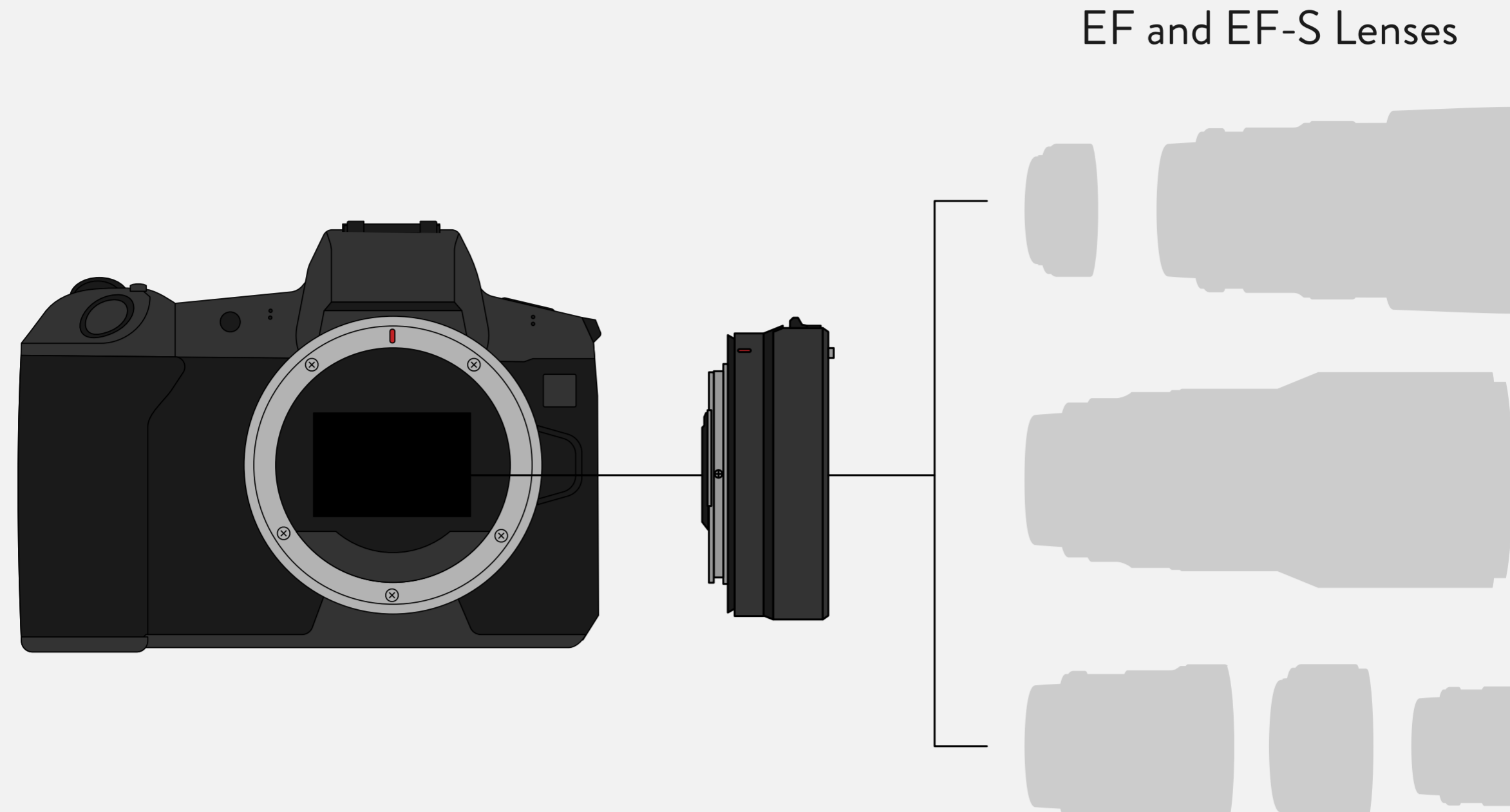


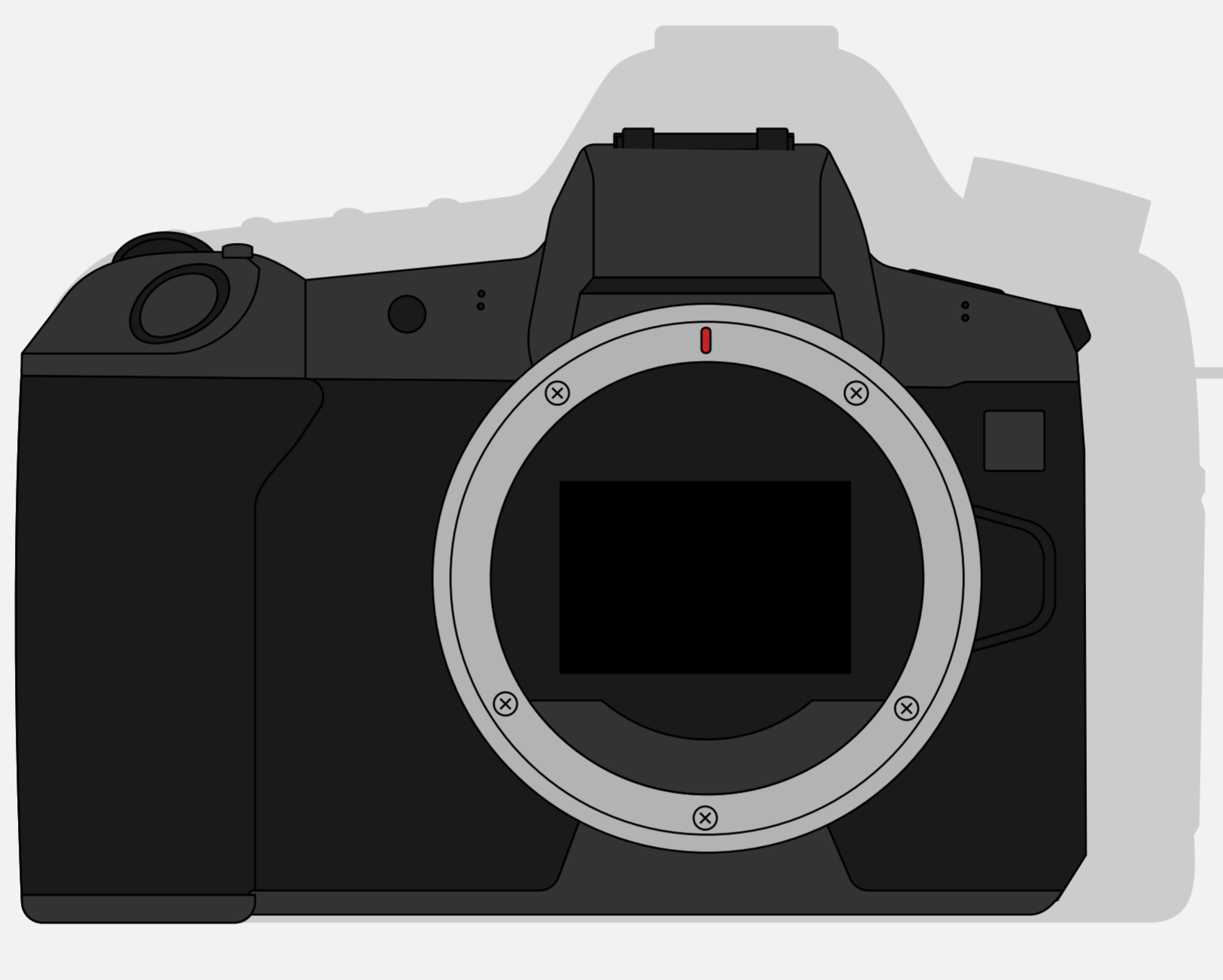
SHOULD EOS R BE MY NEXT UPGRADE?

Here are four reasons why you should consider EOS R full frame mirrorless camera and its RF lenses as the upgrade from your current camera or EOS system.



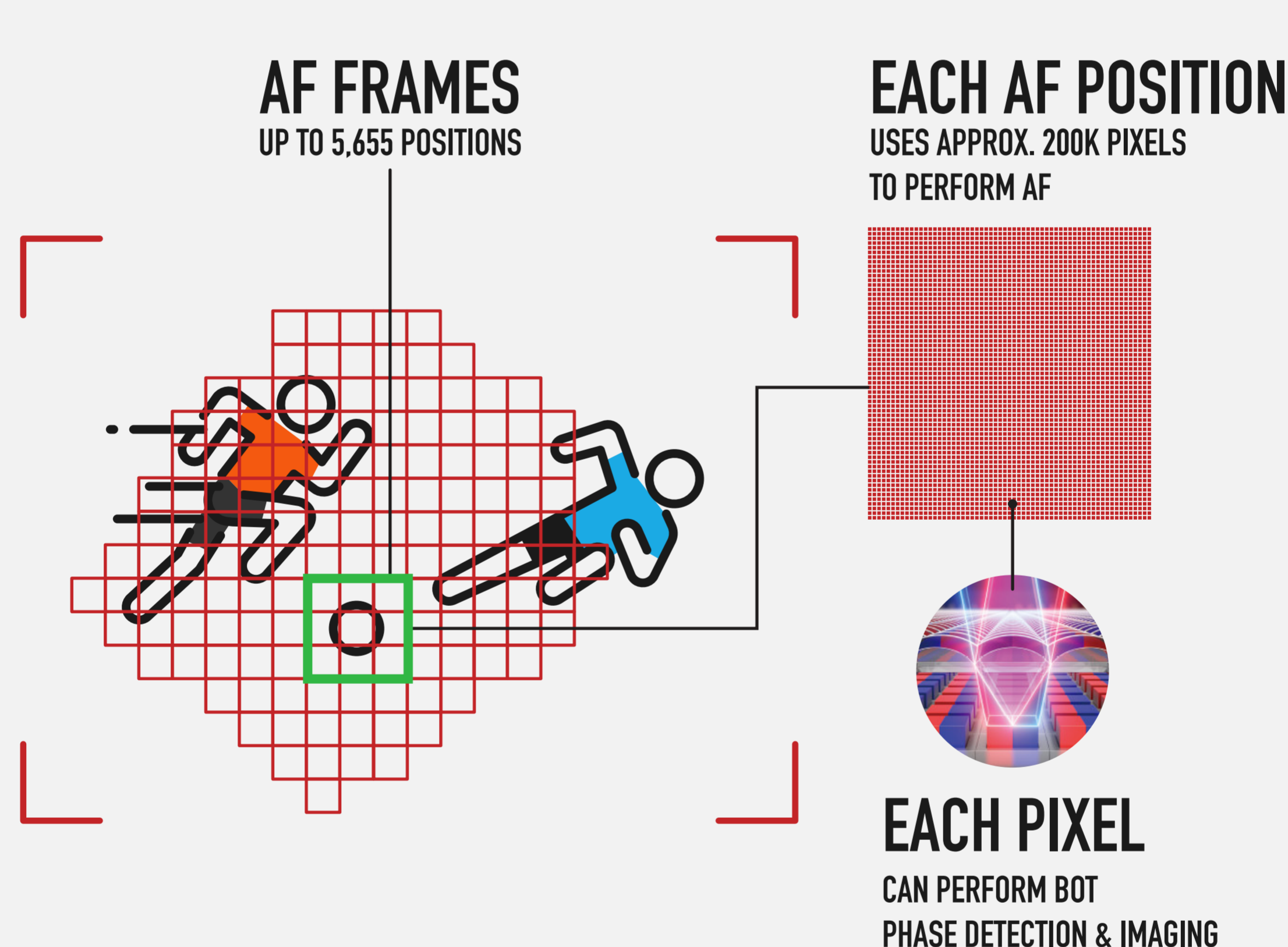
EASY SWITCH

It is going to be seamless switch if you currently own a Canon DSLR and EF/EF-S lenses, thanks to the mount adapter EF-EOS R, which gives you the freedom to pair EF and EF-S lenses with EOS R. It allows you to integrate smoothly into the EOS systems without having to go through a complete gear overhaul.



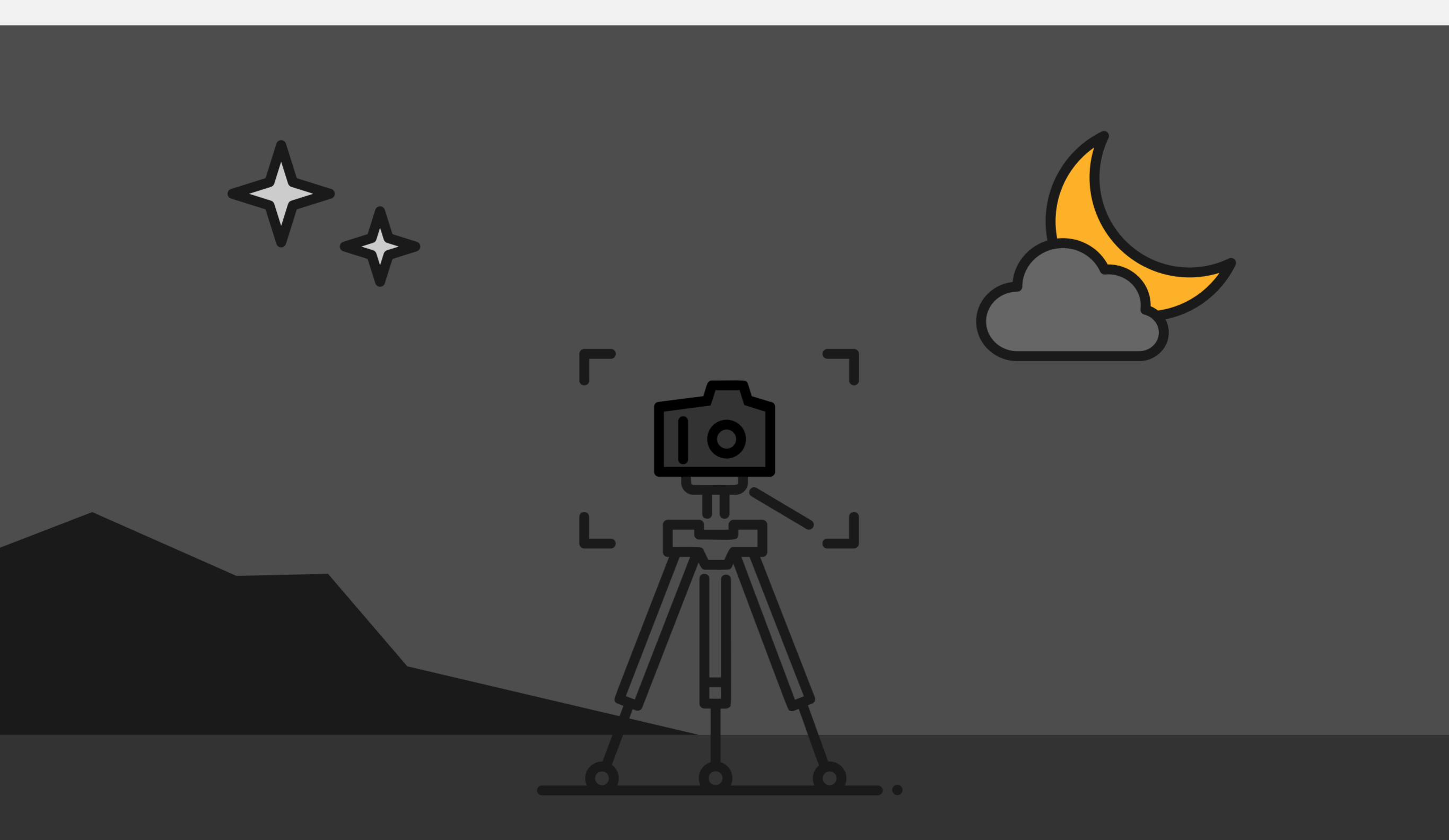
THE COMPACT FACTOR

The full frame mirrorless camera is significantly smaller in size. Lighter in weight, it is easier to carry around and less straining on the wrists and neck. It is a perfect camera for travel and leisure.



THOUSANDS OF SELECTABLE FOCUS POSITIONS

Focusing is effortless on EOS R, as its sophisticated AF system comes with a maximum of 5,655 AF positions. This means a more accurate AF (instead of 7 to 11 AF points in previous generations) without sacrificing your composition.



GREAT FOR LOW-LIGHT

Equipped with an EV-6 low-light auto focus, the EOS R is able to focus on subjects even under really dark conditions. The ultra-sensitive AF is great for night shoot, light painting, candle light dinner, or dimly lit exhibitions.

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

**EXPECT A MORE POWERFUL UPGRADE AND MAXIMISE
YOUR PHOTOGRAPHY POTENTIAL WITH EOS R.**