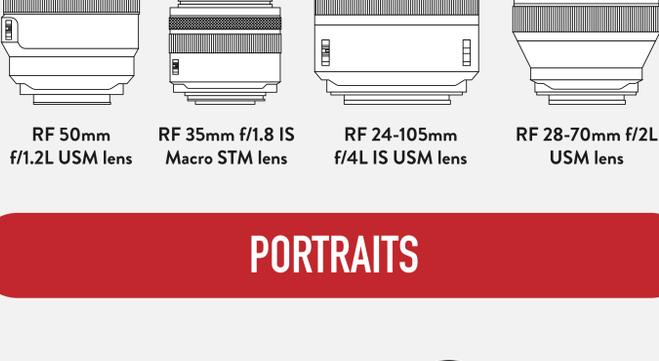


RF LENSES

WHICH ONE SUITS ME?

The RF series is a range of high quality lenses dedicated to EOS R full frame mirrorless camera. Let us explore the different photography interests and find out which is the best one for you.



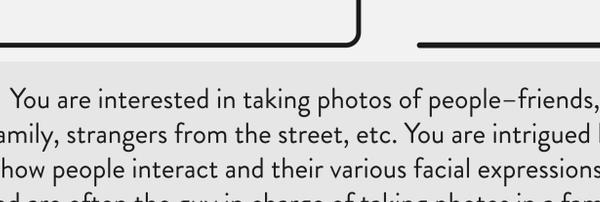
RF 50mm f/1.2L USM lens

RF 35mm f/1.8 IS Macro STM lens

RF 24-105mm f/4L IS USM lens

RF 28-70mm f/2L USM lens

PORTRAITS



You are interested in taking photos of people—friends, family, strangers from the street, etc. You are intrigued by how people interact and their various facial expressions, and are often the guy in charge of taking photos in a family or friends gathering.



RF 50mm f/1.2L USM lens

This lens delivers the sharpness you will need in a portrait, and its low-light performance is impressive especially in a surrounding that is dimly lit (e.g. candle light dinner). The wide f/1.2 aperture means a shallower depth of field, making sure your background is deliciously blur while your subject is in focus.

TRAVEL AND EVERYTHING CLOSE-UP



You travel more than four times a year and enjoy showing your family and friends the holiday snaps. You prefer high quality images to showcase your skills on social media. Besides travelling, you also take interest in getting close-up shots of subjects such as plants and animals.



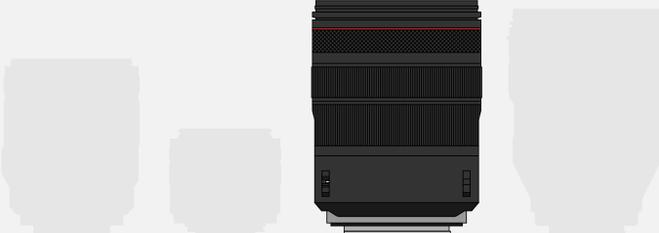
RF 35mm f/1.8 IS Macro STM lens

This wide angle lens is perfect for landscape and travel photography. With an aperture of f/1.8, you will see your subject sharp against a beautiful background blur. In addition, this lens comes with a macro magnification of 0.5x, which means it gives you the power to capture intricate details of a subject up-close.

EVERYDAY USE AND FILMMAKING



Your interest in photography is not restricted to just one category. You take photos of everything from travel, people, pets, street to food. Sometimes you also enjoy shooting short videos for your personal project.



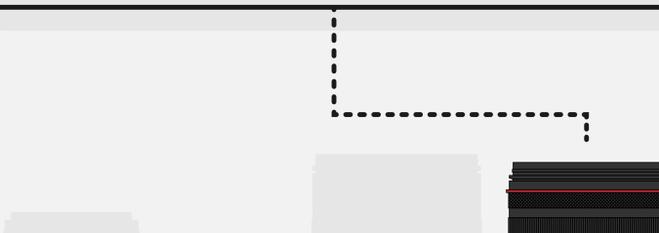
RF 24-105mm f/4L IS USM lens

Versatility is key when it comes to this lens. Covering wide-angle, standard and telephoto zoom, this is the lens you will need to cover everything in your daily adventures. It is equipped with a 5-stop Image Stabiliser to achieve shake-free images.

WEDDING AND EVENT



You are a wedding and event photographer looking for a lens that is fast and flexible. You need a versatile lens so you don't have to carry multiple lenses on an assignment. You want something that has silent focusing and fast enough to capture the right moments.



RF 28-70mm f/2L USM lens

This lens has an aperture of f/2.0, and its autofocus is fast and quiet, and at the same time allows you to zoom to a certain distance. Its high image quality coupled with flexibility means you will get a versatile lens for photographing people and important moments from near and far. The lens' silent autofocus lets you enjoy stealth mode when photographing subjects especially during a speech or presentation.

Lenses are for illustration purposes and may not represent the actual product.