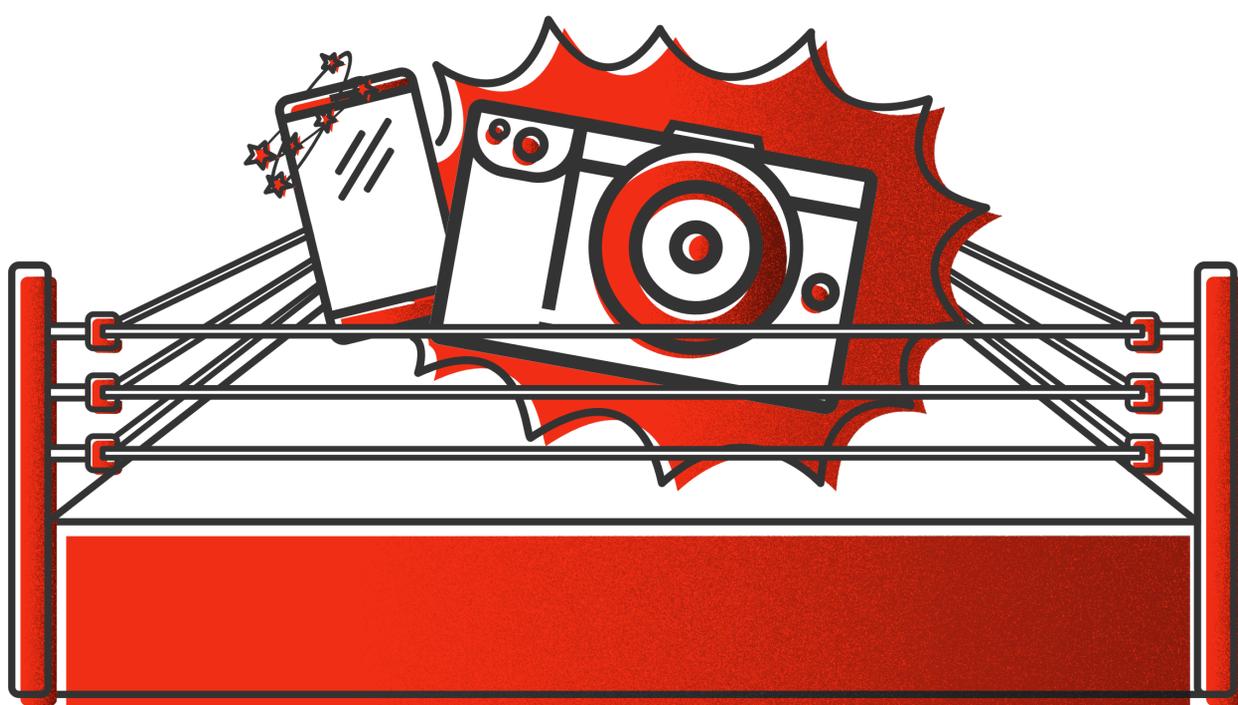


CANON

WHY CHOOSE A **MIRRORLESS CAMERA** OVER A **SMARTPHONE CAMERA**

Love taking photos with your smartphone? Let this infographic show you the advantages a mirrorless camera holds over a smartphone camera.



PERFORMANCE



Image Quality

A mirrorless camera's sensor is larger, which allows it to capture more light. For instance, the 24-megapixel APS-C CMOS sensor of the Canon EOS M5 mirrorless camera lets you shoot cleaner photos compared to 12-megapixel cameras found in smartphones.



Low-Light Performance

This ability to shoot at high ISO setting translates to photos with crisper details and richer colours, even in low-light situations. Mirrorless camera photos will have much less noise.



Eliminate Distractions

A mirrorless camera helps you focus on capturing the photos you want. With smartphones, a call might come in and interrupt just as you're about to take the photo, and by then the moment is gone.

VERSATILITY



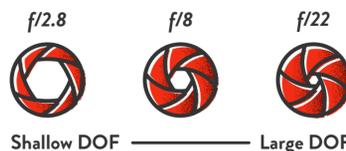
Interchangeable Lens

A mirrorless camera delivers the flexibility of an interchangeable lens camera in a compact form. Compatible with EF-M lenses, as well as EF and EF-S lenses using the Mount Adapter EF-EOS M, they are versatile enough to be used for close-ups, portraits, landscapes, and wildlife.



Optical Zoom

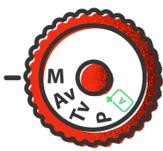
A mirrorless camera lens allows for optical zoom, which helps you capture objects that are far away and yet maintain the quality. Smartphones use a digital zoom, which just crops and enlarges the original photo, causing a big loss in quality.



Depth of Field

Since smartphone cameras have smaller sensors and shorter focal lengths, they struggle to capture shallow depth of field – except at very close distances. Mirrorless cameras allow you to manually set your own aperture, e.g. f/2.8 for shallow depth of field, to give you a beautifully blurred background so the subject stands out.

TOTAL CREATIVE CONTROL



Manual Mode

Manual mode allows you to fine tune all details, including ISO, Aperture, Shutter Speed and more. You can completely tailor your settings to suit your style.



Creative Assist Mode

You won't need any filters for social media posts with the Creative Assist Mode found in Canon mirrorless cameras. You'll be able to customise your own filters thanks to a combination of brightness, saturation, warmth and other settings available.



RAW Output

Yes, some smartphones are now able to export RAW files. However, RAW files from a mirrorless camera contain minimally processed data due to its larger image sensor, which means there is more room for post-processing.